

THE EUROPEAN ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES

AND

STATEMENT OF ACCOUNTS

FOR THE YEAR ENDED 31ST DECEMBER 2014

CHARITY NUMBER: 1159050

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THE EUROPEAN ASSOCIATION FOR COMMUNICATION IN HEALTHCARE
CHARITY NUMBER: 1159050

TRUSTEES

Jonathon Silverman	Hadass Goldblatt
Myriam Deveugele	Lidia del Piccolo
Peter Salmon	Anna Ratajska
Marcy Rosenbaum	Elizabete Loureiro
Evelyn Van Weel-Baumgarten	Ana Isabel Carvajal de la Torre
Karolien Aelbrecht	Sara Rubinelli
Kirsten McCaffery	Ellen Smets
Marc Van Nuland	Lorraine Noble
Xinchun Lui	Richard Brown
Jette Ammentorp	Veronica Lambert
Olivier Nardi	Gerald Humphris
Cadja Bachman	Hilde Eide

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INDEPENDENT EXAMINER

Geoffrey Thomas FCA
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THE EUROPEAN ASSOCIATION FOR COMMUNICATION IN HEALTHCARE
REPORT OF THE TRUSTEES
FOR THE YEAR ENDED 31ST DECEMBER 2014
CHARITY NUMBER: 1159050

LEGAL STATUS

The European Association for Communication in Healthcare ("EACH") was entered into the register of charities on 3rd November 2014 as a Charitable Incorporated Organisation ("CIO"). EACH was established in 2001 as an unincorporated entity. The accounts reflect the transactions of EACH for the whole of its financial year and not just the period that it was a CIO.

TRUSTEES

Trustees are appointed and removed in accordance with the constitution.

STRUCTURE, GOVERNANCE AND MANAGEMENT

EACH was founded in September 2001 as a not-for-profit organisation. It was publicly launched in the peer-reviewed journal Patient Education and Counselling (PEC) (2001,43:1-4) by researchers, medical educators and practitioners from eight European countries with the aim of establishing a multidisciplinary society for all people who are active in healthcare communication research and training.

EACH was entered into the UK Register of Charities on 3 November 2014 as a charitable incorporated organisation (CIO). The stated aim of the CIO is the relief of sickness and the preservation of health of patients for the public benefit by the promotion of effective evidence-based patient-centred healthcare communication between patients, relatives and healthcare practitioners throughout Europe and beyond.

On December 31, 2014, there were 272 individual members of the association from 33 countries worldwide. Membership fees remained the same in this financial year at €105 including print version of PEC or €90 with online access only (with reductions for undergraduate and postgraduate students).

EACH is governed by the steering committee and executive committee that have been constituted according to the policies and procedures of the association. All members of the executive and steering committees are trustees of the charity. The activities of the association are overseen by three major committees:

- Research (through the rEACH committee)
- Teaching (through the tEACH committee)
- Policy (through the pEACH committee)

The steering committee consists of the national representatives of countries with at least five members, all members of the executive committee, the PEC journal advisor, and a representative of the American Academy on Communication in Healthcare (AACH). Every national representative (NR) has a deputy (DNR) who takes the role of the national representative in his/her absence. There are currently national representatives from 18 countries (who have at least 5 members) of the 33 member countries throughout Europe, North America, Australia and Asia. National representatives are elected every 2 years from and by the members of their individual countries. The steering committee is the highest decision-making body of EACH and makes all decisions concerning finances, general strategy, future development etc. The steering committee meets twice a year in venues across Europe.

The executive committee consists of the President, President-Elect, Past-President, chair of rEACH, chair of tEACH, chair of pEACH and the Treasurer. The executive committee looks after the daily work and functions of the association which result from the decisions of the steering committee. The executive committee also prepares documents for the steering committee concerning strategic plans, budget planning, and finances. The executive committee meets by videoconference every 4 to 6 weeks.

A general meeting of the members is held annually in accordance with the association's constitution. At the general meeting in Amsterdam on October 1, 2014, Evelyn van Weel-Baumgarten from The Netherlands was elected as the new President-elect and Karolien Aelbrecht from Belgium was

elected Treasurer. After obtaining charity status in November 2014, all steering committee and executive committee members were created trustees for 2 calendar years.

In all of its activities EACH respects and promotes the fundamental importance of transparency in its:

- mission and values
- governance practices
- internal and public policy practices
- financial information
- financial relationships with funding sources, both public and private
- internal and external financial control by independent audits
- financial relationships with commercial companies

In addition to the public website, there are restricted areas on the website for the membership, steering committee and executive committee, where information and documents can be posted and essential documents preserved in archives. This enables committee members to work remotely and encourages trustee participation in the charity's decision-making processes.

The general sources of funding for the charity's core activities and specific projects come from a mixture of membership fees, a guaranteed royalty from our publication partner, Elsevier, from conferences and charitable donations. EACH has an agreed policy not to accept funding from the pharmaceutical industry for any of its activities, including meetings and conferences. This is to prevent any potential conflict of interest.

The Trustees give of their time freely and the executive committee members receive only reimbursement for actual costs incurred (such as travel and accommodation).

Management of the association is provided by:

SAS Event & Association Management
The Old George Brewery
Rollestone Street
Salisbury SP1 1DX UK
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Fax: +44 (0)1722 331313
Email: each@sasevents.co.uk

STRATEGY

EACH is a worldwide organisation with the overall aim of promoting effective evidence-based patient-centred healthcare communication between patients, relatives and healthcare practitioners. The association is intended for all who are active in communication research and training and for patients, practitioners and students with an interest in communication in healthcare.

The EACH steering committee meets twice a year in person to discuss future strategy. Through these discussions the committee is able to concentrate its resources on the implementation of activities that best meet the needs of its membership and the overall aim of the charity. In 2014, the move to charitable status enabled the association to redefine and establish a coherent set of strategies that should drive all EACH activities:

Our stated strategies for achieving our overall aim are as follows:

- promoting the development of healthcare communication research and education to improve the quality of communication in healthcare in Europe and beyond and hence improve the health outcomes of the general public
- enabling the exchange and dissemination of products of teaching and research within the community of healthcare communication researchers and teachers, to enhance the quality of communication in healthcare and thereby improve patients' and relatives' experience
- more widely disseminating knowledge about effective communication between patients, relatives and health professionals, extolling best practices and improvements in education to comply with the changing needs of health delivery and increasing moves towards a person-centred approach incorporating shared responsibility and decision making
- developing an active network of researchers, teachers and practitioners throughout Europe and beyond, committed to improving the patient experience in the field of communication in healthcare

The strategy of the association has been carefully constructed to further the public benefit. Almost all members of the public will be patients at some point in their lives or be carers of members of their family

who are patients. The quality of the health care that they receive and the subsequent relief of sickness or prevention of illness will depend upon the effectiveness of the communication with their health care providers. Effective healthcare communication between patients, relatives and healthcare practitioners has been demonstrated to affect the health of patients through improvements in patient satisfaction, recall, adherence, resolution of symptoms and disease outcome. Effective health care communication leads to more efficient, accurate and supportive medical care and improves the effectiveness of medical interactions and interventions. Effective health care communication not only leads to better care but to less expensive care with fewer unnecessary medical interventions and reduced inappropriate or futile treatments. Over 30 years of health care communication research has demonstrated that there are many problems in health care communication between professionals and patients and that there are increasingly evidence-based solutions to these problems. These solutions can be taught and the learning from these solutions can be retained and utilised by practitioners in their everyday practice.

RISK MANAGEMENT

The trustees confirm that they have reviewed the major risks to which the Charity is exposed and, where practicable, they have established systems to mitigate those risks.

ACTIVITIES

In order to translate the above strategies into practice, EACH undertakes the following activities:

- organises major international conferences on health care communication research and teaching to bring together the community of healthcare researchers, educators and practitioners
- provides workshops, courses and meetings on specific research and teaching components of healthcare communication for teachers and researchers
- develops and supports active networks of teachers and researchers through communication at meetings, via the internet, using web-based conferences, web-based solutions and social media
- provides a dedicated website to raise awareness and share related resources on teaching and research with the wider community of healthcare practitioners, researchers, teachers and patients
- collaborates with existing networks and associations which have similar purposes
- is affiliated with the scientific journal, Patient Education and Counselling, to disseminate results of research on health care communication
- provides grants to attend courses for researchers and teachers in countries throughout Europe without established health care communication research or teaching programmes
- provides grants for young researchers to attend workshops and develop networks
- carries out site visits to establish networks, and train teachers and researchers, in countries in Europe and beyond without established health care communication research and teaching programmes
- promotes best practice in health care communication to other local and national organisations

Specific committees have been established to promote networks for teaching, research and policy respectively. These committees are composed of leaders in the field and actively promote the various activities provided by the organisation to as wide a group of healthcare researchers and teachers as possible. Networks are established in individual countries throughout Europe and beyond. When researchers and teachers contact the organisation, it attempts to provide bespoke advice and solutions to their teaching or research issues. It is these education and research activities that lead to improvements in health care communication and therefore to public benefit.

ACHIEVEMENTS AND PERFORMANCE

Conferences

EACH and the American organisation AACH collaborate in organising the annual International Conferences on Communication in Healthcare (ICCH). In the even years, EACH is the main organiser for the ICCH in Europe and in the odd years, AACH is the main organiser for the ICCH in the USA/Canada. Over 600 participants attended the last highly successful EACH-organised conference in Amsterdam in 2014 and in St Andrews in 2012 again over 600 people attended from 43 countries worldwide.

A hallmark of EACH conferences is fostering interaction and exchange among participants. By doing so, the conference provides an excellent opportunity to reach one of the key objectives of EACH: to facilitate the exchange of ideas and products of teaching and research activities across a network of individuals and institutions in Europe and beyond. Our conferences capture both the research and teaching components of communication in healthcare and focus on all health professionals including doctors, nurses, pharmacists, physiotherapists, dentists, etc. The conferences are therefore of interest to trainers, teachers, health care professionals and researchers. The conferences are a mixture of plenaries, oral paper presentations, workshops, posters and symposia.

Previous conferences

Year	EACH City	AACH City
2002	Warwick	
2003		
2004	Bruges	
2005		Chicago
2006	Basle	
2007		Charleston
2008	Oslo	
2009		Miami
2010	Verona	
2011		Chicago
2012	St. Andrews	
2013		Montreal
2014	Amsterdam	

Teaching

tEACH is the committee of EACH that focuses on providing support, resources and sharing of expertise for communication teachers, whether about teaching, curriculum development or assessment. The aim of tEACH is to be a primary source of help for communication teachers everywhere. tEACH is composed of 35 working members representing a variety of health care disciplines and 17 different countries. Since 2008, tEACH has developed and collected teaching, curriculum and assessment resources, train the trainer courses, and provided support to communication teachers throughout Europe and beyond. The committee meets twice yearly to work together on producing products and resources to support teachers of communication. Bi-annual meetings in the last year have been held in Madrid, Spain (Spring 2014) and Amsterdam, The Netherlands (Autumn 2014).

Working groups

During and between these meetings, participants have worked in subgroups with the following results:

Web-based networking subgroup has focused on developing and implementing appropriate templates for dissemination of the products and resources produced by other subgroups on the EACH website. Current efforts have focused on delineating and developing new ways to display information using new capabilities available on the new EACH website. Particularly notable is the development of a searchable database of the teaching and assessment resources collected by tEACH.

Core Curriculum subgroup has focused on outlining the content of a core communication curriculum suitable for all professional groups undergoing undergraduate training in health related subjects. The subgroup completed the 'health professions core communication curriculum (HPCCC)', an international consensus statement and published it in PEC. The HPCCC can serve as a guide to communication teachers in all health care disciplines in developing, refining and evaluating curriculum and is featured on the website, translated into 9 different languages. Current work is focusing on matching teaching tools with HPCCC learning objectives and survey/evaluation on implementation processes.

Train the trainers subgroup has focused on developing train the trainers courses and resources for teachers in communication in healthcare. Four different train the trainers workshops are now offered throughout each year and have been well received by participants. These include the 2 day core experiential teaching and facilitation skills workshop, the 'what to teach' course focusing on core communication skills, curriculum development in communication course, and a course focusing on how to assess communication developed in collaboration with the tEACH assessment subgroup. Current efforts include planning future courses, longer term follow-up and support for course participants, and planning local courses within individual countries.

Teaching methods and tools subgroup has focused on collecting, reviewing and summarizing examples

of teaching tools used by communication teachers. Current work includes placing these tools and their descriptions on the new website and in the searchable database, refining the peer review process, creating usable descriptions of existing tools, and increasing the submission of tools and encouraging communication teachers to use these resources.

Assessment subgroup has focused on the development/collection of assessment resources for the website that including a searchable inventory of useful assessment tools used by different professions, a document describing general principles for the assessment of communication skills and additional useful references on communication assessment instruments. Current work has focused on refining the database of assessment tools, continuing to collect permission from authors to put the actual tools on the website, and examining how to make the best use of the additional functionality of the new EACH website.

Public relations subgroup is a newly formed subgroup in 2014 which will focus on ways to make tEACH and what it has to offer more visible to communication teachers, academic institutions and policy makers throughout Europe and beyond.

Networking subgroup is a newly formed subgroup in 2014 that will help guide and support EACH members in establishing and enhancing networks of communication teachers in their countries and their disciplines and linking networks to tEACH resources and activities.

Poland pilot project

tEACH has initiated the process of developing programmes to assist in communication skills curriculum development in countries that lack comprehensive communication skills teaching in the health professions. As a pilot project for this effort, tEACH has begun working with health professional teachers in Poland to establish a network of communication teachers and a national centre for health professional communication which will help guide appropriate interventions in the form of train the train courses, sharing of resources etc. to develop and enhance national communication skills teaching in that country during 2014-2015. In Spring 2014, tEACH members had a preliminary meeting with communication teachers from throughout Poland to assess needs and focus of future efforts. In Autumn 2014, tEACH provided train the trainer workshops to network participants and facilitated a meeting of network members to guide further project work. Funding for this project, primarily supporting tEACH member travel to Poland, is being provided by the previously donated Vasella grant. tEACH is interested in initiating similar projects in other countries with underdeveloped communication skills teaching in future.

Organizational structure

tEACH committee oversight and strategic planning is conducted by the Core Planning Group, which consists of a chair and deputy chair and the heads of each working subgroup, as chosen by working group members. The current tEACH membership includes 35 representatives from 17 different countries and a broad range of health care disciplines. In addition, tEACH has tried to develop a tEACH network to allow all interested EACH members to contribute to and benefit from tEACH efforts. Consideration of how this broader network can be expanded, better engaged and utilised will be a primary focus for tEACH in the coming year as well as emphasis on how all EACH members can contribute to and benefit from tEACH.

Research

The research committee (rEACH) consists of 7 committee members and a secretary, who have as a major interest the furtherance and support of research in the healthcare communication field. Its major activity has revolved around the support of new researchers who are members of EACH. More recently rEACH has been given a responsibility to manage and facilitate the organisation of the Verona Network of Sequence Analysis.

The aim of rEACH is to:

- promote network-building among researchers to stimulate their cooperation: in this respect, we especially focus on young researchers.
- promote research quality in the field of communication research
- promote international collaboration between EACH researchers with a shared research interest
- promote the importance of healthcare communication research to governmental and non-governmental organisations (e.g. European Union, World Health Organisation and United Nations).

rEACH activities in 2014 were as follows:

Pre-conference workshops ICCH Amsterdam 2014:

4 dedicated pre-conference workshops by rEACH on important issues concerning research methodology and networking for communication in healthcare research

yEACH (Young Researchers in EACH) activity:

A steering group of early career researchers was founded to promote and manage the growing yEACH network. The work of yEACH is now also available on the website. A group from the yEACH network led a pre-conference workshop at the Amsterdam conference. Similar workshops in shorter format were conducted both at ICCH 2012 and ICCH 2013. The yEACH group organised a yEACH social event during this year's ICCH conference.

Summerschool:

Thanks to a much appreciated grant from Mr and Mrs Steffens, the rEACH committee organized in 2013 a third six-day summer course in Gut Gremmelin, Germany for 8 selected young researchers from different countries. They exchanged details and opinions about their current work, received extensive feedback on their ongoing work, learned from senior staff lectures, and developed international collaborations. The intention of rEACH is to continue this important role for EACH: that is, the support of young researchers in the field of communication in healthcare. Another Summerschool will be held in 2015

Promoting further international collaboration:

Special Interest Groups (SIGs)

- The Verona sequence analysis working group is highly active. There was a meeting organised in Verona at the end of February 2014 with 2 days of short presentations and workshops with junior staff included and encouraged by senior members and wide international representation
- A new SIG is being organised to bring together investigators concerned with research on the teaching and training of health care communication.

Forming Collaborations between EACH researchers in European Union

rEACH is working to join together like-minded researchers from the EACH membership to form partnerships to generate bids for Horizon 2020 funding. Not only does this umbrella organisation enable the formation of relationships, it also demonstrates to selection panels of the bids presented to the EU evidence that the partners belong to an established network with shared aims and philosophy. Our intention is to develop a repository of members' research interests to enable quick and simple recognition and linkage to new researchers.

The establishment of a new major committee, the policy committee (pEACH)

In December 2014, a new major committee, the policy committee, was established to promote best practice in health care communication at local and national levels. The committee was established to extend the remit of EACH's activities to embrace advocacy, implementation and politics as a way to enable research and teaching to have a practical influence on healthcare. The membership of the committee has been designed to bring together both people with experience at high level of the workings of EACH and also representatives of the up-and-coming generations of researchers and teachers. All members were invited to apply to join this group. An important feature of this new committee is the decision to involve patients directly as members of the committee, both to provide a patient's voice within the organisation and also to encourage patients to be aware of and promote the impact of our work.

In the first meeting, the committee attempted to establish what exactly EACH would be trying to achieve and how to do this. One of the key messages from the debate was that in the first instance, the most effective use of our energy would be advocacy and lobbying at upper levels in systems rather than at individual hospitals or institutions. What was required was for EACH to be the 'go to' place for institutions and governments to come to ask for opinions about health care communication and that EACH would be able to provide policies and documentation in response to important topics of the day. There is a need to increase our profile so that people know about EACH. The association needs to be lobbying effectively for the adoption of effective healthcare communication which we know is the key to excellence in healthcare.

Awards

The Jozien Bensing Research Award is an award for talented early-career researchers awarded biennially at the EACH conferences. The award is intended for researchers in the first ten years of their research career – for example, within ten years of PhD or similar qualification, allowing for career breaks. The award was first given in 2008. This year the award was received by Julia Van Weert of the Netherlands for outstanding research into communication in healthcare.

Administrative infrastructure and website

The administrative infrastructure of the association has been considerably professionalised by the appointment of SAS Events & Association Management as our new management company. This necessitated a complete review of procedures, governance, meeting organisation, project management, financial administration, membership administration and communication with members. This has led to a more professional and responsive organisational structure. The provision of web conferencing facilities has considerably improved the functionality of all committees. Of particular note in developments in administration over 2014 have been as follows:

- An entirely new website was launched in 2014 with much clearer information available to the public, potential members and current members. In particular, the website now includes a searchable database of peer review teaching tools, curricula and models of communication.
- Negotiations have been undertaken with our publisher Elsevier to enable considerable cost reductions in the provision of PEC which will enable more funds to be available for our various projects and tasks. A new packet of benefits has been established for members.
- A regular 6-weekly newsletter for members has been established as well as dedicated EACH pages within the journal PEC.
- Branding of the organisation has been examined and the use of consistent logos developed to improve the professionalism of the organisation
- A membership drive has been established to extend the membership more widely and to more diverse health professionals. This is already paying benefit with over 400 members now enrolled in June 2015.

Donation fund

A donation fund has been established from members to provide financial assistance for people to attend EACH activities including conferences and workshops. The beneficiaries of this fund will be applicants who would otherwise find it difficult financially to participate in EACH activities. This might include people from less-developed countries, countries in financial difficulties and students.

FUTURE PLANS

Summer event

EACH is delivering a new event in the summer of 2015 with a unique flavour. This two-day event will feature high quality half-day workshops on important and exciting topics in the research and teaching of healthcare communication. Participants will be able to form their own programme of 4 workshops spread over 2 days. Participants will also be able to submit peer-reviewed posters of their work including work in progress, innovations and new ideas with less emphasis on data than in formal conferences. The event will be held at Regents University, London. The university is situated in the heart of Regents Park close to Paddington and St Pancras stations, providing easy access for delegates in the UK and worldwide. 12 workshop sessions will be commissioned with 6 workshops running concurrently, lasting three hours each. Every workshop will be repeated twice. The workshops are twice as long as those at our traditional conferences. Content will be suitable for both experienced and less experienced attendees.

rEACH Summer School

In connection with the EACH Summer Event, the research committee (rEACH) of EACH will offer a 3-day Summer School for 12 junior investigators with the aim of stimulating talented communication investigators in the early stages of their career to exchange ideas and discuss their current work and create an ongoing supportive network. This intensive Summer School, provides the opportunity for successful delegates to present their work from a theoretical, methodological and practical perspective. It is obligatory for the participants of the Summer School to also attend the Summer Event: the research workshops provided within the Summer Event form an essential component of the Summer School. The Summer School is not just a forum for presentation. Candidates are asked to identify and bring key issues and difficulties they wish to work on, and are given a forum to debate these with the faculty and other participants to develop new ideas and perspectives. Every person will receive personal feedback. The majority of time therefore will be spent in small groups, pairs and some time to work alone. To get the most out of the workshop a good command of English is required. Faculty are drawn from current and past rEACH committee members. The price of the Summer Event plus the Summer School is kept as low as possible. Thanks to financial support from EACH and rEACH each participant receives a bursary of €300. Any junior investigator who is active in the field of communication in health care research can apply. We especially invite young career investigators who have not yet finished their PhD or those who have done so in the past two years.

Verona sequence analysis working group meeting

A meeting will be held in Verona in February 2015 with over 28 delegates over 2 days. Features of the meeting include discussions and presentations over sequential analytical approaches, definitions of units of analysis, improving documentation and practical uses of the Verona codes system for more than two

persons (expansion from the dyad) and physiological methods.

Teaching

Currently the members of the tEACH core planning committee are turning their attention to planning the membership and activities of tEACH for the next 5 years, building on what has been created in the last 5 years. The new tEACH vision will emphasize developing ways to increase the visibility of tEACH as a primary resource for communication teachers throughout Europe and helping develop and expand networks of communication teachers within countries and disciplines and linking these to tEACH resources. tEACH anticipates further initiation of country specific projects where appropriate, with site visits and courses both in Europe and further afield. In addition, tEACH efforts will focus on refining the content and format of the tEACH presence on the new EACH website with more information, especially teaching and assessment tools, to be uploaded to the website.

Further recruitment to the tEACH committee from the membership of EACH will occur to expand the committee with specific expertise. A Special Interest Group for simulated patients is being developed.

Research

A new structure of the rEACH committee is being discussed that will increase the membership of rEACH, involve younger members more and help to enable rEACH to fulfil EACH's research objectives:

- Promoting the development of healthcare communication research to improve the quality of communication in healthcare in Europe and beyond and hence improve the health outcomes of the general public
- Enabling the exchange and dissemination of products of research within the community of healthcare communication researchers, to enhance the quality of communication in healthcare and thereby improve patients' and relatives' experience.
- More widely disseminating knowledge about effective communication between patients, relatives and health professionals, extolling best practices to comply with the changing needs of health delivery and increasing moves towards a person-centred approach incorporating shared responsibility and decision making.
- Developing an active network of researchers throughout Europe and beyond, committed to improving the patient experience in the field of communication in healthcare.

In order to do this, rEACH will focus on

- Promoting networking
- Promoting quality of research
- Promoting international research cooperation
- Promoting the developments of new young researchers

Two important yet contrasting major constituencies need to be involved:

- established research groups, with the objective to drive the quality of research forward and promote the cutting edge of research, moving forwards into new areas
- a wider constituency of people requiring support, which would include young researchers, but would also include: those needing help in less fortuitous research situations including countries with poor development of communication research and people isolated from important research groups, and researchers working independently or with less than adequate supervision.

Membership of the committee will be expanded to enable a wider representation of research interests into the organisation of activities within rEACH. This comprises of three strands: (i) yEACH (ii) previous applicants to rEACH committee (iii) scoping of research institutes and groupings to involve representatives to join the committee.

Policy

The newlyformed pEACH committee will continue to develop the following areas:

- developing key messages and unique selling point (USP)
- collection of evidence
- delineating target groups
- tailoring the message to different groups
- formulating public relations activities
- engaging with patient groups
- forming a proactive response team
- developing concrete practical offers of help

Future conferences

Plans are actively underway for the 2016 EACH conference in Heidelberg, Germany with the

establishment of a highly active planning committee and the development of a scientific committee.

Bids for the EACH international conference in 2018 have been received from Belfast, Porto, Vienna and Cyprus. Belfast and Vienna were the most expensive options and were considered unsuitable on finance alone. We are currently undertaking site visits to choose between Porto and Cyprus.

Membership drive

A membership drive will be conducted to increase the membership of the organisation so that EACH is considered to be the place where researchers and teachers, throughout the world, can turn to for help and support as their natural academic home and to feel that they have a group working for them and their causes. In order to provide help and support to the wider community, EACH needs to be seen to represent the whole constituency of communication research and teaching and to be their advocates in the wider world.

Possibility of group or organisational membership

The association is currently looking into the idea of group or organisational membership and is considering setting up criteria for group membership for affiliated groups. There are several groups already interested in joining EACH. This may only be beneficial to EACH if the group members are all new members. SAS will look at other models and report back.

Development of Special Interest Groups (SIGs)

EACH is actively seeking to develop Special Interest Groups and has developed an online application form. The benefit to EACH members of establishing a special interest group is to delineate their interest on the EACH website, advertise their activities and develop a blog space. We have already had applications from the Verona Codes Network, the Medical Education Research Interest Group and an oncology group.

FINANCIAL PERFORMANCE

EACH recorded a surplus of €16,949 in the year. The surplus was boosted by the contribution of the biannual conference. As at 31 December 2014 net assets were €71,429, all funds are unrestricted.

RESERVES POLICY

The funds of EACH are unrestricted. The trustees intend to manage the charity on a prudent basis and aim to retain a level of reserves to meet future activities.

ACCOUNTING AND REPORTING RESPONSIBILITIES

Charity Law requires the trustees to prepare accounts for each financial year which give a true and fair view of the state of affairs of the charity and of its financial activities for that period.

In preparing those accounts the trustees are required to:

- 1) select suitable accounting policies and then apply them consistently;
- 2) make judgements and estimates that are reasonable and prudent;
- 3) follow applicable accounting standards, subject to any material departures disclosed and explained in the accounts;
- 4) prepare the accounts on the going concern basis unless it is inappropriate to assume that the charity will continue to function.

The trustees are responsible for keeping adequate accounting records which disclose with reasonable accuracy at any time the financial position of the charity and to enable it to ensure that the accounts comply with the Charities Act 2011, all current statutory requirements, the charities governing document and the requirements of the revised statement of recommended practice. The trustees are also responsible for taking reasonable steps for the prevention and detection of fraud or other irregularities.

Signed on behalf of the trustees

.....

Date: 2015

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF THE EUROPEAN ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

I report on the accounts of the Charity for the year ended 31 December 2014, which are set out on pages 5 to 9.

RESPECTIVE RESPONSIBILITIES OF TRUSTEES AND EXAMINER

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under Section 145(5) (b) of the 2011 Act, and
- to state whether particular matters have come to my attention.

BASIS OF INDEPENDENT EXAMINER'S REPORT

My examination was carried out in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

INDEPENDENT EXAMINER'S STATEMENT

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 130 of the 2011 Act; and
- to prepare accounts which accord with the accounting records and comply with the accounting requirements of the 2011 Act

have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Geoffrey Thomas FCA
Chartered Accountant
Fletcher & Partners
Crown Chambers
Bridge Street
Salisbury
SP1 2LZ

Date:

THE EUROPEAN ASSOCIATION FOR COMMUNICATION IN HEALTHCARE
STATEMENT OF FINANCIAL ACTIVITIES
FOR THE YEAR ENDED 31ST DECEMBER 2014

	<u>Notes</u>	<u>TOTAL</u> <u>2014</u> €
INCOMING RESOURCES		
Incoming resources from generated funds:		
Voluntary income	2	36,980
Investment income	3	15,532
Incoming resources from charitable activities	4	61,818
Total Incoming Resources		<u>114,330</u>
RESOURCES EXPENDED		
Charitable activities	5	95,746
Governance costs	6	1,635
Total Resources Expended		<u>97,381</u>
NET INCOMING RESOURCES FOR THE YEAR		16,949
Fund Balances brought forward		<u>54,480</u>
Fund Balances carried forward	10	<u>€ 71,429</u>

The notes on page 15 to 17 form part of these accounts

The accounts have been prepared in Euros.

THE EUROPEAN ASSOCIATION FOR COMMUNICATION IN HEALTHCARE
BALANCE SHEET
FOR THE YEAR ENDED 31ST DECEMBER 2014

CHARITY NUMBER: 1159050

	<u>Notes</u>	<u>2014</u> €
FIXED ASSETS	7	9,423
CURRENT ASSETS		
Debtors	8	61,034
Cash at bank and in hand		88,835
		149,869
LIABILITIES		
Creditors: Amounts falling due within one year	9	87,863
Net current assets		62,006
Total assets less current liabilities		€ 71,429
FUNDS		
Unrestricted Funds	10	71,429
		€ 71,429

Signed on behalf of the Trustees:

Jonathon Silverman - President

Approved by the trustees on

The notes on page 15 to 17 form part of these accounts

The accounts have been prepared in Euros.

THE EUROPEAN ASSOCIATION FOR COMMUNICATION IN HEALTHCARE
NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31ST DECEMBER 2014

1 ACCOUNTING POLICIES

a Basis of accounting

The accounts have been prepared under the historical cost convention. They have been prepared in accordance with the Charities Act 2011, the Statement of Recommended Practice on Accounting and Reporting by Charities and applicable accounting standards.

b Income

Income and expenditure are accounted for on the accruals basis.

Membership subscriptions are recognised in the financial year that they relate to.

Donations are recognised when the charity is satisfied that it is entitled to receive the donation.

Training income is recognised in the period that the course takes place. Income received for courses occurring in future periods is deferred and recorded as a liability.

Investment income is recognised when it is receivable.

c Expenditure

Liabilities are recognised when a legal or constructive obligation to transfer economic benefits arises as a result of past transactions or events.

Expenditure includes any VAT which cannot be fully recovered, and is reported as part of the expenditure to which it relates.

Charitable expenditure comprises those costs incurred by the charity in the delivery of its activities.

Governance costs include those costs associated with meeting the constitutional and statutory requirements of the charity.

All costs are allocated between the expenditure categories of the SOFA on a basis designed to reflect the use of the resource.

d Fixed assets

All assets costing over €1,500 are capitalised. Tangible fixed assets are depreciated on a straight line basis at the following rates:

Computer equipment and software	10% per annum
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e Fund Accounting

Unrestricted funds

These are which can be used, at the discretion of the trustees, in accordance with the charitable objects of the charity.

f Foreign Currency

Transactions are carried out primarily in euros and pounds sterling. The accounts have been prepared in euros, as this is the functional currency of the charity. Foreign currency balances at the year end are translated into euros at the rate ruling on the balance sheet date. Transactions in currencies other than euros are translated at the actual rate on the day of the transaction.

THE EUROPEAN ASSOCIATION FOR COMMUNICATION IN HEALTHCARE
NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31ST DECEMBER 2014

2 VOLUNTARY INCOME	<u>2014</u>
	€
Donations	8,525
Membership subscriptions	28,455
	36,980

3 INVESTMENT INCOME	<u>2014</u>
Royalties	15,000
Bank interest	532
	15,532

4 INCOMING RESOURCES FROM CHARITABLE ACTIVITIES	<u>2014</u>
Training income	21,818
Conference income	40,000
	61,818

5 ANALYSIS OF TOTAL RESOURCES EXPENDED	<u>2014</u>			
	Direct Expenses	Depreciation	Support Costs	Total
Charitable expenditure	55,266	1,047	39,433	95,746
Governance costs	1,635	-	-	1,635
	56,901	1,047	39,433	97,381

6 GOVERNANCE	<u>2014</u>
Independent examiners fee	1,635
	1,635

THE EUROPEAN ASSOCIATION FOR COMMUNICATION IN HEALTHCARE
NOTES TO THE ACCOUNTS
FOR THE YEAR ENDED 31ST DECEMBER 2014

7 TANGIBLE FIXED ASSETS	<u>2014</u>
	€
Cost	
As at 31 December 2013	-
Additions	10,470
	<hr/>
As at 31 December 2014	10,470
	<hr/>
Amortisation	
As at 31 December 2013	-
Charge for the year	1,047
	<hr/>
As at 31 December 2014	1,047
	<hr/>
Net book value as at 31 December 2014	€ 9,423
	<hr/>
Net book value as at 31 December 2013	€ -
	<hr/>
8 DEBTORS	<u>2014</u>
Trade debtors	61,034
	<hr/>
	€ 61,034
	<hr/>
9 CREDITORS AMOUNTS FALLING DUE WITHIN ONE YEAR	<u>2014</u>
Trade creditors	11,591
Other creditors	29,263
Accruals and deferred income	47,009
	<hr/>
	€ 87,863
	<hr/>

10 FUNDS

All funds are currently unrestricted funds.

11 TRUSTEES REMUNERATION AND EXPENSES

A number of trustees are involved in the delivery of training and have been paid for their services and received out of pocket expenses. The constitution of the charity enables trustees to be paid for providing services to the charity.

Services provided: 3 trustees paid €1,471 in total.

Expenses received for travel and subsistence: 4 trustees paid €3,849 in total.

THE EUROPEAN ASSOCIATION FOR COMMUNICATION IN HEALTHCARE
DETAILED INCOME & EXPENDITURE
FOR THE YEAR ENDED 31ST DECEMBER 2014

	<u>2014</u>
INCOME	€
Membership subscriptions	28,455
Donations	8,525
Training income	21,818
Royalties	15,000
Conference income	40,000
Interest receivable	532
	<hr/>
Total income	114,330
	<hr/>
EXPENDITURE	
Training courses	31,025
Conferences	2,516
Elsevier publishing	12,879
Jozién Bensing award	2,000
Website expenses	1,448
Depreciation	1,047
Travel and subsistence	4,163
Postage and stationery	189
Telephone and internet	455
Executive committee	1,602
Steering committee	1,081
Bank charges	1,493
Currency charges	2,422
Outsourced administration	30,650
Professional fees	2,280
Independent examiners fee	1,635
Assurance	496
	<hr/>
	97,381
	<hr/>
	<hr/>
Surplus income over expenditure	16,949
	<hr/>