



# **VBHC SUMMIT CANADA**

## **IMPLEMENTATION CONFERENCE**

**JUNE 19<sup>TH</sup> & 20<sup>TH</sup>, 2025**

**Pôle santé HEC Montréal**

501 Rue De la Gauchetière O,  
Montréal, QC H2Z 1Z5

**PRESENTED BY VBHC LEARNING COMMUNITY, EXPERTISE  
VALEUR EN SANTÉ, AND PÔLE SANTÉ HEC MONTRÉAL**



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8:30

**Welcome address**

8:40

**Opening Keynote****ELIZABETH TEISBERG***Author of Redefining Health Care with Michael E. Porter**Making Waves: Achieving Sustainable High Value Transformation*

9:30

**Session #1: Primary care, population health & VBHC****JOANNE CASTONGUAY***Health and Welfare Commissioner**Value-Based Care at the Populational and Systemic level***ÁNGEL GONZÁLEZ DE LA FUENTE***MD MSc MPH MBA, Global Health Systems and Policy OECD**PaRIS Initiative and insights from OECD (online)***SALLY LEWIS***Professor Value in Health Management, Swansea**Founder, Kintsugi-international**NHS Wales Case Study and applications of VBHC to Primary Care (online)***ERIN COOK & LAWRENCE RUDSKI***Associate CEO CIUSSS Centre-Ouest de l'Île-de-Montréal**Director, Azrieli Heart Centre - Medical Director, Virtual Care**CIUSSS Centre-Ouest de l'Île-de-Montréal**Learnings from the Hospital@Home Community*

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11:10

**Break**

11:30

### **Session #2: Value creation starts with patients**



#### **DR. SHANNON JACKSON & CHERYL-ANNE SIMONEAU**

*Clinical Professor, Medicine, UBC and Hematologist, St Paul's Hospital*

*Patient Advocate and President of the CML Society of Canada*

*Patient Advocates working with HCPs to develop PROMS for CML*



#### **PAUL VAN DER NAT**

*Chief Value Officer, St. Antonius Hospital, The Netherlands*

*Shared Decision Making, Patient Partners and VBHC*

12:30

**Lunch**

13:30

### **Session #3: Standardizing patient-reported outcomes**



#### **JOSÉ DELGADO**

*Chief of Strategic Partnerships, International Consortium for Health Outcomes Measurement (ICHOM)*

*How to Use and Implement ICHOM Standard Sets*



#### **IAN PATTON**

*Director of Advocacy and Public Engagement, Obesity Canada*

*Patient Advocacy Led development of an ICHOM Standard Set - Case Study of Obesity Canada*

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### ***Session #5: Insights and Initiatives from an Innovative VBHC Implementation Learning Community Moderated by Dorine van Staaduin***

14:30



#### **DORINE VAN STAALDUINEN**

*PhD, Senior Researcher at Santeon  
Netherlands*



#### **DR. CAROLINA VARELA RODRIGUEZ**

*Area Specialist Physician - Quality Unit, Hospital 12 de Octubre (Madrid)  
Spain*



#### **EMMANUEL GIMÉNEZ**

*Decision Support Unit - Health Economics and Outcomes Research - Vall d'Hebron  
Hospital (Barcelona)  
Spain*



#### **SHIKHA KUMARI**

*VBHC Director, National University Health System  
Singapore*



#### **AMIT GOTKIND**

*Head of Medical, Quality & Safety Care, Risk Management, and Infection  
Prevention Division Sheba Medical Center (Tel Hashomer)  
Israel*



#### **LEONEL OLIVIERA**

*Project manager and data analyst - Basel University Hospital (Basel)  
Switzerland*



#### **ERIN COOK**

*Associate CEO CIUSSS Centre-Ouest de l'Île-de-Montréal  
Canada*

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15:45

### **Session #4: Case studies in implementation**



#### **IRENE ERIKSSON**

*VBHC Partnership Lead EMEA, Johnson & Johnson Innovative Medicine, Sweden*

*Case study on VBHC in Mental Health In Finland Collaboration Paves the Way for Value-Based Care | HUS*



#### **ANI GALSTYAN**

*Assistant Director - Quality, Transformation, Evaluation, Valorization, Ethics & Virtual Care Department - CIUSSS Centre-Ouest de l'Île-de-Montréal*

*Embedding Value in Care: A Roadmap for Data-Driven and Clinically-Led Transformation*

16:45

**Closing remarks: Eva Villalba**

# VBHC SUMMIT CANADA

## IMPLEMENTATION CONFERENCE



8:30

**Welcome address**

8:40

**Opening Keynote**



### **SCOTT WALLACE**

*Assistant Professor, Department of Pediatrics, Dell Medical School, University of Texas at Austin*

*Value-Based Payments and Financing in the Canadian Context*

9:35

**Session #6: Value-based procurement**



### **CLAUDIA REBOLLEDO**

*Professor, Department of Operations Management and Logistics, HEC Montréal*

*The challenges of value-based procurement (VBP) and purchasing healthcare innovations in Quebec*



### **RON JOHNSON**

*VP, Chief Operating Officer, Eastern Urban Zone  
Newfoundland & Labrador Health Services*

*Balancing regulatory compliance and the need for transformative change*

10:35

**Break**

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11:00

**Session #7: Scaling up VBHC initiatives****KARINE LEPAGE**

Associate Director of Oncology - Nursing Directorate, CIUSSS Centre-Ouest-de-l'Île-de-Montréal

From Demonstration Project in Colorectal Cancer to Scaling Up in Oncology

**CATHERINE SAVARY-TANGUAY**

Senior Advisor VBHC Services, CHU de Québec-Université Laval  
VBHC Implementation in Quebec's Cochlear Implant Programme

**DR. ADAM HIGMAN & DRAGANA GOUGH (PRESS GANEY)**

Member Experience SVP/Partner

Clinical & Member Experience Director

Case study from Press Ganey: A discussion around  
Patient Reported Measure readiness in the Middle East (Online)



12:15

**Lunch****Session #8: Patient Experience Roundtable:  
Moderated by Alice O. Andrews & Eva Villalba**

13:15

**ALICE O. ANDREWS PHD., MS.**

Senior Lecturer at The Value-Based Health and Care Academy, Swansea University  
Senior Research Scientist and Senior Lecturer at The Dartmouth Institute

Highlights from the Journal of Patient Experience & Special VBHC Collection

**JASON THARP**

Patient Partner

H.O.P.E. Is a Strategy

**ALVINA NADEEM**

Patient Partner, Healthcare Ecosystem Strategist, Speaker, Health-Citizen Advocate  
Alvina N. Consulting

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### ***Session #9: Spotlight on Public-Private Partnerships to Drive Value and Scale Innovation Moderated by Francine Champoux***

14:30



#### **FRANCINE CHAMPOUX**

*President Strataide and Hippocrates Prize*



#### **DR. UMJEET JOLLY**

*Cardiologist, St Mary's Hospital, Kitchener, Ontario (online)*



#### **GENEVIÈVE LAVERTU**

*Director, Government Affairs & Policy, Medical Techonology, J & J Innovative Medicine Canada*



#### **DAVID ARSENEAU**

*National Therapy Advancement Manager, Bioosense Webster Medical Techonology, J & J Innovative Medicine Canada*



#### **IRENE ERIKSSON**

*VBHC Partnership Lead EMEA, J & J Innovative Medicine, Sweden*

15:45

***Summit Closing***



# VBHC SUMMIT CANADA

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**THURSDAY JUNE 19<sup>TH</sup> & FRIDAY JUNE 20<sup>TH</sup> , 2025**

**Pôle santé HEC Montréal**  
501 Rue De la Gauchetière O,  
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# VBHC SUMMIT CANADA

JUNE 16-20, 2025  
MONTREAL, QUEBEC

JUNE 16 - PRE-SUMMIT SITE VISIT

JUNE 17 - PRE-SUMMIT WORKSHOPS

JUNE 18 - HEALTH LEADERS FORUM

JUNE 19 - 20 - VBHC IMPLEMENTATION CONFERENCE

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# **VBHC SUMMIT CANADA**

PRE-SUMMIT WORKSHOPS

**TUESDAY JUNE 17<sup>TH</sup>, 2025**

**Pôle santé HEC Montréal**

501 Rue De la Gauchetière O,  
Montréal, QC H2Z 1Z5

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# VBHC SUMMIT CANADA

PRE-SUMMIT WORKSHOPS – JUNE 17<sup>TH</sup> (AM SESSION)



## RENSKE VEENSTRA

*Enabling IT Platforms for VBHC: A Deep Dive for Data Nerds into the Santeon HIPS Collaborative Data Platform*

### Want to Turn Data into Meaningful Action?

Renske Veenstra, Managing Director of Health Data Platforms at Santeon in the Netherlands, is a trailblazer in transforming healthcare data into actionable insights. She played a pivotal role in developing the Health Intelligence Platform Santeon (HIPS), a collaborative solution used across seven Dutch hospitals to harmonize data sources, automate insights, and support clinical and managerial decisions through standardization and outcome tracking.

At the upcoming VBHC Summit Canada, Renske will lead a pre-conference workshop titled "Enabling IT Platforms for VBHC". This session is designed for data enthusiasts and professionals interested in IT platforms supporting value-based healthcare (VBHC). Participants will explore how data integration can enhance patient care and operational efficiency, learning from real-world applications of HIPS .

 Workshop: Enabling IT Platforms for VBHC: A Deep Dive for Data Nerds into the Santeon HIPS Collaborative Data Platform

 June 17 |  9:00 AM – 12:00 PM |  Montreal |  VBHC Summit Canada 2025

Don't miss this opportunity to learn from one of Europe's leading experts in healthcare data innovation. Renske's insights will equip you with the tools to harness data for improved patient outcomes and operational excellence.

 Seats are limited. [Register now](#) to secure your spot!

# VBHC SUMMIT CANADA

PRE-SUMMIT WORKSHOPS - JUNE 17<sup>TH</sup> (AM SESSION)



## IRENE ERIKSSON & RIIKKA-LEENA LESKELÄ

*Outcome-based segmentation of patients as a VBHC tool to improve outcomes and reduce costs*



### Unlock the Power of Outcome-Based Patient Segmentation

Are you ready to transform your approach to value-based healthcare (VBHC)? Join Irene Eriksson from Sweden and Riikka-Leena Leskelä from Finland for an immersive workshop that delves into outcome-based patient segmentation—a strategic tool to enhance patient outcomes and optimize costs.

Irene Eriksson, renowned for her work in health economics and healthcare development, brings a wealth of experience in evaluating healthcare systems and implementing innovative strategies. Riikka-Leena Leskelä, a leading expert in VBHC implementation, has co-authored pivotal studies on extending VBHC to population-based healthcare systems, providing practical tools for health authorities to segment populations effectively.

 Workshop: Outcome-Based Segmentation of Patients as a VBHC Tool to Improve Outcomes and Reduce Costs

 June 17 |  9:00 AM - 12:00 PM |  Montreal |  VBHC Summit Canada 2025

In this interactive session, you'll explore how to apply outcome-based segmentation models to your healthcare setting, enabling more targeted interventions and efficient resource allocation. Learn from real-world applications and gain insights into steering healthcare systems towards improved population health.

 Seats are limited. [Register now](#) to secure your spot!

# VBHC SUMMIT CANADA

PRE-SUMMIT WORKSHOPS – JUNE 17<sup>TH</sup> (PM SESSION)



## DR. KRISTEN WOODS

*Transforming with Trust and Impact:  
Leading Healthcare Teams Through Change*

**Lead with Trust. Drive Impact. Transform Healthcare.**

Join Dr. Kristen Woods, physician, executive coach, and leading healthcare expert, for an interactive workshop designed to equip you with practical tools for leading healthcare transformation.

With over 25 years of experience, Dr. Woods has played a pivotal role in driving value-based healthcare initiatives, helping organizations achieve millions in savings while maintaining high-quality care.

 Workshop: Transforming with Trust and Impact – Leading Healthcare Teams Through Change

 June 17 |  1:00 PM – 4:00 PM |  Montreal |  VBHC Summit Canada 2025

In this session, you'll explore:

- Gleicher's Formula for Change – driving effective organizational change
- The "Moments" Framework – creating impactful experiences for teams
- The Trust Edge – building trust in uncertain times

Through guided exercises, you'll develop a personalized roadmap to inspire your teams, foster trust, and implement lasting, impactful changes that improve outcomes and performance. Don't miss out on this opportunity to learn from one of the leading voices in healthcare transformation.

 Seats are limited. [Register now](#) to secure your spot!

# VBHC SUMMIT CANADA

PRE-SUMMIT WORKSHOPS – JUNE 17<sup>TH</sup> (PM SESSION)



## SCOTT WALLACE

*The Insights, Frameworks, and Skills to Transform Health Care*

### VBHC in Action: Learn How to Lead Real Transformation

Tired of high-level talk about value-based health care without the tools to actually do it?

Join Scott Wallace, one of the world's foremost authorities on VBHC, for a hands-on, case-based session designed to bridge the gap between inspiration and implementation.

A professor at the University of Texas at Austin and Senior Faculty for the ICHOM Certified Value-Based Health Care Professional Program, Wallace has helped shape VBHC strategies around the globe. His work with governments, health systems, and clinicians is focused on one thing: making outcomes-driven care a practical reality.

 Workshop: The Insights, Frameworks, and Skills to Transform Health Care

 June 17 |  1:00 PM – 4:00 PM |  Montreal |  VBHC Summit Canada 2025

This workshop goes beyond theory. You'll gain:

- New perspectives to spark creative, outcome-focused solutions
- Battle-tested frameworks to guide your implementation journey
- Practical skills like outcomes research, design thinking, bundled payments, and strategic analysis
- Live, facilitated case discussions based on real-world success stories

Transformation isn't impossible – but it requires new thinking and the right tools. Walk away with a roadmap and the confidence to lead change.

 Space is limited. [Register now](#) and take your VBHC journey to the next level.



# VBHC SUMMIT CANADA

PRE-SUMMIT WORKSHOPS

**TUESDAY JUNE 17<sup>TH</sup>, 2025**

PARTICIPANTS MUST SELECT ONE MORNING SESSION  
AND/OR ONE AFTERNOON SESSION.

**Pôle santé HEC Montréal**

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# **VBHC SUMMIT CANADA**

INAUGURAL CANADIAN HEALTH LEADERS FORUM

An Honest Conversation Based on Results:  
Creating Value for Canadian Healthcare Systems



**WEDNESDAY JUNE 18<sup>TH</sup>, 2025**

**Connected Health Record (CHR) Lab**

Jewish General Hospital, Montreal, Quebec

**PRESENTED BY VBHC LEARNING COMMUNITY, EXPERTISE  
VALEUR EN SANTÉ, AND CIUSSS CENTRE-OUEST-DE-L'ÎLE-DE-  
MONTRÉAL**

# VBHC SUMMIT CANADA

INAUGURAL CANADIAN HEALTH LEADERS FORUM



8:00

**Welcome & Registration**

8:30

**Welcome - Opening Remarks**

*Eva Villalba & Erin Cook*

8:40

**Opening Keynote**



**DR. LAWRENCE ROSENBERG**

*CEO CIUSSS Centre-Ouest de l'Île-de-Montréal*

*An Honest Conversation about the Current State of Canadian Healthcare*

9:20

**Health Horizons**



**ELIZABETH TEISBERG**

*Author of Redefining Health Care with Michael E. Porter*

*Designing Health Systems for Higher Value and Resilience*

10:00



**ANNA VAN POUCKE**

*Global Head of Healthcare, KPMG*

*Global Future of Healthcare Transformation*

10:30

**Break**

# VBHC SUMMIT CANADA

INAUGURAL CANADIAN HEALTH LEADERS FORUM



10:50

## ***VBHC Innovation & Application: What's Holding us Back?***



### **JOANNE CASTONGUAY**

*Health & Welfare Commissioner*

*Measuring Health System Performance at the Populational Level in Quebec*

11:10



### **ERIN COOK**

*Associate CEO - CIUSSS Centre-Ouest de l'Île-de-Montréal*

*From Vision to Execution*

11:30

## ***Panel Discussion: What Policies Work? Moderated by Eva Villalba***

12:00

***Lunch***

13:00

## ***Beyond Vision: Turning Ideas into Action for Healthcare Leaders***



### **DR. THOMAS LEE**

*Chief Medical Officer, Press Ganey; Harvard University*

*Leveraging Social Capital*

13:30



### **DR. KRISTEN WOODS**

*Physician, Executive, Coach, Speaker*

*Turning Discontent into Momentum*

# VBHC SUMMIT CANADA

INAUGURAL CANADIAN HEALTH LEADERS FORUM



14:00

*Break*

14:15

***Designing the Path Forward***



**PROF. PAUL VAN DER NAT**

*Santeon, The Netherlands*

*Role of Value-based Healthcare Research and Innovation*

14:45



**EVA VILLALBA**

*Founder and Senior Partner - Expertise Valeur en Santé*

*Future of Resilient Systems*

***Consensus Building Workshop***

*Delphi Method - Actionable Steps*

*Moderated by Eva Villalba & Paul van der Nat*

15:05

16:00

***Closing Remarks***

*Dr. Lawrence Rosenberg & Erin Cook*

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**WEDNESDAY JUNE 18<sup>TH</sup>, 2025**

**Connected Health Record (CHR) Lab**

Jewish General Hospital

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