



**VALUE  
BASED  
INSIGHTS**

Shaping smarter,  
fairer,  
better health.



VALUE BASED INSIGHTS

# Abstract

---

- VBI: *From an idea to a collective initiative*
- VBI project identity : *Mission and vision*
- Patients: Experiences for new ideas
- Sharing the takeaways with the community



VALUE BASED INSIGHTS

# VBI: From an idea to a collective initiative

Value Based Insights is a project that stems from a personal desire: to connect experiences and ideas.

We firmly believe that every experience, whether positive or negative, can inspire innovative and improving solutions that enrich the lives of all.

It all begins with actively listening to the stories of those who have undergone a care journey. We collect their experiences to understand the needs and expectations they have developed throughout the entire care cycle. We engage in conversations about everything with everyone, both with patients and with the people who empathetically support them during their care: their caregivers.

In this context, we will draw on the contributions of key managers operating in various sectors. We will ask them to share new ideas to enhance value in healthcare.



# VBI project identity : Mission and vision

VBI is committed to improving the healthcare system by supporting, through its research, choices and operations that prioritize the well-being of patients.

*Our mission* is to respectfully gather and carefully handle the individual experiences of patients and caregivers related to care cycles, transforming them into a collective knowledge base.

Through active listening, we aim to present patient testimonies in order to create a communication channel for gathering direct feedback.

We share key messages with key managers in the healthcare, insurance, academic, and sports sectors to identify strategic levers and avoid a zero-sum competition approach.

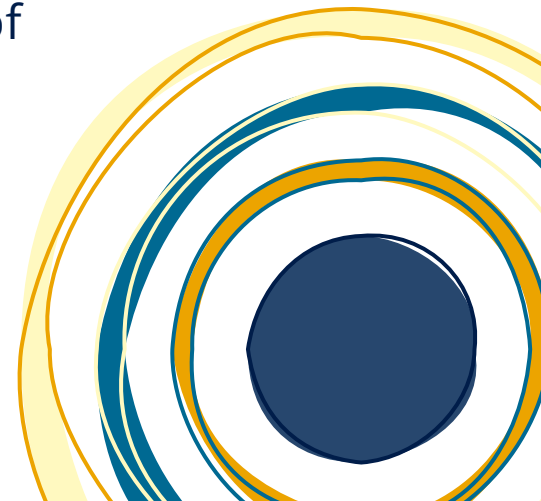


# VBI project identity : Mission and vision

*Our vision* is to contribute to the decision-making process of companies operating in the healthcare sector and to support them in guiding their choices and operations based on patients and their needs.

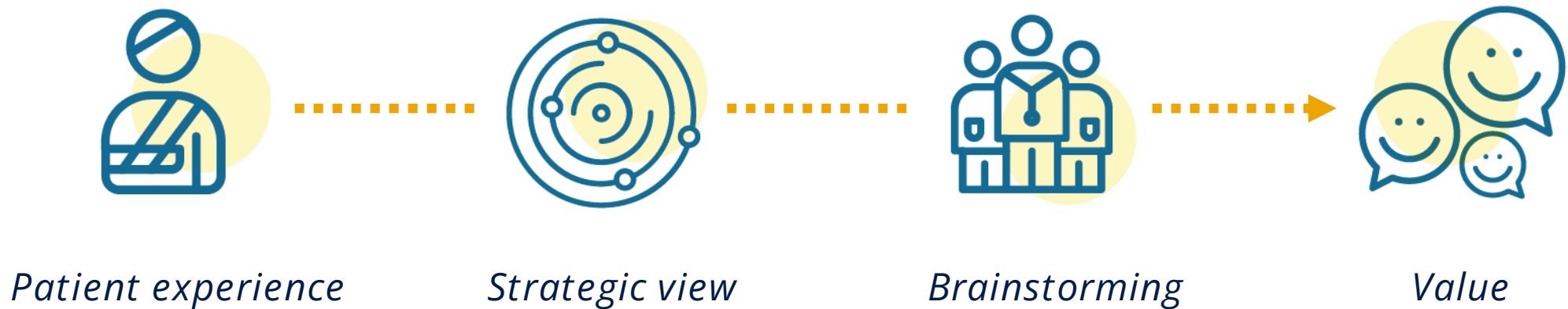
Through patients, we aim to stimulate the design of services, the planning of initiatives, and the implementation of programs aimed at improving healthcare.

We believe that every experience can inspire innovative solutions that enhance the quality of life for patients and caregivers, with a direct impact on the well-being of the individuals involved.



# Sharing experience to brainstorm

*Let's imagine a healthcare system where patients and caregivers are at the centre of decisions and caregiving practices, creating an empathetic and responsive care environment.*



# Patients: Experience for new ideas

Our survey offers a unique opportunity for all those who dedicated to improving the healthcare system and care pathways to gain valuable feedback from the patients themselves.



*Sport*



*Public & private  
health providers*



*University*



*Doctors*



*Consultants*



*Insurance  
& TPA*

*By sharing their experiences, self-assessing their health status before and after healthcare services, and providing information on the communication and empathy of the staff will help us measure the value perceived by patients, their priorities in terms of well-being, and any additional insights they wish to share with us.*



# Sharing *takeaways* with the community

The sharing of the collected information will not only promote a culture of transparency and listening but will also serve as a catalyst for positive and sustainable change in the healthcare sector.

## Awareness and understanding

*The sharing of results will lead to greater awareness of patients' experiences and needs.*

## Identification of areas for improvement

*By analyzing the feedback, it will be possible to identify specific areas where the healthcare service can be improved, such as communication, staff empathy, and access to information.*

## Development of targeted strategies

*The collected information can serve as a foundation for developing targeted strategies and interventions aimed at addressing real needs and improving the quality of healthcare.*

## Promotion of innovation

*The suggestions and innovative ideas that emerge from the interviews can stimulate new initiatives and projects in the healthcare sector, contributing to a positive evolution of the system.*

## Engagement of stakeholders

*The sharing of results can foster constructive dialogue between patients, professionals, and decision-makers, creating collaboration and a shared commitment to improving the healthcare system.*



Value Based Insights

*Contacts*

*Mob.* +39 353 391 6266

*IN* @Value Based Insights

*IG* @value\_based\_insights

*Mail* [contatti@valuebasedinsights.com](mailto:contatti@valuebasedinsights.com)

*Web* [www.valuebasedinsights.com](http://www.valuebasedinsights.com)

