

Dear ICHOM friends,

Around the world, ICHOM is progressing in more medical conditions than ever. Our Cambridge-based team continues to grow, and we are thrilled to announce the opening of our London office under the leadership of Dr. Thomas Kelley. It is my pleasure to reach out to you today with a short update on our team, our work, and our upcoming Third Annual Conference.

I will begin with an important and exciting announcement. It is my pleasure to share with you that Dr. Christina Åkerman assumed the role of ICHOM President on September 2. In her own country of Sweden and around the world, Christina has earned a reputation as an inspiring and effective leader. She comes to ICHOM after serving as Director General of the Swedish Medical Products Agency since 2008. Prior to that, she was President of AstraZeneca Philippines. We are delighted to welcome her as the leader of the growing ICHOM team.

As our team grows, so does our reach. In this edition of our newsletter, you will learn about a few of the organizations around the world that are adopting ICHOM Standard Sets. You will also read about the Third Annual ICHOM Conference, which will be held at Harvard Business School on November 14, 2014, and will bring together the men and women from around the world who are leading the value-based transformation of health care. Please note that September 20 is the last day to register at the current price of 400 USD.

Finally, as we approach the fourth quarter of 2014, we wish to provide you with a glimpse of our business model: our fundraising efforts, our budget, and how we make use of limited resources to pursue our goals.

This is an exciting time, at ICHOM and across the health care spectrum. I am grateful for the support I have received as the first ICHOM President, and the support that ICHOM has earned. I am eager to watch our organization continue to flourish under Christina Åkerman's able leadership. Fortunately, I will be able to do so as a Member of the Board, where I will serve alongside ICHOM's esteemed cofounders. To ICHOM's long-time supporters, and to our newest friends, let me express my sincerest thanks and warmest regards. I look forward to seeing you in November.

Cordially,



Jens Deerberg-Wittram
ICHOM Board Member and Former ICHOM President



**JENS DEERBERG-
WITTRAM**

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A portrait of Christina Åkerman, a woman with blonde hair and bangs, smiling warmly. She is wearing a white cardigan over a black top. The background shows a window with light coming through and a patterned chair.

FACE TO FACE WITH
CHRISTINA
ÅKERMAN
ICHOM PRESIDENT

INTRODUCING CHRISTINA ÅKERMAN

Since 2012, I have had the privilege of serving as the President of ICHOM. In that time, our team has grown from three to twelve members, completed five Standard Sets, and launched numerous international implementation efforts. ICHOM has accomplished a great deal in two years – and still has much to accomplish. Our team has many important goals, and I have every confidence that Dr. Christina Rångemark Åkerman, who assumed the role of ICHOM President on September 2, will lead us to achieve them. I wish her the best and very much look forward to working with her as a Member of the Board, where I will serve with ICHOM’s cofounders, Professor Michael E. Porter, Dr. Martin Ingvar, and Dr. Stefan Larsson.

— Jens Deerberg-Wittram

What brought you to ICHOM?

I have had the opportunity to work as a physician, in the research-based pharmaceutical industry, and most recently in a regulatory body. At the core of all of these positions was the same goal: to help make sure patients received the best possible care. Today, transparency of results is recognized as an essential tool for doing so: for promoting quality and, in so doing, reducing inefficiencies and curbing waste. But international standardization of measurement by medical condition — the global outcomes “language” — is still missing. By providing stakeholders across the health care spectrum the tools they need to measure the health outcomes that matter most to patients, ICHOM is starting to develop that language! To be part of this important work brought me all the way from Sweden to Boston.

What makes ICHOM unique in your eyes?

The dedication of ICHOM to define a global Standard Set of outcome measures that really matters to patients and doing so by close interaction with clinicians and patients gives this small organization a strength, which I find irresistible.

What are your ambitions for the organization?

I have followed ICHOM and its great achievements since it was founded two years ago. We find ourselves in a very dynamic environment, and I am very much looking forward to challenging myself, together with the vibrant team at ICHOM, to drive adoption of these measures worldwide and to unlock the potential of value-based health care.

Getting to know the President

Prior to coming to Boston, Christina served as Director General for the Medical Products Agency (MPA), a national agency under the aegis of the Swedish Ministry of Health and Social Affairs. While there, she also served as a Board Member of the European Medicines Agency (EMA), an international organization responsible for the scientific evaluation of medicines for use in the European Union. Before her time with the MPA, Christina served as Vice President of AstraZeneca Sweden and Marketing Company President at AstraZeneca Philippines.

Dr. Åkerman received her medical degree from the University of Linköping in Sweden, later completing her doctoral thesis in Clinical Physiology and specializing in Clinical Pharmacology. She also has an Executive MBA in General Management from the Stockholm School of Economics. She currently lives in Boston with her husband and two daughters.



First President of ICHOM Jens Deerberg-Wittram, current President Christina Åkerman, and Cofounder Professor Michael Porter.

IMPLEMENTATION **IN ACTION**

“[O]nce you start asking for outcome measurements, you start asking for sharing, you start encouraging innovation... we will see a transformation in the degree of motivation of our clinical colleagues. And I think we simply will see massive improvement.”

—Stefan Larsson, ICHOM Cofounder and Partner, The Boston Consulting Group

A key element of value-based health care's power to transform is the knowledge-sharing that it entails. VBHC requires that clinicians learn continually, not only from the outcomes their own patients experience, but also from the results of other providers around the world. This is why global standardization of outcomes measurement is so important. Data derived from standard, internationally-accepted metrics allow care teams from Chicago to Sheffield, from Dublin to Dubai, from Tel Aviv to Tokyo, to evaluate their work using the universal language of health outcomes. The Dutch Minister of Health, the Honorable Edith Schippers, recently made this point in a letter to the Dutch Parliament: *"We cannot stay behind [in value-based health care]... ICHOM... is developing internationally accepted outcome indicators. So why should we act only nationally, when there are already results internationally that we can leverage?"*

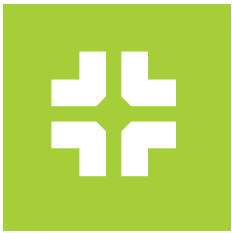
The Minister of Health echoed the Chief Medical Officer of Harvard Pilgrim HealthCare, Dr. Michael Sherman, who has observed, *"The opportunity ICHOM provides us to learn from best practices not just in our country, but worldwide, is truly unique and is helping to accelerate our progress."*

Embarking on the journey toward outcomes measurement can be challenging, but it is truly the key to unlocking the power of value-based health care. In the last months, our team has developed three ways that ICHOM can support your outcomes journey. In addition to making our Standard Sets and accompanying Reference Guides freely available on our website, we now offer the ICHOM Implementation Network, a web-based community and repository of implementation tools. Most recently, we have started to offer on-site implementation support to our Silver-, Gold-, and Platinum-level sponsoring partners.

ICHOM Standard Set in Action at NHS England

England's Bedfordshire Clinical Commissioning Group (BCCG), the public payer covering Bedfordshire County's 441,000 residents, recently launched a campaign to improve outcomes in musculoskeletal care by implementing the ICHOM Standard Set for Low Back Pain. In April, BCCG entered into a five-year agreement with the provider network Circle Partnership, establishing Circle as the preferred provider for musculoskeletal conditions and tying payments, in part, to the ICHOM-recommended outcomes.

As of this writing, 37 organizations around the globe are measuring one or more of our Standard Sets, and around 25 of them have joined our Implementation Network. Our Standard Set for Localized Prostate Cancer, for instance, has been strongly supported. In Germany, it has recently been consented for inclusion in accreditation programs for prostate cancer treatment by the German Cancer Society. Every certified prostate cancer center in Germany will now measure a standardized set of patient outcomes – and report their data publicly. Similarly, in the United States, the eleven leading cancer centers that collaborate as the Alliance of Dedicated Cancer Centers have jointly agreed to pilot this Standard Set. And in Australia and Ireland, newly developing registries will align their measurement with the ICHOM Standard Set. Among early adopters of one or more of our five Standard Sets, we are proud to count Aravind and Fortis Health Care in India, Singapore National Eye Center, Circle Partnership in the UK, Ohio State University, Stanford University, and The University of Texas MD Anderson Cancer Center in the United States.



ICHOM

International Consortium for Health Outcomes Measurement

“ICHOM is the beginning of a revolution”

MICHAEL E. PORTER, ICHOM COFOUNDER AND

THE BISHOP WILLIAM LAWRENCE UNIVERSITY PROFESSOR, HARVARD UNIVERSITY

Be part of it!

Join us and meet health care leaders from around the world.

Third Annual ICHOM Conference

November, 14, 2014

Harvard Business School, Boston

SPEAKERS



Patrick Conway
Deputy Administrator for Innovation and Quality & CMS
Chief Medical Officer



Bernard J. Tyson
Chairman and CEO of Kaiser Permanente



Michael E. Porter
ICHOM Cofounder and The Bishop William Lawrence University Professor, Harvard University

Martin Makary
Director of Surgical Quality and Safety at Johns Hopkins

Per Båtelson
Chairman of the Board of the Karolinska Hospital

Holger Stalberg
Researcher and Project Manager for Stockholm County, Sweden

Barbro Fridén
CEO of Sahlgrenska University Hospital

Leonique Niessen
Program Director of Santeon

GREAT IMPACT COMES FROM GREAT SUPPORT

As you know, ICHOM's core product – the Standard Sets – are freely available on our website. Therefore, ICHOM depends on the financial support of our cofounders and sponsoring partners. As we approach the final quarter of 2014, I want to give you a sense of how we make use of our budget to do our work and pursue our goals.

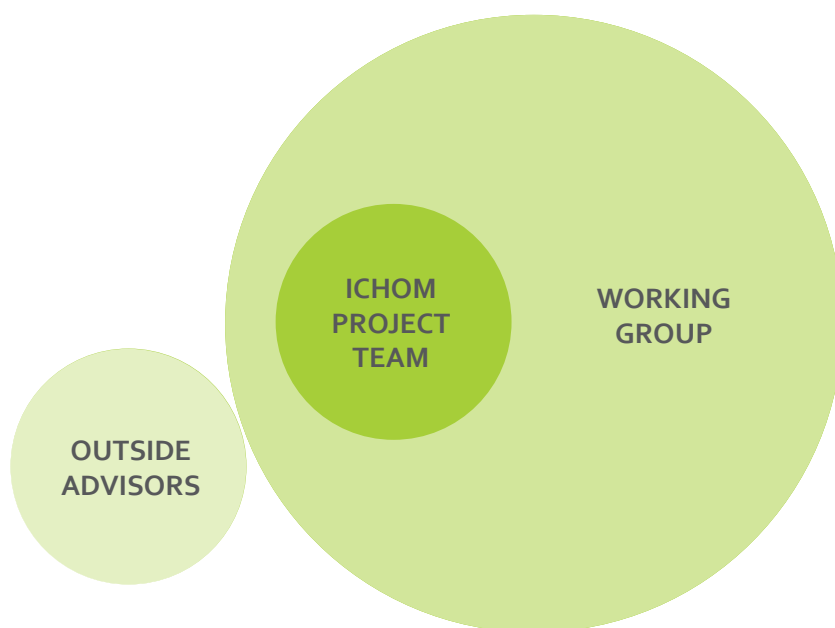
ICHOM is an independent, nonprofit organization headquartered in Cambridge, Massachusetts. Our cofounders – the Boston Consulting Group, the Karolinska Institute, and Professor Michael E. Porter of Harvard Business School – support ICHOM financially by donating both cash and staff members. Currently, our cofounders' contributions amount to approximately half of our total budget.

The remaining half of our budget comes from donations from our sponsoring partners. Our sponsoring partners come from four continents and include major provider networks as well as small hospitals, payers, patient advocates, and physicians' organizations. Our sponsoring partners – Bronze, Silver, Gold, and Platinum – are showcased on our website and in our publications. They are also entitled to sponsored seats at our annual conference and access to our Implementation Network.

Some donations from our sponsoring partners are fungible, while others are earmarked for the development of particular Standard Sets. For example, the Movember Foundation, the international men's health organization, has funded in full our Working Groups on localized prostate cancer and advanced prostate cancer. We debuted our Standard Set for Localized Prostate Cancer last November.

All Working Group members contribute on a volunteer basis; however, funds are needed to support the Project Team as they facilitate the development of each Standard Set. The cost of an ICHOM Working Group is 100,000 USD. These funds cover

- ICHOM Project Leader
- Part-Time Research Fellow
- Part-Time Research Assistant
- Marketing of Standard Set
- Administrative and Operational Costs



To become a sponsoring partner, contact us at ichomteam@ichom.org.

OUR SPONSORING PARTNERS

PLATINUM



GOLD

Carl Bennet AB

SILVER



BRONZE



COFOUNDERS





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