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ISLE
ACADEMY
INNOVATION SIMULATION & LEARNING ECOSYSTEM



**VALUE-BASED
PROCUREMENT**

Partnering for patient-centric,
sustainable health care

30
YEARS



**AMERICAN
CHAMBER OF COMMERCE
IN BULGARIA**

VALUE BASED HEALTHCARE INTERNATIONAL EVENT

September 18-19, 2025

Join fellow Key Decision-Makers under the
direction of renowned consultants to:

- Explore strategic approaches to support your transition from price focused to value driven outcomes
- Uncover pathways to innovation through Public-Private Partnerships, from policy to implementation



**Register by August 31st to
benefit from a fully covered
participation package.
Conditions apply after this date**

Event Agenda



Date : September 18-19, 2025

Place : ISLE Academy Athens

Moderators

Hans Bax MBA (Netherlands)

- Head Value Based Procurement Community of Practice and Vice-chair European Alliance for Value in Health
- Former Director Procurement, Groningen University Medical Center

Lars Dahl Allerup (Denmark)

- Founder & CEO of *Miles Ahead* and *Rethink Value*
- Former Head of Innovative Procurement & Strategic Partnerships, Corporate Procurement, The Capital Region of Denmark

Guest speakers

Rossana Alessandrello (Spain)

- Director Value-Based Procurement, AQuAS-Salut
- External lecturer Universitat de Barcelona

- **Brian Holch Kristensen (Denmark)**

- Head of Innovation and CIO, Copenhagen University Hospital
- Former Chief Physicist Herlev Gentofte Hospital

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Day 1, September 18

14.00 – 14.30	Welcome and Introduction	ISLE Academy
14.30 – 15.00	Public procurement of MedTech in healthcare	Hans Bax
15.00 – 15.45	Introducing Value-Based Procurement <ul style="list-style-type: none">• The strategic position of procurement in healthcare• Foundations of Value-Based Procurement (VBP)	Hans Bax
15.45–16.30	Impact of Value-Based Procurement <ul style="list-style-type: none">• The impact of VBP on patients and professionals• VBP case examples from across Europe	Hans Bax
16.30 – 17.00	Implementing Value Based Procurement <ul style="list-style-type: none">• Key drivers for implementation• Dealing with barriers, seizing opportunities• Pioneering the journey; where and how to start	Hans Bax
17.00 – 17.30	Measuring value delivery <ul style="list-style-type: none">• Exploring a data-driven VBP-model	Lars Dahl Allerup
17.30–18.00	Open discussion	All
18.00	End of day 1	

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Day 2, September 19

10.30 – 10.45	Opening and Introduction	ISLE Academy
10.45 – 11.15	An introduction to Public-Private Partnerships <ul style="list-style-type: none">• Learnings from The Capital Region of Denmark since 2015	Lars Dahl Allerup
11.15 – 12.00	From Innovation to Impact: Enabling Value-Based Procurement through Public-Private Partnerships <ul style="list-style-type: none">• How VBP aligned with PPPs can accelerate the adoption of innovative healthcare solutions improving patient outcomes and -experiences	Rossana Alessandrello
12.00–12.45	Public-Private Innovation – the Danish experiences from developing and implementing policy work	Lars Dahl Allerup
12.45 – 13.45	Lunch	
13.45 – 14.15	Learnings from a pioneering large-scale public tender of innovation-partnership in healthcare	Brian Holch
14.15–15.00	Brainstorm Exercise <ul style="list-style-type: none">• Achieving Higher Outcomes with VBP & PPP; can the Danish VBP-model serve as inspiration?	Lars Dahl Allerup / Hans Bax
15.00–16.15	Public-Private Partnership workshop <ul style="list-style-type: none">• Interactive session on developing a PPP proposal for the ventilator associated pneumonia case in the Buenavista hospital	ISLE Academy+
16.15–17.00	Wrap-up <ul style="list-style-type: none">• Key takeaways and concluding remarks• Open discussion and Q&A	Lars Dahl Allerup / Hans Bax