Value based health care (VBHC) in Brazil: a paper promise or the start of a transformation in health care?

Erasmus School of
Health Policy
& Management

Anneloes Pronk

Erasmus School for Health Policy & Management
Erasmus University Rotterdam, the Netherlands

Michiel Kortstee

LP: Gestão em Saúde
FGV, EAESP, Brazil

CENTRO DE ESTUDOS
EM PLANEJAMENTO
E GESTÃO DE SAÚDE

Relevance

In today's society, population is aging rapidly and lifestyles are changing, while chronic conditions are becoming more frequent. This changes and increases the demand for health care services, resulting in a surge in health expenses and an unsustainable health system. Brazil has the necessity and potential to achieve better health outcomes and patient experiences with respect to the costs incurred to achieve them. Since Porter's work on VBHC, many stakeholders discuss the concept and start to implement and experiment with VBHC projects. In our research we take stock of the state-of-the-art of VBHC in Brazil. Is VBHC a hype or an answer to the complex issues health systems face nowadays?

Methodology

In 2018, 18 exploratory qualitative interviews were conducted with leaders, representing the public and private segments of the Brazilian health system, as well as various stakeholders: patient associations, providers, payers (municipality and health plans). As these stakeholders have to enact the change, understanding their visions, motives, and activities gives insights into why, how and to what extent VBHC is implemented. Figure 1 illustrates the interview topics.

Figure 1. Interview topics

Results

Although almost all respondents embrace the VBHC concept, implementation is scarce. Due to the complexity of the topic, they emphasize the necessities to create trust to collaborate with other stakeholders. Furthermore, a more thorough and systemic approach to implement VBHC concepts with its interdependent and reinforcing components is required (figure 2). For the VBHC concept to be realised, the respondents believe that minds in the health sector must be shifted for a better, more holistic approach (figure 3).

Figure 2. The Value Agenda

Figure 3. Main findings

Verdict

To optimise value in the Brazilian health system, it is crucial that the stakeholders are aware of the complexity of the transformation and collaborate. They should collectively give meaning to and integrate the complex concepts of VBHC in their daily practices, to transform the healthcare together.

References

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Acknowledgments

We thank Maíte Munhoz and Fabio Ajimura (Proahsa-FMUSP) and Ana Maria Malik (FGV Saúde) for their help in selection and approach of the interview partners.