

# INVITATION

Your personal invitation to an evening of discussion:

Moving from access to outcomes: embracing complexity to transform healthcare

*Learnings from behavioral sciences and structured collaborative models*

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Medicines & technologies have evolved significantly to address today's greatest healthcare challenges. Thanks to social welfare systems in the Western world, we have taken significant steps to make these new solutions accessible to patients. Unfortunately, access does not equate to outcomes. Despite our good intentions, patients & healthcare professionals encounter psycho-social barriers to using these medicines & technologies to better the patient. Transforming the system is complex: unhealthy lifestyle behaviours are difficult to change, adherence to treatment may require building new habits and patients often lack the support needed to manage these changes. We struggle to align the key stakeholders around the patient to tackle these challenges. In the face of this complexity, novel evidence-based approaches and means of collaboration are necessary.

Join us for an exclusive evening with 2 international thought leaders in the healthcare domain – delivering both tangible & high impact interventions in the field and breaking down silos to bring together key stakeholders to tackle the complex issues that plague today's healthcare systems.



## **Karen Horgan, President and Co-Founder VAL Health, LLC**

*Ms. Horgan is a thought leader in the application of behavioral economics and an expert in developing high-impact engagement programs to drive health-related behaviour change. She is regularly invited to speak on the topic of the intersection of behavioral economics and health, including recently presenting at national health industry conferences, private events, and the World Economic Forum. Ms. Horgan's passion for health and belief in evidence-based approaches led her to co-found VAL Health, the leading U.S.-based health behavioral economics firm. As the president of VAL Health, she has spearheaded the development of hundreds of behaviour change programs that enable clients to overcome healthcare's biggest challenges. VAL Health's exclusive methodology builds upon the world class academic research of its principals, Dr. Kevin Volpp and Dr. David Asch, whose studies are regularly published in recognized peer-reviewed journals such as the New England Journal of Medicine. Through their work, VAL Health has successfully quadrupled weight loss and tripled tobacco cessation rates. Their clients include national health plans, governments, digital health firms, Fortune 100 companies and pharmaceutical companies.*



## **Sebastien Mazzuri, Director, Global Health Projects, FSG**

*Mr. Mazzuri is a medical doctor with nearly fifteen years of consulting and investment experience across the healthcare sector. At FSG, he has contributed to and led a variety of Global Health and shared value engagements for both corporate and non-profit organizations with a focus on low- and middle-income countries. Sebastien is also involved in cross-sector field building activities. He co-authored the white paper Measuring Shared Value Innovation and Impact in Health, a report from a consultation process that involved health care corporations and public health stakeholders. The report provides practical guidance on how to measure and relate health outcomes and business performance in the context of shared value creation for health solutions. His work with FSG has helped to catalyse the private sector to increase their role in curbing the spread of infectious diseases, improving solutions for maternal and child health, and supporting countries to prepare their healthcare systems for the increased proliferation of non-communicable diseases – through the implementation of innovative and scalable global health programs. FSG was founded in 2000 by Harvard professors Michael Porter and Mark Kramer and has become a global thought leader on corporate engagement with society, engaging in over 200 projects in 'shared value' and 'collective impact.'*

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## PRACTICAL INFORMATION

**Date:** 30 January 2018

**Location:** Radisson Blu, Rue du Fossé aux Loups 47 Wolvengracht, Brussels

**Language:** English

**Agenda :**

>Welcome drink: 18 :00 – 18:30

>Start-end event: 18:30 –20:30

>Welcome and Introduction by Michael Wagemans and Jason Donohue, i-propeller

>Behavioral Economics: Changing Stakeholder Behaviour to Improve Health Outcomes by Karen Horgan, Val Health

>The Power of Collective Impact to Advance Beyond-the-Pill Initiatives by Sebastien Mazzuri, FSG

A warm meal will be served during the presentations

Please confirm your attendance with Nicolas Lahaye ([nicolas.lahaye@i-propeller.com](mailto:nicolas.lahaye@i-propeller.com)) by 12 January 2018.