



Value-Based
Procurement
Conference

Agenda

7th European Value-Based Procurement Conference 2025

9 December 2025 – Hotel Le Plaza, Brussels

08.45 – 09.30	Registration & Meet the participants
09.30 – 09.40	Welcome and Introduction Hans Bax, VBP Community of Practice Hamish Laing, Moderator
09.40 – 10.00	Key note (1) Prof. Hamish Laing Value-Based Health and Care Academy, Swansea University School of Management
10.00 – 10.20	Key note (2) Oliver Bisazza CEO MedTech Europe
10.20 – 10.30	Move to break-out rooms
10.30 – 11.15	Break out session – round 1 Participants will select 1 session out of 4 1. Unlocking Value in Healthcare Systems - a Person-Centred Approach Prof. Sally Lewis, Value-Based Health and Care Academy, Swansea University School of Management / Kintsugi International 2. How Procurement can help drive Clinical and Quality-of-Life Outcomes Zofia Das-Gupta, ICHOM 3. The Evolving use of Health Technology Assessments in Medtech Procurement- Challenges & Opportunities Teresa Barcina Lacosta, MedTech Europe 4. Recommendations to Improve Innovation Procurement in Healthcare - Learnings from the EU Procure4Health project Jorge Gonzalez, Procure4Health / Ticbiomed
11.15 – 11.30	Move to break-out rooms and 'grab a coffee'

11.30 – 12.15	Break out session – round 2 Participants will select 1 session out of 4 1. Creating Momentum and Sustaining the Gain in the UK - Making the bigger picture work for VBP Brain Mangan, Luach Consulting Robert McGough, Hill Dickinson Gemma Badger, Hill Dickinson 2. Barriers and Enablers of VBP in Dutch Healthcare Providers Barbara Trip, COPPA 3. Towards Greener Healthcare; the Power of Partnerships Fiona Adshead, Sustainable Healthcare Coalition Keith Moore, Sustainable Healthcare Coalition 4. Moving From Device to Patient-Centered Outcomes in Heart Valve Disease - a Case from Barcelona Laura Sampietro-Colom, Hospital Clinic Barcelona Belén Martí Sánchez, Edwards Lifesciences
12.15 – 13.30	Lunch
13.30 – 14.15	Break out session – round 3 Participants will select 1 session out of 4 1. Implementing VBP in the US and Globally - MedReddie in Action Kara Leblanc, MedReddie Canada 2. Co-Creating an interconnected Value Based Procurement Ecosystem across borders Elisa Frenz, Healthcare Buyers Community 3. When Value Meets Innovation - Aligning VBHC and Public Procurement of innovation Carlos Laranneta, Procure4Health / Junta de Andalusia 4. Supporting VBP through AI led tools and solutions - Real life Case Studies Praful Mehta, Vamstar
14.15 – 14.30	Move to break-out rooms and 'grab a coffee'



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14.30 – 15.15	Break out session – round 4 Participants will select 1 session out of 3 1. Making VBP a Reality in the NHS - From Vision to Value Briony Coulson, UK Department of Health and Social Care 2. Product and Supply Chain Transparency - the Key to Green Procurement Stefan Krojer, Osapiens 3. Defining, Measuring, and Implementing Value: Bridging Evidence with Real-World Practice Across Global Health Systems – The Case of Dialysis Rosanna Tarricone, SDA Bocconi School of Management 4. Making outcomes and value-based cancer care procurement a reality Matt Hickey, Health Valley Alliance
15.15 – 15.30	Move to plenary room and ‘grab a coffee’
15.30 – 15.50	Key note (3) Prof. Nick Guldenmond Leiden University Medical Center, Department of Public Health
15.50 – 16.15	Key note (4) Danny Havenith Chair European Health Public Procurement Alliance
16.15 – 16.30	Reflections and Closing remarks Prof. Hamish Laing Value-Based Health and Care Academy, Swansea University School of Management
16.30 – 17.30	After-conference drinks

