

# The 3rd Annual China International Healthcare and Finance Innovation Forum Proposal

- **Social Insurance Reform**
- **Payment Innovation**
- **Value-Based Healthcare**
- **Cross-Border Collaboration**

Time: 11.23.2019 - 11.24.2019

Location: Floor 2 Auditorium, Li Dasan Building,  
School of Management, Fudan University, Shanghai

Scale: 350 – 400 people

# Forum Overview

## 1. Value-based Healthcare Innovation Focus

Analyze the social health insurance reform and highlight the innovations in public payment system;

Showcase the latest successful industry partnership cases and analyze the prospects and challenges faced;

Gather core industry leaders of cross-industry innovation to participate;

## 2. Well thought out Forum Design and Media Releases

Conduct and launch White Paper with the Health Finance Research Institute, School of Management of Fudan University;

Showcase the progress and achievements from past our years;

New announcements of our strategic partnerships and value-based healthcare alliance;

## 3. Health Futures Innovation Platform Partners Feature

Invite key opinion leaders and industry experts within our Health Futures Innovation Platform;

Feature our key Platform partners and tailor our services to highlight their areas of interest;



**Chang Liu**

Managing Director for Singapore, Mainland China, and Hong Kong

Health finance innovation encompasses the continual improvement and reform of the public health insurance system, the establishment of multi-layered healthcare system, as well as the creation of new value-based healthcare services and payment models. What ever form it may take on, healthcare financing helps to increase the accessibility of healthcare services and achieve lifelong healthcare management, increasing the quality of healthcare while lessening the cost burden.

The inaugural and second Forums were successfully held with the generous support of our partners. More than 120 leaders from government, academia, think tanks, and industries both in China and around the globe have shared their respective insights in the past two Forum. Over one thousand audience have participated with diverse background of pharmaceuticals, medical devices, health insurance, technologies, and investment. The Forum has attracted more than forty media groups to build social impact.

# The 3rd Annual China International Healthcare and Finance Innovation Forum Proposal

## Key Focused Topics

- Social Health Insurance Reform
- Value-Based Healthcare
- Payment Innovation for Health Service Provider
- Health Insurance Innovation for Chronic Disease and Patients with Preexisting Conditions
- Health Technology Assessment and Health Service Research
- Commercial Health Insurance Innovation
- Health Insurance Technology and Real World Evidence

## Relevant Participants

- **Directed by:**  
China National Health Development Research Centre (tbc)  
Shanghai Health Development Research Centre  
China Health and Medical Development Centre (tbc)
- **Hosted by:**  
ASK Health
- **Academic Partners:**  
Fudan University School of Management  
Fudan University School of Public Health
- **Think Tank Partners:**  
iFeng Financial Research Institute  
Fudan University Health Finance Research Institute  
China Medical Board  
The George Institute for Global Health
- **Strategic Partners:**  
Pfizer  
Merck  
RDPAC  
MetLife Foundation
- **Startup Alliance Partners**  
Neusoft View High Technology  
Jianyi Technology Company

# Proposed Agenda More Sessions coming up.....

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## Session 1 :

### Social Health Insurance Reform in 2019: Innovation on Drug Reimbursement Policies

- Ten-Year Progress of China's Health System Reform: Improved Social Health Insurance Reform with Chinese Characteristics
- Centralized Drug Procurement System Reform
- Innovative Drug Access Policy and Dynamic Adjustment Mechanism of National Drug Reimbursement List
- Comprehensive Social Health Insurance Payment Model and Drug Accessibility
- HTA Improves Fairness and Effectiveness of the Health System
- Value and Thoughts of HTA in Drug Access and Pricing in China
- Apply High Quality RWE Research to Assessment of Innovative Health Products
- RWE Promotes Innovation in Medical Management

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## Session 2:

### Social Health Insurance Reform in 2019: Innovation on Healthcare Service Payment

- Past, Present and Future of DRGs in China
- Informatization Empowers and Refines Hospital Management
- Cost Management and Quality Improvement through Refined Hospital Management
- PCIC in China: Review on Public Hospital Reform
- International and Domestic PCIC Models
- PCIC Assessment Model and Value Analysis
- Care Integration: Coordination of Medical Care and Social Care

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## Session 3:

### Commercial Insurance Innovation Empowers Multi-layer Health Insurance System Construction

- The Establishment of Multi-Layered Health Insurance System
- Commercial Health Insurance Innovation: Supply Side Reform and Big Data Empowerment
- Commercial Health Insurance and Health Management
- Commercial Health Insurance Innovation: Single Disease Insurance and Health Insurance with Pre-existing Conditions
- Technology Empowers Innovation in Commercial Health Insurance
- Value, Positioning, and Development of InsurTech
- InsurTech, Artificial Intelligence and Big Data

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## Session 4:

### Health Payment and Accessibility Innovation for Special Diseases

- Orphan Drugs: Market Access and Health Insurance Payment
- Rare Diseases: Commercial Insurance Models
- Innovative Funding Models in High Value Oncology Drugs
- Orphan Drugs Reimbursement and Accessibility: Domestic and International Experiences
- Social Health Insurance Reform and Chronic Disease Payment: Policy Trends and Pilot Experience
- Insurance for Chronic Disease Management and Value-Based Healthcare
- Needs and Trends of Health Insurance for Patients with Pre-existing Conditions
- Coordinated Reform of Medical Insurance, Medical Services, and Medical Industry and Integration of Chronic Disease Management

## White Paper Release



### Chapter 1

#### The Definition of Value-based Healthcare and Its Development

- The definition, key elements of value-based healthcare
- The importance of promote Value-based healthcare
- The best practice of Promoting Value-based Healthcare in the World: Taking Europe and America as an Example

### Chapter 2

#### The Main Drivers of Practice of Value-based Healthcare in China

- The main drivers of practice of value-based healthcare in China
- Healthcare reform focusing on Value-based healthcare

### Chapter 3

#### The Transformation of Value-based Healthcare in China's Healthcare Industry

- Pharmaceutical enterprise
- Private insurance
- Medical informatics
- Health Provider

### Chapter 4

#### Outlook

- Optimize the implementation of value-based healthcare and promote the transformation of the healthcare system
- Promote the development of value-based healthcare through industrial collaboration strengthening

### Context:

As an international think tank that focuses on the health system transformation and business model innovations, ASK Health has been working with government agencies, think tanks, and private industry to promote the development of value-based healthcare in China.

In November 2019, we will launch a white paper on value-based healthcare. The Paper will dissect government policies and analyze industry trends to gain a deeper understanding in the influential factors affecting the implementation of value-based healthcare in China. In this Paper, we will also include global case studies to understand and showcase the different market players, such as pharmaceutical companies, commercial insurance, big data companies, etc., as well as how they play a role in promoting value-based healthcare.

We will publish the white paper at our Forum with widespread media coverage. We believe, through this, we will enhance industry awareness and influence, as well as further promote industry innovation.

## Invited Government and Think Tanks (tbc)

- National Health Commission of the People's Republic of China
- National Healthcare Security Administration
- China Banking and Insurance Regulatory Commission
- National Health Development Research Centre
- China Development Research Foundation, Development Research Centre of the State Council
- Shanghai Municipal Health Commission
- Public Policy Research Centre,
- Chinese Academy of Social Sciences
- China Academy of Labour and Social Security
- Zhejiang Medical Association
- Shanghai Health Insurance Research Association
- Qingdao Health Insurance Research Association
- The World Bank
- Asian Development Bank
- World Health Organization
- Prosperity Fund
- ICHOM

## Prospective Media Partners (tbc)

### Health and Medical Media:

- 8am HealthInsight
- healthpoint.cn
- JKB.com.cn
- JKSB.com.cn
- cn-healthcare.com
- YXJ.org.cn
- China Health Insurance
- JIEMIAN.com - health
- DXY.cn
- Sailing Health
- VCBeat
- BioClub
- EYaoJingLiRen
- FenZiShiYanShi
- MedTrend
- KanYiJie
- YaoShiDai
- Hsmap.com
- BaoGuan
- Latitude Health
- SHDZWSB.com
- hc3i.cn
- NCD.org.cn
- Tencent Health
- med.sina.com
- liangyihui.net
- VC Unicorn
- 39.net
- yigoonet.com
- Pharma Intelligence

### Finance and Economic Media:

- iFeng Finance
- YICAI.com
- CAIXIN.com
- 21JINGJI.com
- Forbes China
- 36kr.com
- WuXiaoBo Channel
- Wallstreetcn.com
- CB.com.cn
- HEXUN.com
- CAIJING.com.cn
- NBD.com.cn
- JRJ.com.cn
- CNFOL.com.cn
- CIEN.com.cn

### General Public Media:

- China News Service
- PEOPLE.cn
- CHINANEWS.com
- YOUKU
- NET EASE
- SOUHU.com
- china.com.cn
- china.com
- EASTDAY.com
- CNFOL.com
- CRI.cn
- CINIC.org.cn

# Summit Partner Alumni

## Directed by:



## Think Tank:



## Chief Strategic Partners:



## Strategic Partners:



## Media Partner:





# Partnership Success Illustration

## 1. The Release of White Paper and Policy Promotion

Fudan University Health Finance Research Institute, ASK Health, and a multinational pharmaceutical company jointly published the first domestic policy research White Paper, focusing on the accessibility of rare disease medicine - "Strengthening the Use Assurance of Medicine for Patients with Rare Diseases in China", at the 2nd Forum .

To deepen our discussion, in the Rare Disease focused roundtable discussion, we invited Junshuai Liu, Vice President of Qingdao Social Insurance Research Association; Yue Xiao, Research Fellow of the China National Health Development Research Centre, and Lei Xiao, Senior consultant of the Rare Disease Development Center, to discuss the topic together.

In addition, based on the published White Paper and series of reports, ASK Health assisted Shan Jiang, a member of the Shanghai CPPCC, in submitting the proposal on "Strengthen the Use of Medicine for Patients with Rare Diseases in Shanghai".



### Relevant Press Release

#### JKB

Think tank report: Advice and Suggestions for Rare Diseases and Payment Difficulties

#### MENET

20 million rare patients are welcome to benefit, and import "orphan medicine" tax enjoyment in March

#### SAIBAILAN

New Idea for Health Insurance Payment for Rare Disease

#### BIOCLUB

A Report Helps you understand the orphan drug for patients with rare diseases in China

#### 21JINGJI

The report suggests that more orphan drugs should enter the national negotiations, and only 35 kinds of rare diseases drugs are list in China.



## 2. Industry Policy Innovation

By inviting experts from both think tanks and industries to participate in the Forum, we are committed to facilitating and inspiring more collaboration opportunities across public and private industries, as well as academia. Together, we hope to further promote industry and policy innovation in health insurance and health financing.



At the Forum, we emphasize the importance of Health Technology Assessment (HTA) by inviting the founder of China Health Technology Assessment, former Associate Director-General of the World Health Organization, Professor Jie Chen and other leading experts to share their insights. We also arranged an exclusive interview with Professor Kun Zhao, Division Director of China Health Technology Assessment Advisory Committee, to discuss HTA in Chinese context.

### Relevant Press Release

- JIEMIAN** 17 kinds of cancer drugs are included in the medical insurance catalog, how is this list decided?
- CAIXIN** National Health Commission pushes the construction of China's health technology assessment system and participates in medical insurance pricing
- 39.NET** How to cut the price of medical insurance? Experts reveal the mystery behind the list of medical insurance catalogues

## 3. Brand Promotion and Customer Relationship Maintenance for Innovative Companies

The Forum focuses on the development of leading innovative companies at home and abroad. We are committed to supporting innovative companies to position strategically in entering into the Chinese market, to promote effectively to scale their businesses, and to leverage our Forum to help these companies explore opportunities and deepen relationship with industry leaders. In the past Forums, we work closely with an innovative company and use the forum as a platform to help it establish its leading position in the health financing field.



At the 2nd Forum, we invited several founders of successful healthcare focused startups to share their innovative ideas. The audience of nearly 400 people coming from various sectors of pharmaceuticals, medical devices, health insurance, technologies, and investment attended the forum.

We had in total over 40 media partners to cover the Forums, including Health Point, DXY, Tencent Health, and NetEase, and featured our innovative startups partners to help further their respective brands.

### Relevant Press Release

- CAIXIN** National Healthcare Security Administration propose to coordinate the value of multi-level health protection measures such as commercial insurance
- BIOCLUB** Youjia was invited to the Health Finance Forum to discuss healthcare accessibility

## 4. Health Futures Innovations Platform Tailored Content

Through the Health Futures Innovations Platform, we are able to provide tailored events in relevant topics in healthcare for our close partners.

In hopes to create insightful and valuable takeaways from the Forum, for our partners, we focus on the most leading heated and stressed topics, inviting global industry experts to share insights and to delve deeper into those topics.

We hope to empower our partners through knowledge dissemination and advocacy, as well as through partnership engagement and open collaboration.

### 01. “Aging + Finance”, Cross-border Innovation Industry Experts Closed-door Seminar

ASK Health co-hosted a board meeting with a consulting company, focusing on pension finance and long-term capital investment. We invited our experts from the Health Futures Innovations Platform to join in the discussions, including policy makers, investors, fund managers, and many other relevant stakeholders.

### 02. “Healthcare + Technology”, Industry Experts and Potential Clients Closed-door Seminar

ASK Health and a health technology company collaborated to hold a closed-door meeting on “Building a New Generation of Healthcare Ecosystem with Technology”. We invited Tsinghua University and the China Medical Board to discuss the value of deepening integration of health and insurance technologies with public and private healthcare providers and big data companies.

### 03. Corporate Social Impact Forum

In July 2018, ASK Health, with a partner company, partnered with Shanghai Science and Technology Museum and held the 104th lecture on “Genetics, the Root of All Causes, the Future Has Arrived”. The seminar was open to the public, interpreting gene technology and deeply explored the nature of life. The seminar also helped the company to better disseminate its industry brand and social impact.



# Speakers of Past Forums



**Yupeng ZHOU**

Former Vice Mayor of Shanghai  
Former Vice Chairman of the Standing  
Committee of Shanghai Municipal  
People's Congress



**Jin FANG**

Deputy Secretary General  
China Development Research  
Foundation



**Hengpeng ZHU**

Deputy Director  
Institute of Economic Chinese Academy  
of Social Sciences



**Kun ZHAO**

Director of the HTA Division  
China National Health Development  
Research Center



**Chunlin JIN**

Director  
Shanghai Health Development Research  
Centre



**Eduardo P. BANZON**

Principal Health Specialist  
Sustainable Development and Climate  
Change Department, Asia Development  
Bank



**Junshuai LIU**

Vice President  
Qingdao Social Insurance Institute



**Yong YUAN**

Secretary of the party committee,  
Zhongshan People's Hospital



**Xiongwen LU**

Dean, Professor,  
School of Management,  
Fudan University



**Jie CHEN**

WHO Former Assistant Director  
Director,  
HTA Research Centre,  
Fudan University



**Yingyao CHEN**

Vice Dean, School of Public  
Health, Fudan University  
Director, Cooperation Centre of  
Health Technology Assessment and  
Management, WHO



**Jui-fen Rachel LU**

Director,  
International Health Economics  
Association (iHEA) Executive Director of  
Taiwan Health Economics Association





### Denish NAIR

Senior Health Specialist of World Bank



### Gil-Hong KIM

Senior Director and Chief Sector Officer of the Regional and Sustainable Development Department of Asian Development Bank



### Wenkai LI

Director and Chief Representative China Medical Board (CMB) in Beijing Office



### Stephan JAN

Health Economics Assessment Director, George Global Health Institute  
Professor at University of New South Wales



### Jeremy LIM

Partner & Head of Health & Life Sciences, Oliver Wyman, Asia Pacific, Chair of the Steering Committee for NIHA (NUS Initiative to Improve Health in Asia)



### Yongzhong LI

Executive Director and Vice President of Shanghai Pharmaceutical Group  
General Manager of Shanghai Pharmaceutical Holding Co., Ltd.



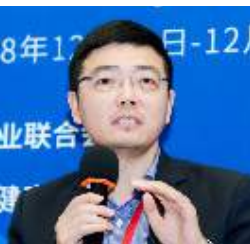
### Xudong FU

President of China Market Access of Bristol-Myers Squibb



### Sliver CHEN

Senior Director  
Regional Access Lead, APAC/China at Pfizer



### Wang SHI

Managing Director  
MSD China Regional Operations



### Jim MARTIN

Former Vice President of CVS,  
Senior Health Consultant of MediTrust



### Xuan CUI

Head of Market Access and Pricing Department, Merck Group



### Jiakang ZHU

Franchise Head of Lung Cancer, Oncology BU at AstraZeneca



### Noah FRIEDMAN

Senior Director, Strategy and Value-based Healthcare Department, Medtronic Greater China



### Shaohua CAO

OP BU Head of Eli Lilly and Company



**Ramon LIU**

Senior Director of Market Access Strategy & Payer Innovation Department, Roche



**Dale HUNTINGTON**

Senior Director Healthcare Systems for Emerging Markets, Asia Pacific, Jhonson & Jhonson



**Nardo MANALATO**

Former Director Innovation, Solution Design & System Transition, Kaiser Permanente



**Debiao ZHOU**

Partner, IBM Greater China Pharmaceutical Industry



**Tao DUAN**

Former Dean Shanghai First Maternal and Infant Health Hospital  
Founder Shanghai Springfield Hospital Management Co., Ltd.



**Yanmei SHI**

Strategic Director Abbott Diabetes Care Business Division



**Chengyu ZHANG**

Director of Pudong United Family Hospital



**Qunhua ZHANG**

Chief Operating Officer WeDoctor Group,  
Dean Wuzhen Internet Hospital



**Hong XIE**

President Internet Hospital, Ping An Good Doctor



**Quanhua SONG**

Vice President Government & Corporate Business, China Pacific Life Insurance Co., Ltd.,  
President Pacific Medical & Health Management Co., Ltd



**Chu ZHANG**

Deputy General Manager Actuarial Department, China Life Reinsurance Company Ltd.



**Xin LI**

Vice President, PingAN Insurance (Group) Company of China., Ltd



**Zhijun WANG**

Director Strategic Development, China Life Property & Casualty Insurance Co., Ltd.



**Hongge LIU**

Investment Research Team Leader, TK Health Investment - Taikang Health Industry Fund Co., Ltd.



**Qinqin HUANG**

Business Unit Director  
TK, CN Health Department



**Yan LI**

Senior Actuary,  
Huaxia Life Insurance Co., Ltd.



**Xuehe LI**

Chief Marketing Officer,  
Manulife-Sinochem Life Insurance  
Co., Ltd.



**Yannick EVEN**

Head of InsurTech Solutions,  
Director of Reinsurance Asia Swiss  
Reinsurance Co., Ltd.



**Victoria LAMOUR**

Senior Digital Business Analyst  
AXA Lab Asia



**Wei YU**

Partner, Business Leader, Employee  
Health and Benefits, Mercer China



**Qingkun KONG**

Product Director, Health Insurance  
Division, ZhongAn Insurance



**Yiyu WU**

Head of the Healthcare Division,  
ZhongAn Technology



**Baiyan CAO**

Chief Executive Officer & IOA, Jianyi  
Information Technology Co., Ltd



**Seth ZHANG**

CEO & Founder, Shanghai MediTrust  
Health Co., Ltd.



**Yong DING**

CEO of iZhaohu



**Lin SHEN**

CEO & Founder, YouHuJia



# Forum Snaps



The 3rd Annual China International Healthcare  
and Finance Innovation Forum Committee

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