

The IVSB 2025 Award: Scaling Value-Based Healthcare in Brazil

The **Valor Saúde Brasil (IVSB) Leaders Award** returns in 2025 with renewed reach, deeper impact, and a bold vision: to recognize the institutions shaping a new era of healthcare in Brazil — one grounded in value, transparency, and outcomes that matter to patients. Spearheaded by **Grupo IAG Saúde**, the IVSB Award has evolved into a comprehensive and data-driven recognition program for value-based healthcare (VBHC), spanning both the public and private sectors.

This year marks a significant transformation. From its original format as a single national award ceremony, the IVSB is now **structured into regional hubs**, enabling more institutions to be celebrated across Brazil and fostering stronger local engagement with the principles of VBHC. The regional approach allows healthcare leaders to be recognized in their own communities, while still contributing to a broader national movement toward value.

A Journey That Began with Implementation Support

The IVSB Award is not just symbolic — it's an operational springboard. In 2023, a groundbreaking initiative: a cohort of award-winning institutions received **one year of complimentary consulting and healthtech infrastructure** to implement ICHOM's Standard Sets.

That cohort — composed of hospitals, insurers, and public systems — has since moved from theory to practice. Today, **13 of those institutions are actively collecting patient-reported outcomes**, using standardized ICHOM instruments across clinical conditions. **To date, over 652 patients have already contributed their outcomes**, reinforcing a measurable, transparent, and globally aligned model of care delivery in Brazil.

These institutions represent a new generation of providers that understand the true meaning of "value": not simply reducing costs, but improving what truly matters — the health status, functionality, and experience of the people they serve.

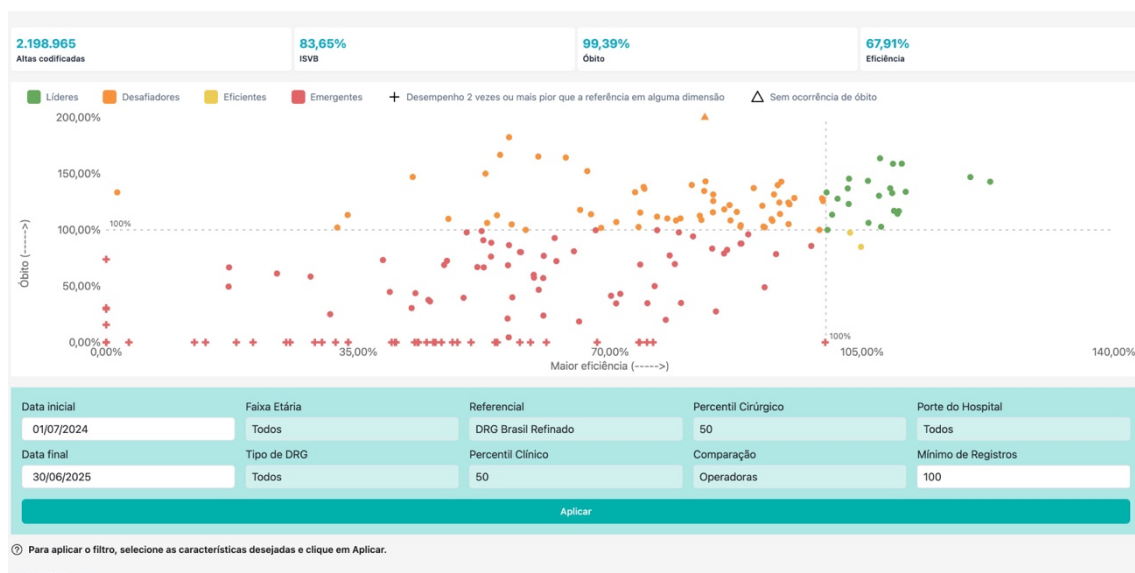
What Does the IVSB Evaluate?

The IVSB Award uses a **robust, evidence-based methodology** centered on the value equation:
Outcomes that matter to patients / Cost to achieve those outcomes.

Institutions are evaluated through a two-dimensional matrix:

- Y-Axis: Patient Outcomes and Safety**
 This dimension measures the gap between *expected* and *observed* in-hospital mortality, adjusted for patient demographics and comorbidities. The calculation is powered by a machine learning algorithm (XGBoost) trained on Brazilian data and published in the *Revista de Saúde Pública* (2022). Transparency is ensured through SHAP values, which explain how individual variables contribute to predictive risk.
- X-Axis: Resource Efficiency**
 This dimension evaluates the adjusted cost per case, using the **DRG Brasil** methodology. Institutions that deliver care more efficiently for clinically similar cases are placed further to the right — highlighting systems that achieve more with less.

The intersection of these two dimensions identifies **high-value organizations**: those achieving *better-than-expected outcomes at lower-than-expected costs* — a rare but crucial feat in health system transformation.



Award Reach and Participation

The IVSB Award operates on a **nationwide scale**, involving a broad and diverse group of healthcare institutions from both the public and private sectors. The 2025 cycle covers:

- 587 hospitals** (out of the 1,350+ in Brazil with more than 100 beds)
- 201 health insurance companies**, representing approximately **40% of the private health market**
- Two public health systems** (Minas Gerais and Espírito Santo) with statewide adoption of DRG-based analytics

All participants are integrated into the **Valor Saúde powered by DRG Brasil + AI platform**, enabling real-time performance measurement, benchmarked analytics, and transparent validation.

Categories of Recognition

The IVSB Award recognizes leadership across three strategic dimensions:

1. **Leaders in Overall Value Delivery – Institutional Category**
Institutions that demonstrate consistent excellence in value delivery across all care pathways.
2. **Leaders in Value Delivery by Clinical Pathway**
Organizations recognized for exceptional results in specific lines of care — such as stroke, maternal care, or cardiology — aligned with measurable outcomes and cost-efficiency.
3. **Leaders in Value-Based Practices**
Highlighting innovative, scalable care delivery models that improve value and can be replicated across other settings or systems.

Each award is based on verified data and comparative performance, making the recognition both prestigious and actionable.

More Than a Prize — A Platform for Transformation

The IVSB Award is not just about visibility. It is a **strategic tool for driving value-based transformation**, empowering institutions to benchmark themselves, showcase results, and learn from one another. It catalyzes a virtuous cycle of measurement, recognition, and improvement — precisely the kind of ecosystem needed to make VBHC scalable.

For ICHOM and other global stakeholders, the IVSB represents a **powerful alignment opportunity**: the award naturally identifies organizations with the governance, data maturity, and cultural readiness to adopt standardized outcome measurement — creating fertile ground for expanding the global conversation on value-based care and accelerating the practical application of outcomes that truly matter to patients.

A Future Built on Value

In a country of continental dimensions and diverse healthcare realities, Brazil is proving that **value-based healthcare is possible, scalable, and urgent**. The IVSB Award is both a mirror and a magnifying glass — reflecting what works and amplifying what matters.

By recognizing the leaders of today, the IVSB paves the way for a **more transparent, equitable, and outcome-oriented health system** tomorrow. And the work has only just begun.