

# Webinar on Value Based Healthcare

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**India still in nascent stage of aligning its healthcare system with component of value based healthcare system**

*Our Bureau, Mumbai*  
Monday, June 15, 2020, 16:40 Hrs [IST]

India is still in the nascent stage of aligning its healthcare system with the component of value based healthcare system (VBHC) by providing quality standardization. It still lacks in providing outcome based care to patients and a reimbursement policy that focuses on payment for performance said Hong Kong based product manager Sunil Choudhary who is associated with Fresenius Medical Care.

In an online interaction with Dr. Saurabh Kumar Banerjee, dean and associate professor, School of Pharmaceutical Management, IIHMR University on the subject of value based healthcare in medical device industry, Choudhary discussed how medical device industries are now shifting their focus on providing value based healthcare rather than just providing medical products.

Choudhary said the benefits of a VBHC system extends to patients, providers, payers, suppliers and society as a whole. Healthcare providers should be rewarded for helping patients improve their health instead for treating patients in volume. Once VBHC is implemented in India, volume based treatment will automatically see a decline. There is a huge opportunity in India to implement VBHC as it has a large youth population which drives adoption of new technologies and contribute in higher internet usage.

"Students who are pursuing their career in this field will bring the change in the existing healthcare system. Value based healthcare is now the most discussed topic in the medical device industry and healthcare organizations are focusing on value based care as a power play to avoid commodity trap and innovation in this industry," said Dr. Banerjee.

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