



# VBP Community of Practice - Description



May 2024



## i. Introduction

**Value Based Procurement (VBP)** is an innovative procurement approach supporting patient-centric, safe, high quality and affordable healthcare. Applying VBP leads to most economic advantageous purchasing by awarding a contract on the basis of what patients, health systems, health actors and society value. VBP is a collaborative, multidisciplinary approach providing opportunities to strive towards efficient and effective health care delivery and to address the key challenges health care systems are facing.

The basis for VBP is laid down in the multi-layered VBP Framework which considers the outcomes that matter to patients, the benefits for key healthcare stakeholders and society as a whole, the cost along the full process of care delivery, and the offering of innovative medtech solutions. When applying the VBP-methodology, the procurement body is awarding the contract based on the principle of the best total cost-quality ratio resulting in the most economically advantageous tender (MEAT), compliant with the EU Public Procurement Directive 2014/24/EU and national public procurement legislation.

In order to foster the adoption and to change procurement practice in healthcare from volume to value based, the first structure of the **Value Based Procurement Community of Practice (VBP CoP)** was established in 2016 by MedTech Europe, Boston Consulting Group and a group of leading procurement professionals. Since then, the VBP CoP has evolved and this document aims at providing an overview of the current structure of the CoP including its governance, activities, guidelines for membership and resources.

## ii. VBP Community of Practice (VBP CoP)

The VBP CoP brings together member organisations supported by partner organisations ; all of them are engaged in VBP and committed to change current procurement practice towards a value-based approach. The VBP CoP might decide to work with other organisations when needed for its activities.

The VBP CoP functions solely as a networking platform for the development and exchange of expertise and experiences on VBP and does not possess legal entity status. The VBP CoP commits to comply with all relevant legal requirements, including, but not limited to, GDPR and Competition law, in carrying out its activities.

## iii. Mission and objectives

The mission of the VBP CoP is to accelerate the adoption of patient-centric, safe, high quality, affordable and sustainable value-based health care by supporting a change in procurement practices across Europe. This will bring the most economically advantageous solutions into healthcare, while taking into account the value offered to patients, caregivers, health care providers and society as a whole.

The objectives of the VBP CoP are the following:

- To establish a cross-stakeholders' vision to drive the adoption VBP in practice;
- To address the challenges and barriers to the adoption of VBP;
- To build a network of member organisations and partner organisations.

## iv. Activities

To that effect, the VBP CoP may develop and conduct, alone or in collaboration with third parties, the following non-exhaustively listed activities:



**Engage and outreach** via the publication of awareness material and papers, organisation of events as well as the engagement with stakeholders in order to (a) develop outreach strategies to expand VBP awareness, (b) explain the value of VBP and its business case and (c) build support from healthcare professionals, hospital management, and financial directors' (C-level) to change current procurement practice from a volume to a value-based approach.

**Educate** the VBP CoP by providing training and educational material<sup>1</sup> in order to increase their knowledge base and by organising training sessions.

**Collaborate** within the VBP CoP by sharing learnings and best practices.

**Derive learnings** from VBP pilots and projects by performing case studies.

**Continuously enhance** the VBP toolkit to support the application of VBP in tender and procurement pilots/projects.

#### v. VBP CoP Member organisations

Membership to the VBP CoP is open to any organisation (as defined in Annex II). Those organisations wishing to join the VBP CoP, may do so by submitting an application via regular mail or any other means of written communication (including e-mails) to the attention of the VBP CoP Secretariat.

<sup>1</sup> Access to the public Value Based Procurement material is available at all times on the Community of Practice's website. Follow this link to access all public material: <https://www.vbpcommunity.eu/resource-library>

The acceptance of an organisation as VBP CoP member organisation is bound to the discretion of the VBP CoP Secretariat. Both the VBP CoP represented by its Secretariat and the member organisation may terminate membership at any time. Members of the VBP CoP are entitled to access to all materials developed by the VBP CoP and to join all activities organised by the VBP CoP.

A legally binding agreement needs to be signed between the member organisation and the VBP CoP Secretariat and a financial contribution may be applicable.

Each member organisation will decide by whom it will be represented. The representative(s) will not be financially compensated for their time and expenses incurred conducting activities in/for the VBP CoP.

#### vi. VBP CoP partner organisations

In order to further support and build on its activities, the VBP CoP cooperates in different ways and with different types of organisations (as defined in Annex II). The VBP CoP partners closely cooperate with the VBP CoP on e.g. the development/dissemination of educational training programs, organisation of thematic sessions & conferences, and/or the expansion of knowledge/experience by means of the execution of pilots or real-life procurement cases. They support the awareness building on VBP within their organisation and broader network.

The acceptance of an organisation as VBP CoP partner organisation is bound to the discretion of the VBP CoP Secretariat and the status of an organisation as VBP CoP partner will be annually evaluated by the VBP CoP Secretariat.

Both the VBP CoP represented by its Secretariat and the partner organisation may terminate the cooperation at any time.

A legally binding agreement needs to be signed between the partner organisation and the VBP CoP Secretariat and a financial contribution may be applicable.

Each partner organisation will decide by whom it will be represented. The representative(s) will not be financially compensated for their time and expenses incurred conducting activities in/for the VBP CoP.

#### vii. Governance

The VBP CoP activities organisation, oversight, governance, and strategic direction are handled by the Steering Committee (STC) and supported by the VBP CoP Secretariat.

The **Steering Committee** is composed of:

1. One representative of the European Health Public Procurement Association (EHPPA);
2. One representative of the European Regional and Local Health Authorities (EUREGHA);
3. One representative of a MedTech Europe Member Company, appointed by MedTech Europe Secretariat;
4. One representative of a MedTech Europe Member National Association, appointed

by MedTech Europe Secretariat. In case no National Association is represented, the seat remains open.

The **VBP CoP Secretariat** is provided by MedTech Europe.

The VBP CoP Secretariat undertakes responsibilities to ensure the effective functioning of the VBP CoP, including, but not limited to:

- Analyse the applications received from organisations and make decision about accepting them or not as VBP CoP member or VBP CoP partner and define the applicable fee.
- Decide in case some organisations need to be asked to leave the VBP CoP (either as members or as partners).
- Management of all financial resources including but not limited to financial contributions by VBP CoP members and VBP CoP partners.
- Compliance with applicable rules (e.g., competition law, GDPR, promotion & advertising, anti-corruption).
- Contractual (e.g., speaker agreements, sponsorship agreements) and financial transparency (e.g., financial contributions agreements) obligations.
- Logistical aspects, including but not limited to the administration and organisation of events, e.g. webinars, VBP CoP annual conference.

### viii. Resources

The resources of the VBP Community of Practice consist of both in-kind (e.g. by making persons available to carry out specific tasks) and financial support. The financial resources will be managed by the VBP CoP Secretariat as a specific allocated budget.

Financial support including:

- Membership fees;
- Registration fees for events (e.g. the annual VBP Conference);
- Event sponsorships.

In-kind support including:

- VBP CoP members;
- VBP CoP partners;
- VBP CoP Steering Committee;
- VBP CoP Secretariat.

The resources will be used for example but not limited to:

- Secretariat of the VBP Community of Practice;

- Contractors to e.g. support material development and dissemination, logistical support for event organisation;
- External legal advice and participation of legal experts in meetings;

#### ix. Ownership

##### Material developed by the VBP CoP members and/or VBP CoP partners outside of a contracted external resource

- The VBP CoP (represented by its Secretariat) will own the intellectual property of this material and a perpetual license will be provided to those members and/or partners who have participated in the development of the material, unless agreed differently.
- The material should reflect the common view of the majority of the VBP CoP members. It will provide a consolidated view, not a person specific view, and may not represent the individual opinion of the members
- This material will be managed and put in the public domain by the VBP CoP Secretariat.

##### Material developed by the VBP CoP via a contracted external resource

- In case of fully financed material developed by the VBP CoP, the VBP CoP (represented by its Secretariat) will own the intellectual property of this material.
- In case of co-investment jointly by the VBP CoP and a VBP CoP member and/or VBP CoP partner, ownership and use will be mutually agreed upon.

Under no circumstances any material developed by the VBP CoP will be used for commercial purposes by the VBP Community of Practice members nor by the VBP CoP partners they belong to nor by any party having access to this material, unless agreed differently by the owner of the document.

#### x. Privacy policy

Please refer to the Annex I - Privacy Policy below.

This privacy policy may be updated from time to time and the VBP CoP Secretariat will notify the members of the VBP CoP in writing of any material changes.

#### xi. How to contact us

For any question on the VBP CoP, VBP CoP charter or the possibility for an organisation to join as member or partner and the related conditions, please contact the Value Based Procurement Community of Practice – Secretariat, as represented by MedTech Europe at the following address:

Rue Joseph II, 40

1000 Brussels, Belgium

For any questions, please contact Hans Bax



[h.bax@medtecheurope.org](mailto:h.bax@medtecheurope.org)

For all questions related to privacy, you may also reach out to:  
[data.protection@medtecheurope.org](mailto:data.protection@medtecheurope.org).

## Annex I - Privacy Policy

1. **The Value-Based Procurement Community of Practice** (hereafter referred to as “VBP CoP”) Secretariat will ensure that the VBP partners’ information is processed confidentially, pursuant to the exceptions listed below.

By signing the “Value Based Procurement – Community of Practice Subscription Letter” or any other agreement allowing to become a Member of the VBP CoP, the Member agrees to the processing of personal data they provide to the VBP CoP Secretariat. We act as data controller and we may process the personal data of the Member including those of their nominated representatives.

2. **Personal data we may collect and process from you.** The personal data collected and processed by the VBP CoP Secretariat includes the following: name, job title, working address, phone number, email address.

3. **Use of personal data.** Personal data may be processed by the VBP CoP Secretariat or any of the Secretariat’s agents, employees, delegates or subcontractors for the following purpose to achieve the aims of the programme/VBP CoP as described in the VBP CoP description. In particular, personal data are processed in order to establish a cross-stakeholder vision to drive the adoption VBP in practice, to address the challenges and barriers to the adoption of VBP, to build a network for its members and partners and to foster partnership of procurers and medtech suppliers in line with procurement and competition legislation.

4. **Sharing of personal data.** To achieve those aims listed above, the VBP CoP Secretariat may share the names and contact details and other information from the VBP CoP profile with programme partners, as described in the VBP CoP description, where this is necessary to achieve the aims of the VBP CoP programme. In addition, personal data of VBP events and workshop participants, as described above, may be shared with the (co-) organizer of those events.

Please note that events and workshops may be (co-) organised only by the Secretariat. Please note that you have a right to object to the processing of your personal data where that processing is carried out for our legitimate interest or for direct marketing. This means you can send us an email if you do not agree with the use of your personal data by the VBP CoP Secretariat.

5. **Events and workshops.** When organizing an event or workshop for the VBP CoP, the VBP CoP Secretariat and/ or the other partners of the VBP CoP may take pictures during the event and/ or record or videotape the sessions. The general audience may appear on the pictures or the video recordings. In addition, if a Partner speaks at a VBP event, the VBP CoP Secretariat may photograph, audiotape and/or videotape, if applicable, and use the speakers’ Contribution for the following purposes:

- Online posting on the VBP Secretariat website(s) and other relevant websites (e.g. medtecheurope.org; vbpcommunity.eu; etc.) of a digitally watermarked pdf version of the Speakers’ Contribution, such as but not limited to the presentation or pictures or pictures of posters.
- Communication, in printed and/or digital form, of the Contribution to the Event’s participants and potentially relevant MedTech Europe Members (listed [here](#))
- Use of the Contribution for communication around the Event, on any type of media (e.g. MedTech



Europe blog(s)).

In addition, the VBP CoP Secretariat may:

- Post online on the VBP CoP Secretariat website(s) and other relevant websites (e.g. medtecheurope.org; vbpcommunity.eu; etc.) of the Speakers' name, position and organization.
- Use pictures and videos of sessions or workshops of the Event to promote VBP Events (or future events) and/ or the discussion on/topic of the Contribution. Such use, distribution, and creation may include audiotapes, videotapes, web broadcasting, printed materials, and electronic/digital/computer media and other media.

Those audio/ and visual footage of the Events may be posted online on the Value Based Procurement and MedTech Europe website(s) and/or other websites, inter alia, Twitter, YouTube, etc. for the purpose of promoting the Event or future events. For further information on how those third-party sites process personal data, please refer to their respective Privacy policies. By joining the VBP CoP and signing the subscription letter, or any other agreement allowing you to become a Member, you confirm to agree on those terms and conditions as described by this policy. If you do not want us to process your personal data any longer, or if you want to limit the use of your Contribution, please send an email to the VBP Secretariat. Please note that if you are a partner of the VBP CoP, we need to process certain personal data of you to ensure your membership to the VBP CoP.

Please note that for each event there will be an area that will not be photographed/ filmed. If you attend an event and you do not wish to be photographed/filmed, we ask you to sit in that designated area.

**7. Information on VBP CoP activities.** By joining the VBP CoP as a member or becoming a member, you also agree to be invited to the events organized by the VBP CoP and to be informed via email of the different initiatives and ongoing activities of the VBP CoP. This includes a periodic newsletter that summarizes the latest achievements and information on the VBP CoP.

**8. Other processing activities.** In addition to the provisions listed above, VBP Secretariat may process personal data from the VBP CoP members and members for the following purposes:

- to provide them with the information they may have requested from the VBP Secretariat;
- to store contact details of members and Partners and their nominated representatives;
- to invoice, if applicable, any membership or subscription fee;
- to comply with any legal and regulatory obligations.

**9. International data transfers.** In connection with any of the purposes described above, the VBP Secretariat (i.e. MedTech Europe) may process your personal data outside the European Economic Area (EEA) in very limited cases only. If you want to learn more about it, please contact us as provided below.

**10.** In addition, the VBP Secretariat (i.e. MedTech Europe) may share your personal data with local tax authorities and any governmental or administrative body where MedTech Europe determines that it is necessary or desirable in order to comply with

applicable laws, court orders, or government regulations.

**11. Hosting & Processing.** The VBP Community website and the VBP Conference website are hosted by third-party service providers who help us provide our services. Additionally, other service providers are used for the provision of services to us and the distribution of promotional material. In this context, your personal data will be processed by a third-party service provider.

**12. Retention period.** The Partners' personal data will be retained no longer than necessary for the purposes for which the VBP Secretariat (MedTech Europe) is processing such personal data. In the case of a legal or regulatory obligation requiring us to retain specific records for a set period of time, for that period of time. Additionally, it will never be held for less than what is required for fiscal law and the accounting retention period, or the period of time needed for litigation or judicial actions under such laws. If the agreement with the Member or Partner ends, then the personal data of its representatives, including its employees, will be held for five (5) years from the date that the organization ceases to be a Partner or the nominated representative leaves the organization of the Partner.

**13. Data Subject Rights.** You have various rights in relation to your personal data, including the right to request access to your personal data or for a copy of your personal data to be provided to a third party in a digital form, correct any mistakes on our records, erase or restrict records where they are no longer required, object to use of personal data based on legitimate business interests or for direct marketing, ask not to be subject to automated decision making if the decision produces legal or other significant effects on you. You also have the right to lodge a complaint about the processing of your personal data with the supervisory authority. We will response to your request in writing, or orally if requested, as soon as practicable and in any event not more than within one month after receipt of your request. In exceptional cases, we may extend this period by two months and we will tell you why. We may request proof of identification to verify your request. For more details in relation to your rights, including how to exercise them, please contact us.

## Annex II - VBP CoP Membership overview

Organisation type
Member MedTech Europe (Corporate)
Member MedTech Europe (National Association)
Non-MedTech Europe member (Medtech/Pharma corporate)
Non-MedTech Europe member (Medtech/Pharma association)
Expert (1-3 staff)
Consultancy
Training organizations (non-knowledge partner)
Provider (e.g. procurer, clinical staff, hospital manager)
Regulator (e.g. HTA agency, EC/DG staff, Health authority)
NGOs, Patient interest groups