



Eva Villalba, M.B.A., M.Sc., VBHC Green Belt

**Executive Director
Québec Cancer Coalition
Montréal, Québec**

Eva Villalba is the executive director of the Québec Cancer Coalition, a nonprofit patient advocacy group dedicated to improving the Québec health care system for people affected by cancer. She graduated from McGill University with a double major in psychology and applied linguistics, then completed an M.B.A. degree from HEC Montréal with the objective to apply best business practices to the nonprofit sector. She is a board member of the Artificial Intelligence Impact Alliance (AIIA) and sees great potential in applying AI and technological innovations to the health care sector to improve health outcomes. Eva is the first Québécoise and Canadian to obtain a graduate degree in value-based health care (VBHC) with an M.Sc. degree in health care transformation at The University of Texas at Austin with Professor Elizabeth Teisberg and other VBHC experts. Eva is a fierce patient advocate and believes strongly in the potential of the Québec health care system to be a world-class leader in value-based care. She is also the co-chair of the Resilient Healthcare Coalition (RHC), a diverse group of health system leaders across the public, private, and nonprofit sectors committed to helping Canadian health care systems enhance patient care and improve health outcomes by becoming faster, nimbler, and better able to adapt to future shocks. In January 2022, she founded Expertise Valeur en Santé to be able to accompany public and private sector clients in the transition toward VBHC in Québec and Canada. Eva has an extensive international network of value-based health transformation leaders and has a VBHC Green Belt certification from VBHC Center Europe, which is based in Amsterdam. She is their official Canadian Ambassador and the exclusive trainer for the French version of the VBHC Green Belt certification in Canada. She also provides keynote presentations and customized training on value creation and VBHC implementation on demand.