



## STRATEGY AND LEADERSHIP PERSPECTIVES FOR DIGITAL TRANSFORMATION OF HOSPITAL PHARMACIES

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**Yves Verboven, EU4HealthSolution**  
*EU4HealthSolutions*

**Yves Verboven** recently founded EU4HealthSolutions for which he operates as an External Consultant - Sr. Advisor and Partner in EU Consortia of EU4Health calls. He previously provided advise to the DGOS in France in order to apply a value-based approach for "les Achats Complexes" and continues to advise MedTech Europe for some critical files, further building out a community to unlock EU regulation for Innovation. He formerly headed MedTech Europe's market access and economic policies and was responsible for the transformation towards the Value of Innovation and Partnership Access model whereby the flagship is to advance towards an economic advantageous value-based procurement model and collaborative innovation procurement and partnerships.

He obtained an electro-mechanical engineering degree at the University of Leuven and a post-graduate MBA. Over the years, he built the expertise in clinical trials, health economic and applied a value based healthcare approach within a European Health Gare environment.

His area of focus is to foster the use of innovation and innovative solutions involving medical and digital technologies within an increasingly stringent European Regulatory and National Policy environment in order to ensure an offering of high value care and to do so in economic most advantageous ways by means of a partnership approach and value-based awarding contracting.