

Value-Based Healthcare Canada

VBHC Canada™

Partners Brochure

Contact Us

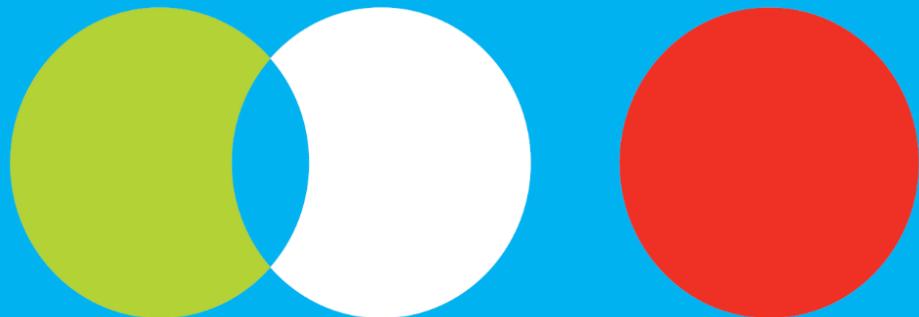
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The Conference
Board of Canada





About Value-Based Healthcare

Value-Based Healthcare (VBHC) is an international movement that seeks to achieve the best outcomes for patients at the most reasonable cost by placing self-reported health and quality of life at the center of health care decision-making.¹ It informs a framework for restructuring healthcare systems, with the goal of optimizing value to patients and systems.

$$\text{Value} = \frac{\text{Health outcomes that matter to patients}}{\text{Costs of delivering these outcomes}}$$

Value-Based Healthcare (VBHC) Canada™ Research Centre

While the success of VBHC approaches has been demonstrated in other jurisdictions, there is an evidence gap to support its application in Canada. **Value-Based Healthcare (VBHC) Canada™** was launched in 2019 to address this gap by coordinating efforts, leading evidence-based research, and building system-level capacity.

VBHC Canada™ is a research centre dedicated to building an evidence-base for the systematic implementation and integration of VBHC approaches across Canada. This is accomplished through policy and applied health research, knowledge dissemination, network support, and partnership development activities. It is an independent, pan-Canadian initiative launched by the Conference Board of Canada, in partnership with key stakeholders from private, public, not-for-profit, healthcare delivery, and academic sectors, to tackle the daunting problem of how to improve patient care and outcomes while containing healthcare costs.

The Centre also serves as Canada's liaison with international organizations and initiatives, including the World Economic Forum's Global Coalition for Value in Healthcare, the International Consortium for Health Outcomes Measurement (ICHOM), and others.

VBHC Canada™ activities are guided by strategic objectives focused on demonstrating how value can be driven into our healthcare systems through systematic and standardized efforts at four levels of the healthcare system: i) the individual patient level; ii) the care team level; iii) the healthcare organization/administrative level; and iv) the political and economic environment level. Our end goal is to actively support the improvement of patient outcomes and system efficiencies across Canada using evidence produced through standardized and scalable methodologies.

We endeavor to be the Canadian champion for the VBHC movement. This means being the driver for research and stakeholder connections in support of advancing VBHC across Canada.



VBHC Canada's™ Foundation (2019-2021)

Our first strategic research and capacity building program that set the foundation of VBHC Canada was designed to facilitate active knowledge exchange; build tactical partnerships and cross-jurisdictional capacity; identify best practices and benchmarks; and study the implementation of value-based approaches to system transformation in healthcare environments across Canadian jurisdictions.

In fulfilment of our foundational strategic plan, the **VBHC Canada™** led a series of applied research activities, please visit the [VBHC Canada™ website](#) for up-to-date research reports and information.

VBHC Canada™ Partner Benefits

- Access to Canada's official VBHC Canada™ Research Centre and linkages to global leaders in the VBHC space.
- Participation in strategic partner events that are informed by member priorities and interests.
- Access to primary research conducted by the Conference Board of Canada, including Policy Research and applied Demonstration Projects.
- Opportunity to inform strategic priorities for VBHC Canada™ and to become involved in guiding and shaping our research priorities as a strategic partner or an advisory member.
- Complimentary access and, depending on partnership level, opportunity to contribute to program development and/or be recognized as a strategic funder of the VBHC Canada™ Annual Summit.

Our Funding and Contributing Partners

We encourage participation of senior-level representatives of organizations with an interest in Canada's healthcare system. Our funding and contributing partners represent private, public, not-for-profit, and research sectors, including:

- Medical, pharmaceutical, med tech, insurance, and digital and technology service industries
- Municipal, provincial, territorial, and federal government departments
- Academic institutions, not-for-profit health organizations, and professional associations
- Clinical and community centres
- Patient associations and groups
- Shared Services organizations



VBHC Canada™ Opportunities

The following is an overview of benefits associated with different levels of investment:

Benefits	Contributing Partner & *Non-Profits Min. \$12,500	Title Partner min. \$25,000	Lead Research Partner min. \$50,000+
Formal acknowledgment of contribution to the operations of VBHC Canada™ and its marketing materials, and webpages.	✓	✓	✓
Formal acknowledgment as strategic partner on all VBHC Canada™ products (research reports, public events, webinars, etc.).	✓	✓	✓
Immediate access to all VBHC Canada's™ research briefings, reports, and results upon publication.	✓	✓	✓
Access to products of the broader Health portfolio; discounted fees for products of other Conference Board knowledge areas.	✓	✓	✓
Participation in all VBHC Canada™ partner and planning meetings (min. 2 per year).	✓	✓	✓
Provide suggestions and advice on research direction, topics, and quality, and participate in communications planning.	✓	✓	✓
Be actively engaged in the dissemination and promotion of the research findings through speaking roles at Conference Board events and/or research conferences.		✓	✓
Have membership in Project Steering Committee and provide input into the direction of the project.		✓	✓
Have company logo displayed in final products and public events.		✓	✓
Have a senior representative as a core member of the VBHC Canada™ Advisory Board.			✓
Be actively engaged by VBHC Canada™ in the dissemination and promotion of the research findings through speaking roles at Conference Board events and/or research conferences.			✓

Contributing Partner level (\$12,500 annual fee) is available for small private and not-for-profit organizations. This level of support invites organizations to contribute to the total cost of VBHC Canada™ research, convening and operating activities. As a Contributing Partner, an organization would have opportunity to provide input on the Centre's deliverables and the organization's support would be acknowledged on all VBHC Canada™ products. Custom opportunities are also available upon request.



Current VBHC Canada™ Partners

We thank our partners and collaborators for their contribution and investment

Champion Partner

Biogen

Lead Research Partner

Amgen
Pfizer

Title Partner

3M Canada Company
Astra Zeneca
BD
Hoffmann-La Roche Ltd.
Medline Canada
Medtronic
Roche Diagnostics

Contributing Partner

Canadian Association of Radiologists
Canadian Dental Association
Neighbourhood Pharmacy Association of Canada

In-Kind Collaborators

Canadian Institute for Health Information
Healthcare Excellence Canada
CorHealth
Diabetes Action Canada
Ivey Business School
Quebec Cancer Coalition
World Economic Forum

Expert Advisory Board

Fred Horne,
Principal, Horne Associates,
former Alberta Minister of Health

Dr. Catharine Whiteside,
Executive Director, Diabetes Action Canada

David Barrett,
Assistant Professor, Ivey Business School

Louise Binder,
Patient Partner and Health Policy Consultant, Save Your Skin Foundation

Angela Behboodi,
Director, Government Affairs and Advocacy, Amgen Canada

François Drolet,
Director, Public Affairs, Health Policy, Market Access, Stakeholder Engagement, Roche Diagnostics

Dr. Peter Sargious,
Senior Medical Director, Diabetes Obesity and Nutrition SCN, Alberta Health Services

Dr. Shannon Jackson,
Hematologist, St. Paul's Hospital

Brent Diverty,
Vice-President, Programs, Canadian Institute for Health Information

Suzanne Gaunt,
Interim President and CEO, International Consortium for Health Outcomes Measurement (ICHOM)

Shane Russell,
Director, Health System Strategies & Government Affairs (Quebec), Medtronic

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