



# ICHOM

CONFERENCE 2020

**Virtual Conference**

29 JULY 2020

 [conference.ichom.org](https://conference.ichom.org)

 @ICHOM\_ORG



# ICHOM

## CONFERENCE 2020

Dear All,

Welcome to ICHOM's first virtual conference, on behalf of the entire team we are delighted that you could join us.

No-one could have predicted the impact that COVID-19 would have on the world and the stress placed on healthcare systems. Yet even in these difficult times you demonstrate the true strength of the healthcare community as you come together today to support and learn from one another.

We are excited to showcase our virtual exhibition, please do take the time to visit our exhibitor booths where you will find more great content, innovative products and invaluable services. We hope that following on from our sessions today, you will be more empowered than ever to drive outcome measurement in your organisation.

If you have yet to sign up for our next events in the Conference Series please contact [events@ICHOM.org](mailto:events@ICHOM.org).

Please contact us if you have any questions or comments about the series and I look forward to connecting with you.

Kind regards,

**Suzanne Gaunt**  
Interim President and CEO  
ICHOM



**Pre-Webinar**

07:00 CDT | 08:00 EST | 13:00 BST | 14:00 CEST | 22:00 AEST – 08:00 CDT | 09:00 EST | 14:00 BST | 15:00 CEST | 23:00 AEST  
**Pre Conference Welcome | Orientation | Networking | Exhibition**

08:00 CDT | 09:00 EST | 14:00 BST | 15:00 CET | 23:00 AEST

**Live Opening**

**Chair's Opening Remarks**

**Suzanne Gaunt**, *Interim President and CEO, ICHOM*

08:05 CDT | 09:05 EST | 14:05 BST | 15:05 CET | 23:05 AEST

**Pre recorded presentation followed by live discussion and Q&A**

**World Economic Forum, ICHOM, Duke-Margolis Center for Health Policy at Duke University, Institute for Strategy and Competitiveness at Harvard Business School**

Value-Based Healthcare in the COVID-19 response

A Global Research Initiative – Preliminary Results

- Lessons we have learned from COVID-19
- What role will value based healthcare play?

**Chair: Daphne Psacharopoulos**, *MBA, Board Director, ICHOM*

**Presenter: Mark McClellan**, *MD, PhD, Robert J. Margolis Professor of Business, Medicine, and Health Policy, and Founding Director, Duke-Margolis Center for Health Policy, Duke University*

**Panellists:**

**Maria da Luz Sousa Fialho**, *DPhil, Director of Outcomes Research, ICHOM*

**Mary Witkowski**, *MD, MBA, Fellow, Institute for Strategy and Competitiveness, Harvard Business School*

08:30 CDT | 09:30 EST | 14:30 BST | 15:30 CEST | 23:30 AEST

**5 Minute Break**

08:35 CDT | 09:35 EST | 14:35 BST | 15:35 CET | 23:35 AEST

**Live Discussion and Q&A**

**Panel Discussion – Patient Outcomes and Models of Care: What has the pandemic been teaching us?**

"It's not about what looks good on an X-ray. It's not about what's good for commission. We all are here in this, in this business, to improve the life of our patients." **Dr Brian Donley**, *Cleveland Clinic London*

"5-year survival rates don't mean anything if you're not in the shape you want to be in during that 5-year period. Only the patient can tell you what shape they want to be in." **Dr Marc Harrison**, *Intermountain Healthcare*

"To provide high quality care in a place of physical constraints, the only way to know where to place the resource is by asking the patient." **Dr Andrea Pusic**, *Brigham and Women's Health*

"We find that patients are the great moderators in the room. As clinicians, we tend to want to collect too much [data] and then the burden of measurement becomes a problem. So, patients are the great moderators." **Dr Sally Lewis**, *NHS Wales*

- What has the pandemic taught us about existing models of care and the patient?
- How can we reset the system to ensure a more patient-centred approach to healthcare delivery?
- In what ways do we need to get better at ensuring the patient drives outcomes measurement in the clinical setting?
- How does the value based healthcare approach enable a more patient focused approach to healthcare delivery?
- In what ways are PROMs being used as a tool to improve patient involvement in decision making?
- What about the caregiver or family perspective?

**Chair: Stefan Larsson**, *MD, PhD, Board Director, ICHOM*

**Panellists:**

**Jacqueline Bowman-Busato**, *LLB, MBA, Patient and Policy Lead, EASO*

**Joseph Casey**, *BA, Deputy Director, Programme Delivery, King's Health Partners*

**Fabian Bolin**, *BSc, Patient, CEO & Co-Founder, War on Cancer*

**Willem Jan Bos**, *MD, Nephrologist, St. Antonius Hospital and Medical Leader, VBHC Improvement Team, Santeon*

**Ishwaria Subbiah**, *MD, MS, Physician and Assistant Professor, Palliative, Rehabilitation & Integrative Medicine, Division of Cancer Medicine, University of Texas MD Anderson Cancer Center*

29 July 2020

09:05 CDT | 10:05 EST | 15:05 BST | 16:05 CET | 00:05 AEST  
**Networking and Refreshment Break**

09:10 CDT | 10:10 EST | 15:10 BST | 16:10 CET | 00:10 AEST:  
**Live Presentation, Discussion and Q&A**

**Panel Discussion – The Healthcare System of the Future: Transformation and Patient Care Improvements**

“As healthcare systems start to look beyond COVID-19, how do we ensure that they do not just revert to “business as usual” but actually “reset” the system and embrace the importance of value in everything they do?”

- How can we make healthcare more equitable?
- How can incentive models be realigned to focus on the patient?
- How can we get better at involving patients in order to improve healthcare outcomes and the patient journey through the healthcare system?
- Where are we already seeing this transformation and what tools are being employed?
- Which healthcare innovations offer the greatest opportunities?

**Chair: Rifat Atun, MBBS, MBA, DIC, FRCGP, FFPH, FRCP, Professor of Global Health Systems, Harvard University and Faculty Chair, Harvard Ministerial Leadership Program**

**Panellists:**

**Mary Witkowski, MD, MBA, Fellow, Institute for Strategy and Competitiveness, Harvard Business School**

**Pieter de Bey, MSc, MBA, Managing Director, Santeon**

**Ayo Kazeem, MD, Deputy Chief Medical Officer, AXA PPP**

**Mark McClellan, MD, PhD, Robert J. Margolis Professor of Business, Medicine, and Health Policy, and Founding Director, Duke-Margolis Center for Health Policy, Duke University**

**Filipe Costa, MSc, MBA, Director VBHC, Luz Saude, Deputy Director of Operations, Hospital da Luz, Assistant Professor, NOVA SBE**

**Fabian Bolin, BSc, Patient, CEO & Co-Founder, War on Cancer**

**Gerbrand van de Beek, BSc, Global Solutions Lead, Philips**

09:50 CDT | 10:50 EST | 15:50 BST | 16:50 CET | 00:50 AEST:  
**Pre Recorded Video**








**Insights from ICHOM's Implementation Survey Exploring the use of ICHOM Standard Sets around the Globe**

**Stephanie Wissig, MD, PhD, Director of Outcomes Research, ICHOM**

10:00 CDT | 11:00 EST | 16:00 BST | 17:00 CET | 01:00 AEST  
**Concurrent Streams**

## Exhibitor Booths

Please visit our Exhibitor Booths for the latest innovations in value-based healthcare:

 Beyond outcomes measurement: Digital Care Pathways	 Bringing data to life	 Edwards Innovation starts with inspiration. And we're inspired	 There is no WEALTH without HEALTH. Building Value Healthcare for Patients, Providers and Payers	 Alleviate Pain, Restore Health and Extend Life
 How to provide a safe, open data infrastructure, to efficiently facilitate high quality outcome benchmarks.	 Using remote, digital outcomes measurement to help NHS organisations unlock and drive value post-Covid	 Turning your electronic medical records system into an Outcome Management System	 Outcome measurements and managing the COVID-19 crisis with eHealth solutions	 Transforming patient outcomes into better healthcare

Concurrent Stream A  
Outcomes Measurement

10:00 CDT | 11:00 EST | 16:00 BST | 17:00 CET | 01:00 AEST  
Live Opening

Topic Chair:

**Maria da Luz Sousa Fialho, DPhil,**  
Director of Outcomes Research, ICHOM

10:05 CDT | 11:05 EST | 16:05 BST | 17:05 CET | 01:05 AEST  
Live Presentation with Q&A

Insights Presentation

**Insights from the EU: Examining key learnings from VBHC implementation in Europe**

**Gregory Katz, MBA, PhD,** Chair of Innovation and Value in Health, University of Paris School of Medicine

10:30 CDT 11:30 EST 16:30 BST 17:30 CET 01:30 AEST  
Live Presentation with Q&A

Case study Presentation

**PROMs and Shared Decision Making in Prostate Cancer Care**

- In what ways are PROMs being used as a tool to improve patient involvement in decision making?

**Prasanna Sooriakumaran, MD,** Director, Santis and Consultant Urological Surgeon, The Harley Street Clinic

10:55 CDT | 11:55 EST | 16:55 BST | 17:55 CE | 01:55 AEST  
Pre Recorded Video

Case study Presentation

**How Outcomes are used to prioritise high value care at Dental Health Services Victoria, Australia**

**Susan McKee, MBA, CEO,** Dental Health Services, Victoria, Australia

11:15 CDT | 12:15 EST | 17:15 BST | 18:15 CET | 02:15 AEST  
Continued Conversations and Exhibition

Concurrent Stream B  
Innovation and Transformation

10:00 CDT | 11:00 EST | 16:00 BST | 17:00 CET | 01:00 AEST  
Live Opening

Topic Chair:

**Suzanne Gaunt, MBA, CEO and President,** ICHOM

10:05 CDT | 11:05 EST | 16:05 BST | 17:05 CET | 01:05 AEST  
Live Presentation with Panel Discussion and Q&A

**Headline Presentation and Panel Discussion Healthcare System Transformation: In and Beyond COVID**

How is healthcare delivery transforming to recognise the 'new normal'? How can we ensure we strike the right balance for both patient and clinician?

- Exploring social needs and determinants
- Investigating care in the home models
- Pivoting to virtual healthcare delivery

Sponsored by Humana

Chair:

**Suzanne Gaunt, Interim President and CEO,** ICHOM

Speaker and Panellist:

**Caroline Coats, MHSA, Vice President, Bold Goal and Population Health Strategy,** Humana

Panellist

**Arnaud Bernaert, MBA, Head, Shaping the Future of Health and Healthcare,** Global Coalition for Value in Healthcare, World Economic Forum

10:45 CDT 11:45 EST 16:45 BST 17:45 CET 01:45 AEST  
Pre Recorded Video

Interview

**Achieving transformation via implementation of the OutcomeMD Measurement Based Care Initiative in the Greater Los Angeles Department of Veteran Affairs**

**Justin Saliman, MD, CEO,** OutcomeMD  
**Scott Fears, MD, PhD,** Greater Los Angeles Department of Veteran Affairs

11:00 CDT | 12:00 EST | 17:00 BST | 18:00 CET | 02:00 AEST  
Pre Recorded Video

Case study Presentation

**Using Outcomes Measures to develop Value Based Payment Contracts for MedTech and Pharma**

**Francisco Rocha Gonçalves, MA, PhD,** Director Healthcare Technologies Management, Luz Saude Group

11:15 CDT | 12:15 EST | 17:15 BST | 18:15 CET | 02:15 AEST  
Continued Conversations and Exhibition

Concurrent Stream C

Value Based Healthcare  
Implementation Case Studies

Pre Recorded Content followed by Live Discussion in the Continued Conversations Session

10:00 CDT | 11:00 EST | 16:00 BST | 17:00 CET | 01:00 AEST  
Insights Presentation

Insights from Australia:

**On the ground experience and new opportunities for transformation**

10:30 CDT | 11:30 EST | 16:30 BST | 17:30 CET | 01:30 AEST  
Case study Presentation

**Implementing VBHC utilising ICHOM Standard Sets across hospitals in the Luz Saude Group, Portugal**

**Filipe Costa, MSc, MBA,** Director VBHC, Luz Saude, Deputy Director of Operations, Hospital da Luz, Assistant Professor, NOVA SBE

10:55 CDT 11:55 EST 16:55 BST 17:55 CET 01:55 AEST  
Case study Presentation

**Implementing Value Based Healthcare utilising an ICHOM Standard Set at Vall d'Hebron Hospital, Barcelona**

- How to approach measurement and where to get started
- Recommendations for smooth transition of data collection systems

**Yolima Cossio, MA,** Director of Information Systems and Decision Support, Vall d'Hebron Hospital, Barcelona

11:15 CDT | 12:15 EST | 17:15 BST | 18:15 CET | 02:15 AEST  
Continued Conversations and Exhibition

11:15 CDT | 12:15 EST | 17:15 BST | 18:15 CEST | 02:15 AEST – 12:00 CDT | 13:00 EST | 18:00 BST | 19:00 CEST | 03:00 AEST  
Post-Webinar

Post-Content Continued Conversations | Networking | Exhibition

12:00 CDT | 13:00 EST | 18:00 BST | 19:00 CEST | 03:00 AEST

Live Event Closes



# outcomeMD

Easily track patient outcomes

*Easy to Use!*

*EHR Integrated!*

*Works for every specialty!*



## INFORM DECISIONS & KNOW WHAT WORKS

Score your patient's symptoms to better understand their severity and to gain scientific insights into what is and is not working so you can dial in best practices and capitalize on Value Based Care.



## ENHANCE PATIENT EXPERIENCE

Patients feel more connected and it's clear that you care. Our fitness-tracker-like experience makes it interesting to the patient, and maximizes engagement.



## NEGOTIATE BETTER CONTRACTS

Customizable reports allow inclusion & exclusion criteria to be created around confounding factors so you can put your best foot forward and get the contracts you deserve.



## GENERATE BUSINESS

When patients are doing well, they can post their improvement graphics to social media (and the doctor's information can be included in the generated image).



## IMPROVE E&M DOCUMENTATION

The patient reported outcome answers & scores can be easily pasted into your medical note.



## TIMELINE VISUALIZATION

Receive enhanced visualization of patient care to quickly understand your patient's history and how it has affected their symptoms.



## CREATE POWERFUL STUDIES

Because the data is originally obtained to enhance clinical care, the prospective outcome data is viewed as a chart review by the IRB.



## IMPROVE OUTCOMES

Fully customizable notifications help you intervene when a patient is doing poorly, and getting worse.



**SCHEDULE A DEMO TODAY!**



[www.outcomemd.com/demo](http://www.outcomemd.com/demo)





# SPEAKERS



**Rifat Atun MBBS, MBA, DIC, FRCGP, FFPH, FRCP**  
*Professor of Global Health Systems, Harvard University and Faculty Chair, Harvard Ministerial Leadership Program*

Dr. Atun is Professor of Global Health Systems at Harvard University and the Faculty Chair of the Harvard Ministerial Leadership Program. In 2008-12 he served as a member of the Executive Management Team of the Global Fund as Director of Strategy, Performance and Evaluation where he chaired the panel that oversaw annual investments of ~US\$3-4 billion. In 2006-2013 he was a Professor of International Health Management at Imperial College London, where he led the Centre for Health Management and was involved as founder, adviser and investor in several biotech and health technology companies. He is a visiting professor at University of Kyoto, Japan. Professor Atun's research focuses on health system transformation, and innovation. He has published over 350 papers in leading journals. Prof Atun has advised more than 30 governments on health policy and health system reform, and has worked with the World Bank, WHO and leading organizations such as Medtronic, Novartis, Roche, and Merck & Co.



**Arnaud Bernaert MBA**  
*Head of Global Health and Healthcare, Global Coalition for Value in Healthcare, World Economic Forum*

Arnaud Bernaert / Head of Shaping the Future of Health and Healthcare, Member of the Executive Committee, World Economic Forum

As a former Head of Strategy, Business Development and M&A at Philips Healthcare, and as member of the Executive Committee and the Health of Healthcare at the World Economic Forum, Arnaud Bernaert has launched defining public private coalitions in fields such as epidemics preparedness, value-based healthcare, precision medicine, access to primary care, payment reforms, healthcare IT... On such matters, he addressed as a keynote speaker the participants of the most prestigious global healthcare gatherings in Davos, UNGA, Forbes conferences, World Health Assembly week, World Health summit and many other conferences.



**Fabian Bolin BSc**  
*CEO and Co-Founder, War on Cancer*

After being diagnosed in 2015, at 28 years of age, Fabian began documenting his cancer battle on a blog, which made him realise the true power of storytelling and how sharing his story helped him cope with his 'cancer trauma'. Sharing his story helped him to process what he was going through, emotionally and psychologically, but also gave him a sense of purpose that he had never felt before. This, together with a strong urge to help others affected by cancer, became the foundation for the War On Cancer app.



**Jacqueline Bowman-Busato LLB, MBA**  
*Patient and Policy Lead, EASO*

Jacqueline Bowman is a seasoned and entrepreneurial professional who cares passionately about making health ecosystems people-driven.

Jacqueline brings over 20 years' healthcare & life sciences policy-driven advocacy, stakeholder engagement and strategic alliance-building experience to the table.

She has spent her 24-year career in EU and global health policy & stakeholder engagement environments in Brussels, EMEA. She began as an Advisor to a Member of the European Parliament on international human rights issues, moved through global consultancies, international institutions and international NGOs focusing on policy-driven stakeholder engagement and policy advocacy.

She works actively to ensure consensus and concrete policy actions across stakeholder groups in

- Obesity
- Value of Innovation
- Mainstreaming mental health
- Self-Care and wellbeing
- Women's empowerment (maternal health and other women's health issues)

Jacqueline Holds an LLB Hons (English Law & French Law), a Post graduate diploma in Strategic Communications and an MBA from the Vlerick Business School.

She is Guyanese (South America)-born, British English mother tongue and also speaks French fluently with a passive knowledge of Flemish.



**Joseph Casey BA**  
*Deputy Director of Programme Delivery, King's Health Partners Academic Health Sciences Centre, London.*

Joseph Casey is Deputy Director of Programme Delivery for King's Health Partners Academic Health Sciences Centre in London.

Joseph is working with patients, clinicians and academics locally, nationally and internationally to develop approaches to improving value in health. Joseph is a member of the pathways and outcomes working group of the European University Hospital Alliance, and collaborating with colleagues across Europe on a number of major outcomes research initiatives.

Prior to joining King's Health Partners, Joseph worked in management consultancy, supporting clinical teams across the NHS, and advising health commissioners, national regulators and central government.



**Caraline Coats MHA**  
*Vice President, Bold Goal and Population Health Strategy, Humana*

Caraline Coats is Vice President of Humana's Bold Goal and Population Health Strategy, leading Humana's mission to help improve the health of the communities it serves by making it easier for people to achieve their best health.

Coats has been with Humana for over twelve years. She started as a Regional Director of Medicare Operations in Arizona and relocated to Florida, where she became the Vice President of Network Management and subsequently, the Regional Vice President of Network Management for the East Region. In her role before joining the Bold Goal team, Coats served as Vice President of Humana's Value-Based Strategies, leading the organizational advancement of innovative payment models that enable Humana to support providers as population health managers in value-based care relationships.

Prior to Humana, Caraline was Vice President of Operations with Sound Inpatient Hospitalists and Assistant Vice President of Managed Care for IASIS Healthcare in the Arizona and Nevada regions. She credits her understanding and experience working directly with physicians and hospitals for the opportunities she has had with Humana.

Caraline holds an undergraduate degree in biology and a Masters in Health Services Administration from the University of Michigan. She and her family reside in south FL. Outside of Humana, Caraline spends her time with family and volunteers with the YWCA and A Prom to Remember. In addition, she is an active board member with The Humana Foundation, Wider Circle and iCare.



**Deborah Cole MBA**  
*Chair, Australian Centre for Value Based Healthcare*

As Immediate Past Chair of the Australian Healthcare & Hospital Association (AHHA), I pioneered the introduction of value-based health care (VBHC) to reform the Australian health system. This was also my key focus in my role as Chief Executive Officer of Dental Health Services Victoria for nine years, where I implemented VBHC to improve the community's access to quality and equitable oral health. I am the Chair of the Australian Centre for Value-Based Health Care advisory group, a Non-Executive Director of AHHA, HESTA and Frontier Advisors.

Previously I have held CEO positions at Calvary Health Care and Yarra City Council as well as senior executive positions at Mercy Health and St Vincent's Health.



**Yolima Cossio MA, PhD**  
*Director of Information Systems and Decision Support, Vall d'Hebron Hospital, Barcelona*

Dr Cossio is a Medical Doctor, specialist in Preventive Medicine and Public Health, with a Masters in Epidemiology and is a PhD candidate in Global health.

She has experience working in quality, health management and policies in Spain, Colombia, UK, South Africa and Southeast-Asia.

Dr Cossio was the clinical coordinator of the Department of Data and Innovation of the Vall d'Hebron hospital in Barcelona for 2 years and currently, she is the Director of Information Systems and Decision Support in the same hospital.

Dr Cossio was the clinical coordinator of the Department of Data and Innovation of the Vall d'Hebron hospital in Barcelona for 2 years and currently, she is the Director of Information Systems and Decision Support in the same hospital.

# SPEAKERS



**Filipe Costa MSc, MBA**  
*Director VBHC, Luz Saude, Deputy Director of Operations, Hospital da Luz, Assistant Professor, NOVA SBE*

Filipe Costa is Director of the VBHC Program in Luz Saude, Deputy Director of Operations, Researcher and Assistant Professor at Nova School of Business and Economics. His areas of interest and research focus for the PhD Doctoral program in Management are the concept of value based healthcare from theory to real implementation.

Filipe led and carried out several national and international projects in value based healthcare. He is an associate member of Health Economics and Nova Management Knowledge Center SBE, has an MBA and a Master in Management in Value Based Healthcare. Distinguished with the Merit Award of 2019 International Hospital Federation in Patient-Centered Care with the Value Based Healthcare project.



**Pieter de Bey MSc, MBA**  
*Managing Director, Santeon Hospital Group*

Pieter de Bey is Managing Director of the Dutch Santeon hospital group, responsible for executing the Santeon strategy via shared programs across the 7 member hospitals. Santeon's guiding principle is Value Based Health Care, about which Pieter is passionate and has extensive expertise. Prior to Santeon, he worked as a Principal in the NYC and Amsterdam offices of the Boston Consulting Group (BCG), where he was a core member of BCG's global Healthcare Practice Area. In 2012-2014 he was VP of Operations at the International Consortium for Health Outcomes Measurement (ICHOM, Boston MA). Pieter received his MBA from Kellogg School of Management (Chicago IL), with majors in Strategy, Marketing, and Analytical Consulting, and obtained his MSc in Theoretical Physics from the University of Utrecht (Utrecht, the Netherlands).



**Scott Fears MD, PhD**  
*Greater Los Angeles Department of Veteran Affairs*

Scott C. Fears, M.D., Ph.D is an Associate Professor in the Department of Psychiatry and Biobehavioral Sciences at the Jane & Terry Semel Institute for Neuroscience and Human Behavior at UCLA. He is a psychiatrist with a background in basic science and clinical administration. The majority of his clinical administrative work involves the management of the Subspecialty Mental Health Division at the Greater Los Angeles Veterans Administration which includes the mental health emergency room, the inpatient psychiatry wards, the consultation liaison service and about a dozen specialty outpatient clinics. He is also the medical director of the STAND Clinic at UCLA's Depression Grand Challenge, which focuses on the development of innovative and scalable platforms for the delivery mental health treatment. In addition to administrative work, he conducts basic science research into the genetic basis of psychiatric disorders. His research is focused on integrating quantitative measures across multiple physiological levels including gene expression, brain structure, and neurobehavior in human and animal model systems to map genes associated with complex behavior.



**Maria da Luz Sousa Fialho DPhil**  
*Director of Outcomes Research, ICHOM*

Dr Luz Sousa Fialho is a Director of Outcomes Research, overseeing ICHOM's development of new Standard Sets of outcomes.

Luz initially joined ICHOM as a project manager leading the development of standard sets for mental health conditions. A pharmacologist by training, Luz completed her DPhil studies in Cardiovascular Science at the University of Oxford, with a focus on cardiac metabolism in type 2 diabetes. Luz subsequently worked with a mental health organisation, coordinating the Oxfordshire Mental Health recovery college. Luz has also worked as a researcher in the pharmaceutical industry (GSK) and as a freelance data consultant in healthcare and finance.



**Suzanne Gaunt MBA**  
*CEO and President, ICHOM*

Suzanne has held a number of senior management roles predominantly in marketing

across multiple industries including healthcare with Health Service Journal, Nursing Times and Doctors.net.uk. Suzanne has also spent time as a management consultant with Cappemini Consulting. Suzanne has an MBA from Warwick Business School and a first class honours degree in International Business Management.



**Willem Jan Bos MD**  
*Nephrologist, St. Antonius Hospital and Medical Leader, VBHC Improvement Team, Santeon*

WJW (Willem Jan) Bos, MD PhD, is a Dutch internist specialized in kidney disease. He combines a clinical appointment at the St Antoniusziekenhuis Utrecht/Nieuwegein with a part-time appointment at the department of Internal Medicine at the Leiden University Medical Center, on a bestowed chair: "Nephrology: Outcomes of care". He is involved in VBHC initiatives in both hospitals, and in the nephrology project of the Santeon chain of hospitals. He further co-chairs the Linnean Initiative, a national initiative to facilitate VBHC implementation in the Netherlands and chaired the ICHOM working group on Chronic Kidney Disease.



**Gregory Katz MBA, PhD**  
*Chair of Innovation and Value in Health, University of Paris School of Medicine*

Gregory Katz is Chaired Professor of Innovation & Value in Health at the University of Paris School of Medicine. He is Founding Director of the VBHC Consortium, a nonprofit organization dedicated to accelerating the emergence of Value-Based Health Care (VBHC) to enable medical teams to evaluate, compare, improve and incentivize their results. As lead author, his scientific publications focus on innovation management in life sciences, hospital organizations and VBHC. In 2019, he directed a report commissioned by EIT Health – a body of the European Union – entitled Implementing Value-Based Health Care in Europe: Handbook for Pioneers. From 2007 to 2015, he was Director of Clinical Research at Ramsay Générale de Santé - a European leader in private hospitalization - and Director of its non-profit Foundation. From 2015 to 2019, he was Director of Research & Innovation at Elsan, a leading group of private hospitals in France. From 2003-2005, he was Visiting Professor at INSEAD in Fontainebleau (France) & Singapore. From 2004 to 2015, he was Chaired Professor of Therapeutic Innovation and Co-director of the Institute for Health Economics & Management at ESSEC Business School (Paris-Singapore). His pro bono activities include Vice-President of the Eurocord Association (2004-2008), an international platform for clinical research on cord blood stem cell transplantation. He was a board member of the European School of Surgery (2009-2012), Chairman of the Scientific Board of the GlaxoSmithKline Vaccines Global Innovation Fund (2012-2015), and Chairman of the think tank Digital Leaders in Health (2018). He is the recipient of several awards, including the San Benedetto International Prize for his achievements in bioethics and humanism (2009), and was a Grand Rounds Lecture guest of honor at the UCLA Fielding School of Public Health (2015).



**Ayo Kazeem MD**  
*Deputy Chief Medical Officer, AXA PPP*

Dr Ayodele Kazeem MB.BS., M.Sc., DIC. started his career off with a special interest in Obstetrics and Gynaecology. However, this evolved into a career in the management of healthcare after studying international healthcare management at Imperial College. His interests are in governance, risk management and healthcare analytics. This has led him to a varied career in the UK National Health Service and roles within the international and domestic businesses of the largest private medical insurance companies in the UK.

He is now Deputy Chief Medical Officer for AXA PPP working to drive forward new payment models, governance, and strategic client relations. He specialises in digital healthcare and data insight and advises a range of companies, from start-ups to large corporates. He is also Chair of the Clinical Coding & Schedule Development Group which is tasked with maintaining a schedule that reflects current medical practice within the UK independent healthcare sector.

Dr Kazeem is deeply passionate about giving back to the community. In his spare time, he steers and supports local development initiatives in developing countries e.g. Nigeria and offers his time as a mentor to young adults interested in a career in data analytics and healthcare. He works with likeminded individuals to develop and explore financing mechanisms to drive innovative solutions to common healthcare problems such as access, appropriateness, and the quality of care obtainable in local settings.



# SPEAKERS



**Stefan Larsson MD**  
*Board Member, ICHOM*

Stefan Larsson joined the Boston Consulting Group in 1996. He is currently the global leader of BCG's Health Systems sector. Stefan is a BCG fellow and has focused his research on value-based health care, how outcomes measurement and transparency will increasingly be the basis for continuous improvement of health care systems.

Stefan has worked across all sectors of the Health Care industry covering both strategy assignments and major transformational programs. He has lead projects for major Academic medical centers and leading international provider organizations. He has broad Biopharma; Biotech and MedTech experience, from R&D through commercial. He has extensive experience in Health care investments, supporting over 60 commercial DD projects for leading Private Equity Funds.

He is a cofounder of ICHOM – the International Consortium for Health Outcomes Measurement a not-for-profit developing global standards for outcomes that matter to patients. Stefan has lead a large number of public and private projects on Value based Health care and its implications, most recently the "Value in Healthcare" project for the World Economic Forum.

Stefan is an MD, PhD and Associate professor at the Karolinska Institute (KI). Besides at KI Stefan trained at Harvard Medical School, MRC-Human Genetics Unit in Edinburgh and EMBL Heidelberg.



**Mark McClellan MD, PhD**  
*Robert J. Margolis Professor of Business, Medicine, and Health Policy, and Founding Director, Duke-Margolis Center for Health Policy, Duke University*

Mark McClellan is the Robert J. Margolis Professor of Business, Medicine, and Policy, and Director of the Duke-Margolis Center for Health Policy at Duke University with offices at Duke and in Washington DC. Dr. McClellan is a doctor and an economist, and his work has addressed a wide range of strategies and policy reforms to improve health care, including such areas as payment reform to promote better outcomes and lower costs, methods for development and use of real-world evidence, and more effective drug and device innovation.

Before coming to Duke, he served as a Senior Fellow in Economic Studies at the Brookings Institution, where he was Director of the Health Care Innovation and Value Initiatives and led the Richard Merkin Initiative on Payment Reform and Clinical Leadership. He also has a highly distinguished record in public service and in academic research.



**Sue McKee RN, BSC (HMS), MBA, GAICD**  
*CEO, Centre for Value-based Oral Health Care, Dental Health Services, Victoria, Australia*

Sue is a Registered Nurse with over 35yrs in the health sector. During this time she has worked across the healthcare sector with a range of organisations including public, not-for-profit, privately owned and the charitable sector. Her roles have included both clinical and organizational leadership as a Nursing Director, Chief Operating Officer and Chief Executive. Sue is a strategic, values-driven executive, with a proven ability to lead organisations through complex change and challenging external environments. She is committed to leading organisations that provide services that enhance the life of its customers that is true to its purpose and values its people.



**Daphne Psacharopoulos MBA**  
*Board Director, ICHOM*

Daphne Psacharopoulos leads digital strategy and integration for CVS Health. She previously served as Sr. Vice President with PatientsLikeMe, founded and led Healthcare Services at Joslin Diabetes Center, and as a consultant in the healthcare practice of Boston Consulting Group. She is currently a board member at Grass Roots Diabetes.



**Francisco Rocha Gonçalves MA, PhD**  
*Director Healthcare Technologies Management, Luz Saude Group*

Francisco Nuno Rocha Gonçalves, PhD in Management; MSc/Graduation in Economics; Specialized in Healthcare Management and Pharmacoeconomics. Currently Director of

Healthcare Technologies Management at LUZ SAÚDE and invited Professor at the Faculty of Medicine of Porto University. Previously, Francisco was an Executive Board Member of the Portuguese Institute of Oncology Porto (7 years experience), a Consultant in pharmacoeconomics and healthcare management (20 years experience), and a Researcher and Professor at several Portuguese Universities (20 years experience). Francisco regularly publishes on the topics of healthcare management, value based healthcare and HTA in peer reviewed journals, addresses these subjects in international conferences.



**Justin Saliman MD**  
*CEO OutcomeMD*

Dr. Justin Saliman is a Stanford Sports Medicine Fellowship trained Orthopaedic Surgeon practicing part-time out of Cedars-Sinai in Los Angeles, and a serial entrepreneur. He was the founder and Chief Medical Officer of Ceterix Orthopaedics, a surgical device company focused on knee meniscus repair which was acquired by Smith & Nephew in January 2019. He also founded OutcomeMD in 2016, delivering a multifaceted decision support tool that empowers system wide adoption of measurement-based care. OutcomeMD integrations turn EHR systems into Outcome Management Systems, enabling value based care while uniquely enhancing both the clinician and patient experience.



**Prasanna Sooriakumaran MD**  
*Director, Santis and Consultant Urological Surgeon, The Harley Street Clinic*

London's Most Influential Doctor 2019

One of London's Most Influential #Doctors 2018

One of Britain's Top 10 #Urologists

Consultant Urological #Surgeon & Robotic Prostate Cancer Surgeon at the UK's leading centres on the #NHS and privately

Honorary Associate Professor, University College London & Honorary Senior Clinical Researcher, University of #Oxford

I topped the List of #London's Most Influential Doctors in 2019 and also made this exclusive List in 2018; the only #urologist to ever repeat feature:

<https://www.standard.co.uk/news/the1000/the-progress-1000-londons-most-influential-people-2019-health-education-health-wellness-a4246516.html>

<https://www.standard.co.uk/news/the1000/the-progress-1000-londons-most-influential-people-2018-social-pillars-health-a3954311.html>

I have also been voted as one of the UK's top 10 urologists by a poll of other UK urologists published in the Daily Mail. I am the youngest urologist on this List:

<http://www.dailymail.co.uk/health/article-5808997/Meet-best-urologists-Britain.html>

I am a global #leader in #prostate #cancer care and frequently give second opinions to #patients from across the UK and internationally. I am happy for patients to call me Mr PS, Mr Soori, or simply PS. I do not expect formalities and treat patients as I would my friends and family. #Testimonials from my patients can be found at:

<http://www.ps-prostate.co.uk/testimonials/>

I work at the highest volume prostate cancer centres in the UK including Santis Clinic, a private London-based clinic using cutting-edge technology to achieve the very best outcomes for men with prostate cancer.

I am also a senior researcher in prostate cancer at the University of Oxford, focusing on clinical trials and outcomes-based research. I lead the UK trial TROMbone investigating surgery for metastatic prostate cancer and am the site lead for a trial examining robotic surgery after focal therapy. I have published a scientific paper every month for the last 10 years, and am one of the UK's most sought after speakers at prostate cancer and #urology conferences worldwide. My surgical and research expertise has been recognised with dozens of awards and prizes from multiple learned UK and international societies.



**Ishwaria Subbiah**  
*MD, MS, Palliative Care Physician and Medical Oncologist at MD Anderson Cancer Center*

Dr. Ishwaria Subbiah is a Palliative Care physician and medical oncologist in the Department of Palliative, Rehabilitation, and Integrative Medicine in the Division of Cancer Medicine at MD Anderson Cancer Center. Dr. Subbiah is uniquely qualified for this role, having completed 3 clinical fellowships at MD Anderson first in developmental therapeutics, then in Medical Oncology and most recently in Palliative Medicine. With this robust foundation in phase I and II clinical trial design, novel therapeutics including immunotherapy and targeted therapies, fundamentals of medical oncology practice, and symptom management, Dr. Subbiah cultivates a clinical practice and research focus on

# SPEAKERS

supportive care driven by patient reported outcomes (PROs) for all patients with particular emphasis on the older adults.

Dr. Subbiah has been the principal investigator on several studies for patients with advanced cancers on phase I clinical trials. She has published in multiple journals including the Journal of Clinical Oncology and has received several peer-reviewed grants including from the American Cancer Society and Andrew Sabin Family Foundation. In 2018 she was recognized by the National Institute on Aging (NIA) of the National Institutes of Health (NIH) as a Butler-Williams Scholar, a highly competitive program for early career investigators in all fields of aging research.

Dr. Subbiah chairs the Patient Survey Governance Committee at MD Anderson overseeing the institution-wide implementation of patient-reported outcomes into clinical practice. She also serves on the national Technical Expert Panel developing oncology PRO measures for the Centers for Medicare & Medicaid Services (CMS) and on the Older Adult Oncology guidelines committee of the National Comprehensive Cancer Network (NCCN).



**Gerbrand van de Beek BSc**  
*Global Solutions Lead, Philips*

Gerbrand van de Beek has been with Philips VitalHealth for around 10 years. He has been active in the area of software for around 18 years in various roles. For the last 9 years, he has been active in the area of outcome measurement, value-based healthcare and patient engagement in an international setting. Gerbrand lived in the United States for 1.5 years to support partners, customers and prospects in the US in the area of value-based healthcare and the implementation of the solutions of Philips VitalHealth in that field. He is also Philips VitalHealth's prime contact for ICHOM. As a Global Solution Lead, Gerbrand is involved in creating value propositions combining the solutions of Philips VitalHealth with the broader Philips portfolio. His goal is to support patients and caregivers in their care processes by enabling innovation through the Philips solutions.



**Stephanie Wissig MD, PhD**  
*Director of Outcomes Research, ICHOM*

Stephanie is a non-practicing physician with a mission to improve patient outcomes and experience. She re-joins the ICHOM team as Director of Outcomes Research. In this role she primarily oversees ICHOM's outcomes benchmarking initiative and supports Standard

Set development and harmonization.

Stephanie holds an MD, PhD from Albert Einstein College of Medicine. She initially joined the ICHOM team in 2014 as a Project Leader and then Director. In those roles she led the development of outcomes measurement sets in a wide range of condition areas as well as an early pilot of international benchmarking. In 2016, she moved to FORCE-TJR, a national joint replacement registry, where she was responsible for commercializing an academically developed registry into a product to support value-based measurement and reporting in orthopedics. Finding that she enjoyed product development, she took an opportunity to join Assured Allies, an early-phase elder-care start-up, as Clinical Product Lead in 2018.



**Mary Witkowski MD, MBA**  
*Fellow, Institute for Strategy and Competitiveness, Harvard Business School*

Mary Witkowski, M.D., M.B.A. is a fellow at the Harvard Business School working on value-based care delivery and payments. She teaches in HBS Executive Education and Harvard Medical School. Her research has been published in the Journal of Healthcare Management, Accounting Horizons, and among other journals and case studies. She is a member of the HMS Board of Fellows, the HMS Advisory Council on Education, and The Lynch Foundation board.

Mary received her Bachelor's degree from Harvard College, MBA from Harvard Business School and MD from the Harvard Medical School. Previously Mary worked in strategy consulting at Bain in Company.



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