

**NEWSLETTER - October 2015**

**From Jonathan Silverman, the President**

A very warm autumnal or spring greeting to all our members new and old from the steering committee of EACH (pictured on the right at our recent 6 monthly meeting in London). I'm delighted to say we now have 462 members from the following 37 countries throughout the world: Australia, Austria, Belgium, Canada, China, Cyprus, Denmark, France, Germany, Greece, Grenada, India, Indonesia, Ireland, Israel, Italy, Japan, Latvia, Netherlands, New Zealand, Nigeria, Norway, Poland, Portugal, Qatar, Romania, Russia, Slovenia, South Africa, Spain, Sri Lanka, Sweden, Switzerland, Turkey, United Arab Emirates, United Kingdom and United States. We are a very international organisation and one of the key tasks of the steering group over the next few years will be how to best serve you wherever you are and whatever your needs are in health care communication research and teaching. As I've said before, our job in the steering committee is to ensure that we offer you support and assistance in all things concerning healthcare communication so that you feel your membership is not only worthwhile but an essential component of your professional identity.



As I've said before, our job in the steering committee is to ensure that we offer you support and assistance in all things concerning healthcare communication so that you feel your membership is not only worthwhile but an essential component of your professional identity.

**I really want to concentrate in this newsletter on 2 really important set of events for your diaries. Firstly, the exciting developments that are occurring within the rEACH committee at the moment including an invitation for you to join this process. And secondly, to let you know about EACH courses and conferences which we really hope you can attend in 2016.**

**Summer event**



But I can't resist mentioning the highly successful Summer event in London. 106 attendees each chose 4 half-day workshops (from 12 excellent research and teaching topics) to attend over 2 days. To give you a flavour of the event, here is a picture of the participants, facilitators and simulated patients at one of the workshops

I would just like to thank all the workshop presenters, the planning committee and in particular SAS for organising such a wonderful and quite unique event. I will include more details in a

future newsletter when we have the full post-event evaluation from the participants. But suffice it to say, we will definitely repeat the summer event every 2 years in between our biannual major international conferences. Meanwhile, please [click here](#) and login as a member and you will be able to find the detailed programme and also the PowerPoints from the workshops.

**Re-invigorating rEACH**

I hope you have all received an email invitation from Gerry Humphris and Myriam Deveugele to an open

rEACH meeting at Ghent University Hospital on Friday and Saturday, December 4 and 5. This is a very exciting development which will change the whole structure of the committee and rEACH wishes to invite you to this inaugural meeting.

EACH as a whole has entered a new phase of its existence in the last year with significantly increased ambitions to represent the whole constituency of communication researchers and teachers in Europe and beyond. At the recent steering committee meeting, it was decided for the next year to put the needs of researchers at the very centre of its efforts to help achieve EACH's ambitions.

We want to move forward rapidly in developing a new structure which will enable the research objectives of EACH to be met so that EACH can really be seen to be the representative of the whole healthcare communication research community. There are two major constituencies of researchers that rEACH wishes to help and support:

- *established research groups, 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 or guidance who have less experience or access to researchers in the field (i.e. early career researchers, independent researchers, researchers from countries or institutions with less established research programmes, researchers with poorly developed supervision structures)*

So rEACH wants to return to the overall objectives of EACH and consider how to reconfigure the committee so that it is possible to achieve the research elements of these 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 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 throughout Europe and beyond, committed to improving the patient experience in the field of communication in healthcare*

Of course this will be a considerable amount of work to be done which will require substantial manpower and effort and which would be beyond the scope of a small committee of experienced individuals. rEACH therefore wants to develop a much larger group of interested people to work within rEACH to help provide support and resources for the research community as a whole. We would like this wider group to include both established recognised researchers and also representatives of those people who need our support, who are isolated in their working environment or are in countries with little developed communication research.

rEACH is convinced that this large group should be formed from the bottom up, starting from engaged and interested EACH researchers representing as many countries and as many levels of experience as possible. Therefore rEACH invites all of you to an open rEACH meeting. This meeting will take place in Ghent University Hospital De Pintelaan 185 and will last two half days, starting Friday December 4 at 2.00 pm, and ending Saturday December 5 at noon.

For more details, please see the attached email and if you wish to come, complete the form accessed from the email and send it to our management company SAS ([registration@each.eu](mailto:registration@each.eu)) by October 30.

We hope to see as many people as possible at the meeting

## EACH courses and conferences in 2016

### Heidelberg 2016

And now some important dates of your diaries for 2016! Our major event next year will be the 14th International Conference on Communication in Healthcare (ICCH) organized by the European Association

for Communication in Healthcare (EACH), which will take place from 7th till 10th September 2016 in Heidelberg, Germany. This follows the 13th International conference in New Orleans this October, organised by our sister organisation in the US, AACH.



Following a highly successful 2014 meeting in Amsterdam, attended by over 600 participants from all over the world, Heidelberg will stage the next EACH conference which will be hosted by the University Hospital of Heidelberg, Department of General Internal Medicine and Psychosomatics and the Medical Faculty Heidelberg. Wolfgang Eich, Christiane Bieber and a dedicated planning committee are beavering away to bring you an amazing conference which we hope you will come to. Please put the dates in your diary now. **We hope as many of you as possible will submit abstracts. The submission process will open on 1 November 2015 and the final deadline for all submissions will be 18 January 2016. The website for the conference and for submissions is [www.each2016.de](http://www.each2016.de). You can visit the website now which is being finalised as we speak and will be fully operational in a very short time.**

The submission categories this year are as follows:

- *oral presentations*
- *posters*
- *workshops*
- *symposia*
- *work in progress for students and early career participants*
- *something creative - the fringe*

Please note that we have 2 exciting new categories:

- ***work in progress for students and early career participants*** which will enable students, trainees, and junior faculty to present work on ongoing research projects which may not have results available. The format will enable those presenting their work to obtain feedback from the audience on their work so far
- ***“something creative – the fringe”*** which will enable more creative, playful and artistic methods of presenting aspects of the topics of the conference in a more inventive way.

---

### The 2016 tEACH Courses

tEACH is also delighted to announce the 2016 Train the Trainers courses and hopes you will be able to join at least one of the courses. There will be preconference courses at the Heidelberg conference from both rEACH and tEACH which will be announced shortly. In addition, tEACH is offering 3 different courses in the spring of 2015:

**How to Assess** The primary focus of this course will be on how to develop assessments suitable to the healthcare setting that the participant operates within.



**Location:** Landgoed, Zonheuvel, The Netherlands

**Dates:** 10-11 March 2016

**Cost:** €710.50

**[BOOK NOW](#)**

**What to Teach** The primary focus of this course will be on the structure and skills of healthcare communication.

**Location:** Madingley Hall, Cambridge, UK

**Dates:** 7-8 April 2016

**Cost:** €812



**[BOOK NOW](#)**

**How to Teach** The focus will be on how to teach, especially facilitation of small groups, rather than what to teach or how to develop a curriculum.

**Location:** Madingley Hall, Cambridge, UK

**Dates:** 11-12 April 2016

**Cost:** €812



**[BOOK NOW](#)**

**Now to end with, some brief news received from Federico Fioretto, the deputy national representative for Italy**

*The Italian Ministry of Health has published online the first module of the manual "Comunicazione e performance professionale: metodi e strumenti - primo modulo: gli elementi teorici della comunicazione" (Communication and professional performance: methods and instruments - first module: the theoretical elements of communication".*

*The innovative initiative was carried out with the cooperation of FNOMCeO, the national medical association.*

*Lead experts of the project have been EACH members Federico Fioretto, MHR, and Sophie Ott, MD.Researchers. For more information, please [click here](#)*

Please feel free to send us your news items which we can share with our members through this newsletter

**Best wishes**

Thank you once again for your support of our association and look forward to meeting you in person at one of our future events.

Very best wishes

Jonathan

SAS Event & Association Management, The Old George Brewery, Rolleston Street, Salisbury, SP1 1DX, UK  
T: +44 (0)1722 415154 E: [registration@each.eu](mailto:registration@each.eu)