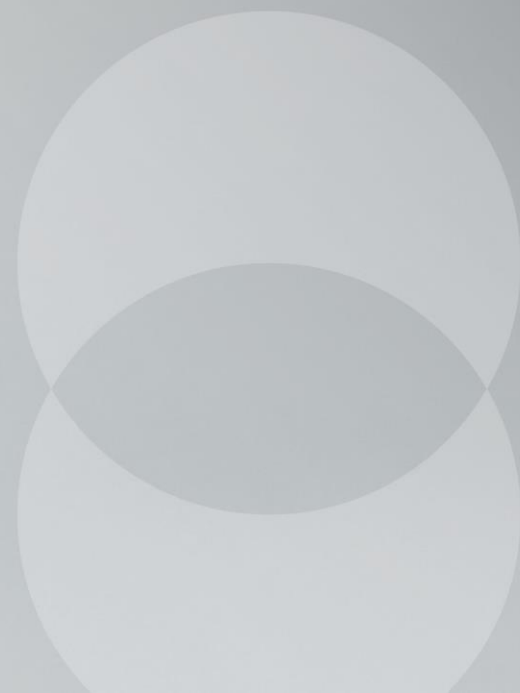


The Conference
Board of Canada

Value-Based Healthcare Canada

Overview 2023



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 outcomes and quality of life at the centre of healthcare decision-making. It informs a framework for restructuring healthcare systems, with the goal of optimizing value to patients and systems.





While the success of VBHC approaches have been demonstrated in health systems internationally, there is an evidence gap to support and guide its application in Canada. VBHC Canada was launched in 2019 to address this gap by coordinating efforts, leading evidence-based research, and building system-level capacity.

Value-Based Healthcare Canada is a research centre dedicated to building an evidence base for the systematic implementation and integration of value-based healthcare approaches across Canada.

It is an independent, pan-Canadian initiative launched by The Conference Board of Canada (CBoC). We work 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.

VBHC Canada endeavours to be the Canadian champion for the VBHC movement, which means being the driver for applied research and stakeholder connections in support of advancing VBHC approaches and system-level impact across Canada's health systems.

The Centre 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 the:

- individual and patient population level
- care team level
- healthcare organization/administrative level and
- political, economic, and environment level

Our end goal is to actively support with evidence the improvement of patient outcomes and system efficiencies across Canada.



Our Research

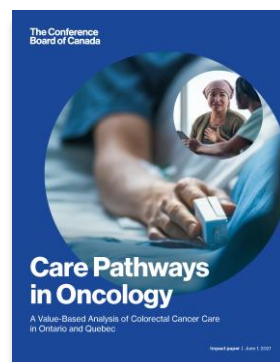


VBHC Canada was founded in 2019 and follows the framework developed at Harvard Business School by Professors Michael E. Porter and Elizabeth O. Teisberg.

Early work of the Centre (2020 – 2021) began with documenting leading Canadian examples of applied value-based healthcare initiatives and priorities for the role of VBHC in Canada's response and recovery to the pandemic.



Value-Based Healthcare in Canada: Opportunities for Advancement
(December 2020)



Care Pathways in Oncology: A Value-Based Analysis of Colorectal Cancer Care in Ontario and Quebec (June 2021)



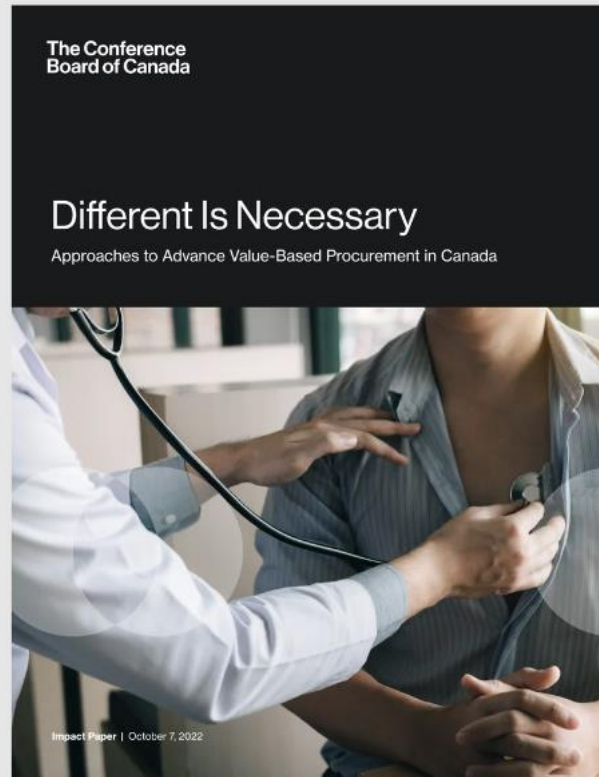
Views From the Front Line: Taking the Pulse of Canada's Healthcare Professionals (December 2021)

The Centre's 2022 research series set the foundation for effective and scalable adoption of value-based procurement (VBP) policies, regulations, and practices in Canada.

VBP practices have the potential to address some of the most pressing issues threatening the sustainability and resiliency of Canada's healthcare systems and supply chains.



Setting the Stage: The Status of Value-based Procurement in Canada
(August 2022)



Different Is Necessary: Approaches to Advance Value-Based Procurement in Canada
(October 2022)



Strategy for Scaling Value-Based Procurement in Canada
(December 2022)

Our 2023 research program is focused on the role of community pharmacists in value-based system transformation. With a focus on the value and role of community pharmacists in vaccination and point-of-care testing services.

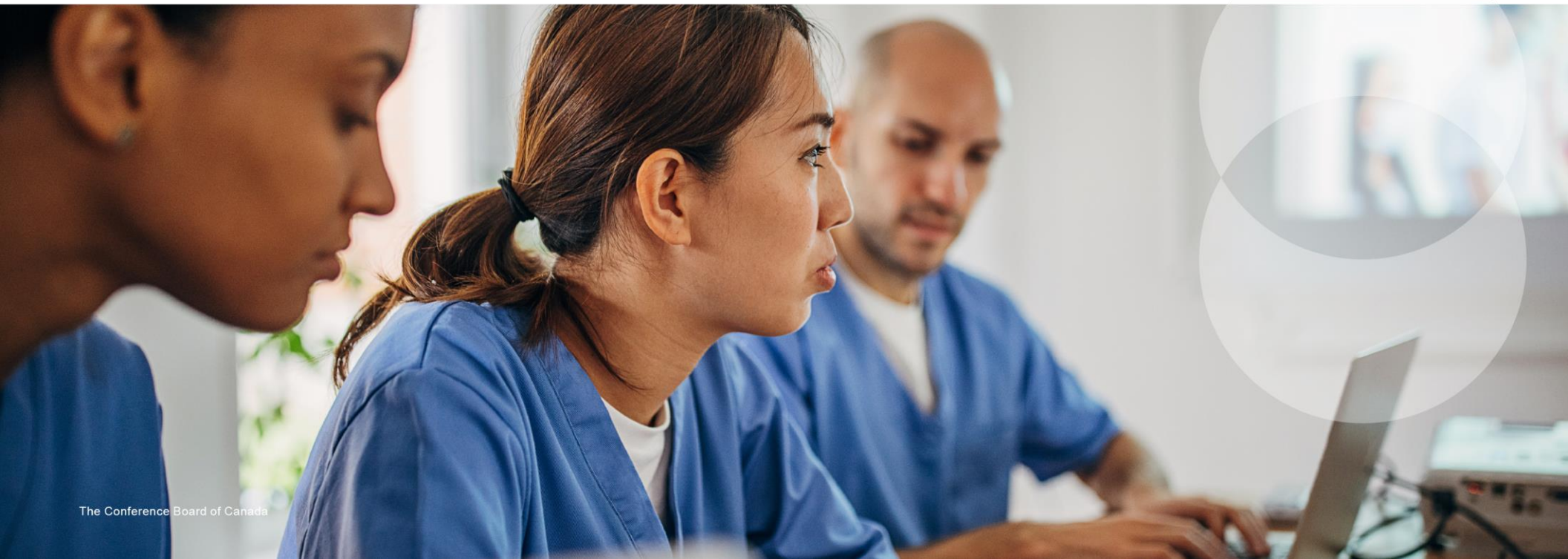
Building on our work (March 2023) with dedicated partners examining the collection and use of Patient Reported Outcomes (PROs), we will begin the development of a new research series with patients, hospitals, industry and health system experts to improve and/or initiate the collection and use of PROs across a variety of clinical areas. We aim to advance the adoption and reporting of these measures nationwide to create value for all stakeholders and position sites to leverage PROs to support patient engagement, clinical excellence, clinic/care pathway management and system planning.



Understanding the Use of Patient Reported Outcomes in Colorectal Cancer

Experience of a Canadian Hospital

Understanding the Use of Patient Reported Outcomes in Colorectal Cancer: Experience of a Canadian Hospital
(March 2023)



Funding Levels and Benefits

Our Research Centre is funded by multiple members—united in their mission for progress—who support and inform the Centre's research agenda.

Funding Members have the opportunity to help shape the future of Canada by ensuring independent, evidence-based research in value-based healthcare is developed and delivered to decision-makers in government, business, and civil society.

We are appreciative of the support from our funding members. Their passion and understanding of the urgent need for progress helps propel us forward and allows us to conduct research that matters to healthcare stakeholders and Canadians.

We welcome you to join us.



As a Funding Member, your organization will join one of Canada's leading research collectives.

The benefits of being a Funding Member include:

Being a part of the solution: At the Conference Board, we believe evidence-based and unbiased insights into Canada's toughest challenges are required for leaders to make the best possible decisions. By becoming a Funding Member of a Research Centre, you play a critical role in helping us deliver those insights.

Creating more impact through a collective research initiative:

As we pool dollars from multiple funders, your dollars go further, enabling CBoC economists and researchers to create and deliver more robust and impactful research.

Connecting with organizations who share your passion:

We periodically convene Funding Members to share and further the discourse on value-based healthcare.

Helping define the research agenda: Funding Members may have the opportunity to join the Research Centre's Steering Committee. We will work with you to identify the executive from your organization to participate. This critical role helps to define research projects through dialogue with CBoC and other members within the Committee.

Advising and sharing feedback on research projects: Based on topic alignment and subject matter expertise, you (or someone from your organization) may be invited to participate on a project-based Research Advisory Board.

Being recognized as a leader supporting this important work:

When you are a Funding Member, your logo will be featured on the Research Centre's outputs and on CBoC's website acknowledging your support and participation.

Being the first to know: Funding Members may have the opportunity to hear research insights and reports prior to their public release.

Additional benefits: You may receive opportunities to become more deeply engaged in the efforts of our Research Centre through, for example:

- profile with media
- conference or event-speaking engagements
- data sharing
- hosting a researcher for an internal stakeholder presentation

These opportunities will be identified and proposed to members as they become available.

Funding Member Levels

Level	Annual Commitment
Partner	\$25,000
Lead	\$50,000
Champion	\$100,000

Organizations of all sizes are important to our research.

Please speak with **Chad Leaver**, leaver@conferenceboard.ca, to discuss funding levels tailored to organizations with smaller budgets such as associations, non-profits, and labour and advocacy organizations.

Funding Members

Lead

Sun Life Assurance

Partner

3M
AstraZeneca
BD
GlaxoSmithKline
Hoffmann-La Roche Limited
Merck
Pfizer

Steering Committee

Ben Cordle

Chief Marketing Officer,
International Consortium for
Health Outcomes Measurement
(ICHOM)

Shelita Dattani

Vice president, Pharmacy affairs
Neighbourhood Pharmacy
Association of Canada

Shannon Jackson Physician
Lead, Value Based Health Care,
Providence Health Care

Joe Giannini

VP, Sales Strategy and
Enablement, BD

Dave Jones

President, Sun Life
Health

Brenda Loft

Global Health Economic,
Policy and Market
Access Leader, 3M
Canada Company

Susan MacLean

Vice President, Strategic
Customer Group
Merck, Canada

Beena Mistry

Healthcare System
Partner, Hoffmann-
La Roche Limited

Dale Payne

Senior Manager, National
Policy and Partnerships,
AstraZeneca Canada

Jason Sutherland

Professor, University of
British Columbia

Bryan Tennant

Scientific Director,
Medical Affairs
GlaxoSmithKline

Brigite Viel

Director, Patient
Advocacy, Pfizer

Eva Villalba

Executive Director,
Quebec Cancer Coalition

Ready to Make an Impact?

Your funding supports us in producing research that matters to your organization and to Canada. Learn how you can be part of this important Research Centre.

Contact:

Chad Leaver

Director, Health & Human Capital

613-526-3090 ext. 199

leaver@conferenceboard.ca

Our Team

Chad Leaver **Director**

Chad Leaver is the Director of the Health & Human Capital knowledge areas and leads VBHC Canada. With roots in behavioural epidemiology and health services policy and research, Chad oversees multi-stakeholder, custom, and priority research initiatives. Prior to joining the Board, Chad held multiple senior roles in applied research at Seneca College, Canada Health Infoway/ Inforoute Santé du Canada; and the Institute for Clinical Evaluative Sciences (IC/ES). Chad holds an MSc in Community Health and Epidemiology from Dalhousie University and an MBA from both Queen's and Cornell Universities.

Maaïke de Vries **Research Associate**

Maaïke de Vries is experienced in leading multidisciplinary research projects in health system safety and quality. She comes to the Board with experience acquiring and analyzing administrative health data sources; developing and reporting health system indicators; and identifying system safety risks for healthcare workers. Prior to coming to the Board, Maaïke worked at ICES and Ontario Health (formerly Health Quality Ontario). Maaïke holds an MSc in Epidemiology from McGill University and PhD in Health Services Research from the University of Toronto.

About Us

The Conference Board of Canada is the foremost independent, applied research organization in the country. We deliver unique, objective, evidence-based insights to help Canada's leaders shape the evolution of our country.

Since 1954, our work has helped guide decisions required to solve significant and complex issues and navigate a new way forward. We use sophisticated data modelling, best-in-class forecasting, and the expertise of our researchers and economists to provide the most relevant insights to Canadians. Our relationships with leaders are built on their trust in the validity and objectivity of our work.



Where insights meet impact

**The Conference
Board of Canada**

conferenceboard.ca