

Atrial fibrillation - JNJ/La Tour - Switzerland

Procedure/product focus:

Atrial fibrillation ablation via navigated catheter

Population segment:

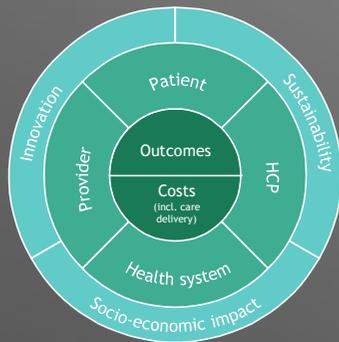
Patients facing paroxysmal atrial fibrillation

Care pathway:

Acute

Procuring entity:

Hôpital de La Tour - Geneva



Key value criteria used



Outcome focus

- Reduction of %age of redos within 1 year



Cost of care focus

- Reduction in total cost of care
- Reduction in cost of redos



Other benefits for stakeholders

- Increased satisfaction of patients, HCPs, provider and payers



Broader impact on society

- Support of innovative technology
- Stimulus to expand approach on both parties' side



Value impact on stakeholders

Value created for hospital

Quantitative impact (clinical and economic)

- Anticipated reduction of redo-% from 30% to 10% based on new technology
- Reduction in cost of redo procedures in case reduction target not reached given discounted products

Qualitative impact

- Reinforce reputation of hospital as high quality and innovative provider
- Increased confidence of referring physicians in procedure and surgical team
- Increased patient satisfaction

Cultural change

- Clinical staff empowered to develop innovative partnership with industry meeting goals of physicians, patients and hospital

Value created for MedTech (JNJ)

Quantitative impact (clinical and economic)

- Short term: increased revenue for supplier by selling new technology to hospital
- Mid term: expected increased revenues due to increase in number of patients due to good outcome

Qualitative impact

- Jointly developing integrated care solution within long term partnership model
- Data generated could be used as value proof of technology
- JNJ perceived as innovative company and driver of VBHC by market, employee and potential talents

Cultural change

- JNJ employees inspired by VBHC's approach and empowered to generate new VBHC solutions for their customers