



ICHOM

CONFERENCE 2019

ROTTERDAM 2-3 MAY

**Redefining value through
patient centered outcomes**

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#ICHOM2019



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CONFERENCE 2019

Dear Delegate,

On behalf of the organising committee we are very pleased to welcome you to the ICHOM Conference 2019.

The conference brings together leaders in healthcare from around the world and is the leading event on value-based healthcare. Over the next two days, you can expect opportunities to engage with thought leaders in healthcare strategy, outcome management and innovation, and to network with over 1,250 other delegates who are actively engaged in value-based health care.

We would like to express our gratitude to our speakers, especially our keynotes and panellists for providing interesting and challenging topics. Thank you also to our sponsors for their contribution and involvement in making this year's event a success.

Make sure you also download our interactive app, all the details are below. By using the app you can communicate with fellow delegates, keep up to date with our agenda and use social media with your own personalised feed.

If you have any questions regarding the event, please do not hesitate to contact a member of ICHOM staff, who are wearing white lanyards.

I look forward to what will be a fantastic and thought-provoking event.

Kind regards,

Neil Bacon
CEO and President
ICHOM



WIFI INFORMATION

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ICHOM APP



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FEATURED KEYNOTE SPEAKERS



Neil Bacon
CEO and President
ICHOM



Nicola Bedlington
Secretary General
European Patients' Forum



Roy Beveridge
Advisor
Humana



Pieter de Bey
Director
Santeon



Jan Hazelzet
Professor in Healthcare Quality and Outcomes
ErasmusMC



Stan Huff
Chief Medical Informatics Officer
Intermountain



Martin Ingvar
Professor
Karolinska Institute



Stefan James
Professor
Uppsala University Hospital



Pall Jonsson
Associate Director Science Policy and Research
National Institute for Health and Care Excellence



Mona Khalid
Vice President, Outcomes Research & Development
ICHOM



Niek Klazinga
Head of Healthcare Quality Indicator Program
Organisation for Economic Co-operation and Development



Jan Kimpen
Chief Medical Officer
Philips



Stefan Larsson
Senior Partner & Managing Director
Boston Consulting Group



Nathalie Moll
Director General
European Federation of Pharmaceutical Industries and Associations



Meghana Pandit
Chief Medical Officer
Oxford University Hospitals
NHS Foundation Trust



Michael Porter
Bishop William Lawrence University Professor
Harvard Business School



Herb Riband
DCI Fellow
Stanford University



Mathias Uhlén
Professor
Royal Institute of Technology and Karolinska Institute



Fred van Eenennaam
Chairman
Value-Based Health Care Center Europe



Joris van Eijck
Director
Menzis



Ernst van Koesveld
Deputy Director General
Dutch Ministry of Health, Welfare and Sport



Dayenne Zwaagman
Communication Specialist
Heart Centre of the Amsterdam University Hospital

Day 1: Thursday 2 May

7:30 – 9:00 | de Doelen, Grote Zaal Entrance
Registration, coffee and networking

7:30 – 9:00
Global Coalition for Value in Healthcare: Today and Tomorrow - Accelerating the pace of change

Hosted by World Economic Forum (pre-registration required)

9:00 – 9:15 | Grote Zaal
Welcome address by Michael Porter, Bishop William Lawrence University Professor, Harvard Business School and Jan Hazelzet, Professor in Healthcare Quality and Outcomes, ErasmusMC

9:15 – 9:35 | Grote Zaal
Michael Porter, Bishop William Lawrence University Professor, Harvard Business School

9:35 – 10:00 | Grote Zaal
Neil Bacon, CEO and President, ICHOM

10:00 – 11:00 | Grote Zaal
Leading the Way in VBHC in the Netherlands

Moderated Q&A by Stefan Larsson, Senior Partner & Managing Director, Boston Consulting Group

- **Ernst van Koesveld**, Deputy Director General, Dutch Ministry of Health
- **Jan Hazelzet**, Professor in Healthcare Quality and Outcomes, ErasmusMC
- **Pieter de Bey**, Director, Santeon
- **Joris van Eijck**, Director in Healthcare, Menzis
- **Dayenne Zwaagman**, Communication Specialist, Heart Centre of Amsterdam University Medical Centre

11:00 – 11:30 | Exhibition Hall **Coffee and networking**

11:30 – 12:45 | Grote Zaal
Redesigning services around the outcomes that matter most to patients

Chaired by Thomas Feeley, Senior Fellow, Harvard Business School and Professor Emeritus, The University of Texas M.D. Anderson Cancer Center

- **Marieke Pierik**, Gastroenterologist, Maastricht University Medical Centre
- **Morten Kildal**, Associate Professor, Uppsala
- **Burkhard Beyer**, Physician, Martini-Klinik Prostate Cancer Center Hamburg
- **Henk Veeze**, Founder and Medical Director, Diabeter Nederland

11:30 – 12:45 | Willem Burger Zaal
Making outcomes measurement work: payer, provider and industry perspectives

Chaired by Mona Khalid, Vice President, Outcomes Research & Development, ICHOM

- **Michel Taal**, Co-founder, izi
- **Annemijn Knitel**, Quality and Safety Advisor, Rotterdam Eye Hospital
- **Jannie van den Broek**, Director of Value Access and Policy, Amgen
- **Liesbeth Winter**, Endocrinologist, Center for Bone Quality, LUMC
- **Niven Mehra**, Oncologist, Radboudumc

11:30 – 12:45 | Jurriaanse Zaal
Examples of value-based payment models

Chaired by Roy Beveridge, Advisor, Humana

- **Ward Bijlsma**, Care Manager, Menzis
- **Lili Brillstein**, Director for Episodes of Care, Horizon Blue Cross Blue Shield of New Jersey
- **Jeroen van der Wolk**, Senior Manager in Analysis Strategy and Innovation for Healthcare Procurement, Zilveren Kruis
- **Erik van Raaij**, Professor of Purchasing and Supply Management in Healthcare, Erasmus University
- **Eva de Boer**, Project leader in Innovative Procurement, Erasmus MC

11:30 – 12:45 | Van Weelde Zaal
Oral presentations of abstract finalists

Chaired by Martine de Bruijne, Professor of Public Health, Amsterdam UMC and Jan Hazelzet, Professor in Healthcare Quality and Outcomes, ErasmusMC

- **Conrad Harrison**, John Radcliffe Hospital
- **Laura Pitkanen**, Nordic Healthcare Group
- **Arie Franx and Willem Jan Bos**, Health Care Institute
- **Lyzette Laureij**, Erasmus MC
- **Yolima Cossio**, Vall d'Hebron Hospital
- **Hedy van Oers**, Emma Children's Hospital Amsterdam UMC

12:45 – 14:00 | Exhibition Hall **Lunch** (Runner-up poster presentations available for viewing)

14:00 – 15:15 | Grote Zaal
Industry examples of VBHC

Moderated Q&A by Herb Riband, Stanford University DCI Fellow

- **Pall Jonsson**, Associate Director of Science Policy and Research Programme, The National Institute for Health and Care Excellence
- **Nathalie Moll**, Director General, European Federation of Pharmaceutical Industries and Associations
- **Jan Kimpfen**, Chief Medical Officer, Philips
- **Roy Beveridge**, Advisor, Humana

15:15 – 15:45 | Exhibition Hall **Coffee and networking**

15:45 – 17:00 | Grote Zaal
National approaches to VBHC

Chaired by Fred Horne, Health Policy Consultant, VBHC Canada

- **Sally Lewis**, National Clinical Director, NHS Wales
- **Luis Miguel Gutiérrez**, Founder and General Director, National Institutes of Health in Mexico
- **Gregory Katz**, Chaired Professor University Paris Descartes Medical School. President of the Consortium VBHC France
- **Raj Verma**, Executive Director, NSW Agency for Clinical Innovation Australia
- **Simon Nørregaard Jensen**, Senior Consultant, Danske Regioner

15:45 – 17:00 | Willem Burger Zaal
Practical applications of ICHOM standard sets

Chaired by Jan Hazelzet, Professor in Healthcare Quality and Outcomes, ErasmusMC

- **Lynne Warner-Stevenson**, Program Director, American Heart Association
- **Ary Riberio**, Board Anahp / Superintendent HCor - Hospital do Coração
- **Maria Margarete Karsten**, Senior Physician, Charité University Hospital Berlin
- **Mariska van Veen-van der Hoek**, Nursing specialist, Erasmus Medical Center – Sophia Children's Hospital

15:45 – 17:00 | Jurriaanse Zaal
All.Can and measuring the value of cancer care in practice

Chaired by Suzanne Wait, Managing Director, The Health Policy Partnership and Claudia Vaz, Business Development Manager, ICHOM

- **Jan van Meerbeeck**, Professor of Pulmonology and Head of Department of Pulmonology, Antwerp University and Antwerp University Hospital
- **Francisco Rocha-Goncalves**, Director of Healthcare Technologies Management, Luz Saúde/IPO Porto
- **Gerardine Doyle**, Professor of Accounting and Taxation, University College Dublin Michael Smurfit Graduate Business School

15:45 – 17:00 | Van Weelde Zaal
Use of real-time outcomes data in clinical practice

Chaired by Dipak Kalra, President, European Institute for Health Records

- **Jane Maher**, Joint Chief Medical Officer, Macmillan Cancer Support
- **Tim Williams**, Co-founder and CEO, My Clinical Outcomes
- **Cees Wittens**, Professor of Venous Surgery, Maastricht UMC, Hart & Vaatcentrum
- **Yannik Schreckenberger**, Founder and CEO, Heartbeat Medical
- **Fabio Catarinella**, Brightfish

17:00 – 18:00 | Grote Zaal
Closing Keynote Session

Moderated Q&A by Stefan Larsson, Senior Partner & Managing Director, Boston Consulting Group

- **Stefan James**, Professor, Uppsala University Hospital
- **Mathias Uhlén**, Professor, Royal Institute of Technology and Karolinska Institute

19:00 | Location: Rowing Club
Gala Dinner
(Ticket and/or Invitation required)

Day 2: Friday 3 May

7:45 – 8:45

Co-Hosted Thought Leadership Breakfast ICHOM/Humana (Invite only)

8:00 – 9:00 | Exhibition Hall

Coffee and networking

9:00 – 9:20 | Grote Zaal

Reading the site quality without transfer of patient data

- **Martin Ingvar**, Professor, Karolinska Institutet

9:20 – 10:15 | Grote Zaal

Practical Perspectives of Value Based Healthcare

Moderated Q&A by **Mona Khalid**, Vice President, Outcomes Research & Development, ICHOM

- **Stanley M. Huff**, Chief Medical Informatics Officer, Intermountain Healthcare
- **Nicola Bedlington**, Secretary General, European Patients' Forum
- **Niek Klazinga**, Technical Advisor, Organisation for Economic Co-operation and Development
- **Meghana Pandit**, Medical Director, Oxford University Hospitals NHS Foundation Trust

10:15 – 10:45 | Exhibition Hall Coffee and networking

10:45 – 12:00 | Grote Zaal

Accelerating Global Adoption of VBHC in Lower and Middle Income Countries

Chaired by **Chintan Maru**, Founder, Leapfrog to Value

- **Monisha Ashok**, Market Access Advisor, USAID
- **Nicole Spieker**, Director East Africa, PharmAccess

10:45 – 12:00 | Willem Burger Zaal

Defining the VBHC research agenda

Chaired by **Jan Hazelzet**, Professor in Healthcare Quality and Outcomes, ErasmusMC and **Niek Klazinga**, Technical Advisor, OECD

- **Paula Williamson**, Director, COMET
- **Jose Valderas**, President, ISOQOL
- **Martine de Bruijne**, Professor of Public Health Amsterdam UMC
- **Manvir Victor**, Chairman, Patient for Patients Safety Malaysia
- **Jorge Fernández Garcia**, Director of Innovation, EIT Health

10:45 – 12:00 | Jurriaanse Zaal

Moving from outcomes to impact

Chaired by **Wouter van Leeuwen**, Partner & Managing Director, Boston Consulting Group

- **Paul van der Nat**, Senior Advisor, St. Antonius Hospital
- **Roald van Leeuwen**, VBHC Program Manager, Santeon
- **Florian Rueter**, Head of Quality Management, University Hospital Basel
- **Santiago Rabanal Retolaza**, Manager, Osakidetza
- **Marina Tsianakas**, Project Manager, Heart Foundation, Australia

10:45 – 12:00 | Van Weelde Zaal

Applications of PROMs data to inform clinical decisions and patient consultations

Chaired by **Caroline Terwee**, Associate professor in Patient-Reported Outcome Measurement, president PROMIS Health Organization

- **Dominique Friend**, Founder, Sickle International Family Coalition
- **Chris Gibbons**, Co-Director for Patient-Reported Outcomes, Value & Experience, Brigham and Women's Hospital
- **Shehzad Niazi**, Physician and KERN Scholar and Informatics and Knowledge Management Site Liaison, Mayo Clinic
- **Lotte Haverman**, Child psychologist and research lead, Emma Children's Hospital Amsterdam

12:15 – 12:30 | Grote Zaal

Presentation of VBHC Prize winner by **Fred van Eenennaam**, Chairman, Value-Based Health Care Center Europe VBHC

12:30 – 12:45 | Grote Zaal

Closing remarks by **Neil Bacon**, CEO and President, ICHOM

12:45 – 13:30 | Exhibition Hall Lunch

13:30 – 15:00

Towards Sustainable National PRO's Programs: Challenges, Visions, and Strategies with the Organisation for Economic Co-operation and Development (OECD)

Open to all delegates

13:30 – 16:00

Hospital site visit
Santeon Hospital

Hospital site visit
ErasmusMC

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BREAKOUT SESSION SPEAKERS



Benoit Arnould
Divisional Principal,
Patient-Centred Sciences
ICON



Monisha Ashok
Market Access Advisor
USAID



Burkhard Beyer
Physician
Martini-Klinik Prostate Cancer
Center Hamburg



Ward Bijlsma
Care Manager
Menzis



Lili Brillstein
Director for Episodes of Care
Horizon Blue Cross Blue Shield



Fabio Catarinella
Brightfish



Gerardine Doyle
Professor of Accounting and Taxation
University College Dublin



Thomas Feeley
Senior Fellow, Harvard Business School
Professor Emeritus, The University of
Texas M.D. Anderson Cancer Center



Dominique Friend
Founder
Sickle International Family Coalition



Chris Gibbons
Co-Director for Patient-Reported
Outcomes, Value & Experience
Brigham and Women's Hospital



Lotte Haverman
Child Psychologist and Research Lead
Emma Children's Hospital Amsterdam



Fred Horne
Health Policy Consultant
VBHC Canada



Dipak Kalra
President
The European Institute for
Innovation through Health Data



Gregory Katz
Chaired Professor University Paris
Descartes Medical School. President of the
Consortium VBHC France
University Paris-Descartes Medical School



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Founder
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Oncologist
Radboud UMC



Luis Miguel Gutiérrez
General Director
National Institute of Geriatrics at the
National Institutes of Health in Mexico



Shehzad Niazi
Physician and KERN Scholar and
Informatics and Knowledge Management
Site Liaison
Mayo Clinic



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Manager
Osakidetza



Florian Reuter
Head of Quality Management
University Hospital Basel



Ary Riberio
Superintendent Anahp, HCor
Hospital do Coração



Francisco Rocha-Goncalves
Director
Healthcare Technologies Management
Luz Saúde/IPO Porto



Yannik Schreckenberger
Founder and CEO
Heartbeat Medical



Nicole Spieker
Director, East Africa
Pharmaccess



Michel Taal
Co-founder
izi



Caroline Terwee
Associate Professor in Patient-
Reported Outcome Measurement
President, PROMIS



Marina Tsianakas
Project Manager
Heart Foundation, Australia



Jose Valderas
President
ISOQOL



Jannie Van den Broek
Director Value Access and Policy
Amgen



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Senior Advisor
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VBHC Program Manager
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Professor of Pulmonology and Head of
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University Hospital



Henk Veeze
Founder and Medical Director
Diabeter Nederland



Raj Verma
Executive Director
NSW Agency for Clinical Innovation
Australia



Suzanne Wait
Managing Director
The Health Policy Partnership



Lynne Warner-Stevenson
Program Director
American Heart Association



Tim Williams
Co-founder & CEO
My Clinical Outcomes



Paula Williamson
Director
COMET



Cees Wittens
Professor of Venous Surgery
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Official journal of the
International Society
for Quality of Life Research



Journal of
Patient-Reported
Outcomes



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Journal of Patient- Reported Outcomes

Editors-in-Chief:

David Feeny, McMaster University, Canada

Dennis A. Revicki, Evidera, USA

The *Journal of Patient-Reported Outcomes* is an official journal of the International Society for Quality of Life Research (ISOQOL). ISOQOL is a global community of researchers, clinicians, industry professionals, consultants, and patient research partners who are dedicated to advancing quality of life research. ISOQOL is made up of over 800 members from more than 40 countries. Together, we are creating a future in which patient perspective is integral to health research, care, and policy. ISOQOL members receive a discount on article-processing charges when they publish in JPRO.

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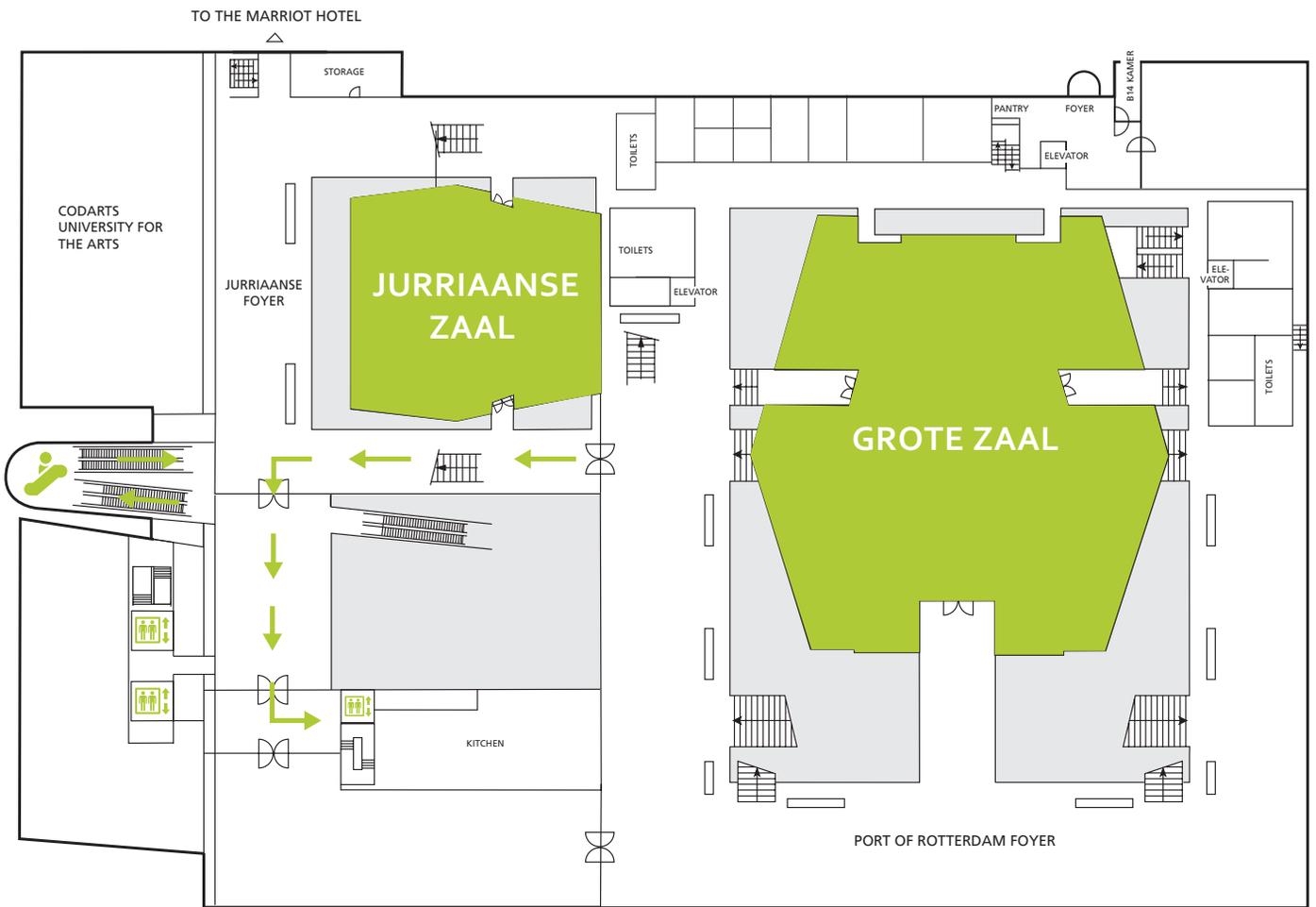


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