

Join in the conversation: #ICCH2022 #EACHconference #Glasgow2022



ICCH2022

5 - 9 SEPTEMBER 2022

CALEDONIAN UNIVERSITY, GLASGOW

CELEBRATING 20 YEARS!



INTERNATIONAL CONFERENCE ON COMMUNICATION IN HEALTHCARE



Academy of
Communication
in Healthcare

Contents

- 3 About ICCH
- 4 Celebrating 20 Years of ICCH
- 5 About Glasgow and Venue
- 6 Session Descriptions
- 7 Register & Pre-conference Courses
- 8-9 Programme – In-Person
- 9 Conference Dinner
- 10-11 Programme – Online
- 12-13 Plenary speakers
- 14 In-Person – Networking Opportunities
- 15 In-Person Parallel Sessions – Tuesday 6 – Wednesday 7
- 16 In-Person Parallel Sessions – Thursday 8
- 17 In-Person Parallel Sessions – Thursday 8 – Friday 9
- 18 Awards & Fellowship
- 19 Sponsorship Opportunities



The world's only international English language test specifically for healthcare professionals.

Find out more:
occupationalenglishtest.org



Planning Committee

Arwen Pieterse, Planning Committee Chair (EACH Research Committee), The Netherlands

Marij Hillen, Planning Committee Co-Chair (EACH Research Committee), The Netherlands

Andy Ward, Advisory Committee (UK National Representative), UK

Anita Laidlaw, Local host, UK

Corina Barbaros, EACH Advisory Committee, Romania

Conor Gilligan, EACH Policy & Practice Committee, Australia

Gozie Offiah, EACH Teaching Committee, Ireland

Kara Myers, Academy of Communication in Healthcare (ACH), USA

Leonie Visser, Scientific Committee Co-Chair, The Netherlands

Lode Verreyen, EACH Networking Committee Chair, Belgium

Lorraine Noble, EACH President Elect, UK

Sarah Shepherd, Young@EACH Representative, UK

Holly Lewis, SAS Event and Association Management

Scientific Review Committee

Marij Hillen, Chair, The Netherlands

Leonie Visser, Co-Chair, The Netherlands

What is ICCH?

ICCH 2022 is organised by EACH, in partnership with our sister organisation ACH (Academy of Communication in Healthcare).

The conference brings together the community of healthcare researchers, teachers, practitioners and policy makers from around the globe. It provides a unique opportunity for the international and interactive exchange of ideas and outcomes of education, research and policy activities across individuals and institutions. Participants will have the opportunity to network and share their work through a variety of diverse and exciting sessions, both in-person and online.

EACH: International Association for Communication in Healthcare is a worldwide charitable organization and our overall aim is to promote effective evidence based patient-centred healthcare communication between patients, relatives and healthcare practitioners throughout the world.

Our activities fall into three broad areas and are overseen by our three major committees:

Research (through the rEACH committee)
Teaching (through the tEACH committee)
Practice (through the pEACH committee)

EACH exists to offer you support and help about all matters concerning communication in healthcare.

Please consider becoming a member of EACH if you are not already. There are many benefits for you as an individual as you will see on [the EACH membership website page here](#). Your membership is important for our work: together we can have more impact.



Celebrating 20 years of ICCH!

ICCH had its inaugural meeting in 2002 in Warwick, England. From its inception, ICCH aimed to provide a unique opportunity for the international and interactive exchange of ideas and outcomes of education, research and policy activities in healthcare communication across individuals and institutions from all around the world. After 20 years, we have grown significantly in our focus and our reach and continuing our aim at exploring and enhancing communication in healthcare.

To mark this birthday, this year we will be providing opportunities for reflecting and celebrating how we have changed and grown alongside the ways in which we communicate. By offering a hybrid conference this year, everyone can join in this process.

We have been all around the Americas and Europe from Montreal to Verona, Charleston to Porto and this year to Glasgow. Join EACH and ACH in celebrating 20 years of ICCH, whether this is your first conference or your twentieth. We will keep you posted on several dedicated activities we have on offer, so you can share your memories and help us shape communication in healthcare for the next twenty years.

Glasgow

Glasgow Caledonian University is located in Glasgow, a vibrant and compact city with plenty to offer delegates. The city has a range of cultural attractions including many museums and art galleries, such as the stunning Kelvingrove Art Gallery and Museum and the award-winning Riverside Museum. Visitors can explore the works of artist and architect Charles Rennie Mackintosh, walk the city centre Art Mural Trail or take a stroll through one of the many parks and green spaces. Glasgow is a UNESCO City of Music with over 150 live music events per week, plus a full calendar of other exciting events and festivals throughout the year. The food and drink scene offers something for everyone, from traditional whisky pubs to fine dining. Delegates can look forward to a warm welcome in a city voted 'world's friendliest city' by Rough Guides.



Location

Glasgow Caledonian University:
Cowcaddens Rd, Glasgow, G4 0BA

Glasgow Caledonian is one of the most modern universities in Scotland and ideally positioned in the heart of the city centre:

- 20 minute walk from Glasgow Central Train Station
- Glasgow Airport is 30 minutes from the University by taxi
- Bus link from airport to bus station (200 yards from GCAL)

Accommodation

Book your hotel here:
EACH have partnered with Glasgow Convention Bureau to offer accommodation in Glasgow. Glasgow Convention Bureau are an official accommodation provider and have negotiated discounted rates with a wide range of hotels for varying budgets, flexible terms and close proximity to Glasgow Caledonian University.

Accommodation will be sold on a first come, first served basis. Book now to avoid disappointment!



Session Descriptions

Creative Arts

Creative Arts sessions at ICCH use more inventive, playful and artistic methods of presenting aspects of healthcare communication. Communication is a particularly suitable subject for creative arts because it provides the opportunity to see something a little differently – a new and perhaps provocative approach to healthcare communication.

Debate

A new category at ICCH, the debate session aims to spark discussions and foster reflection on topics that are unsettled and relevant to a broad audience. Participants will seek to determine the first next step forward to achieve a better understanding.

Innovation Technology

A fairly new category at ICCH, brief presentations will capture a variety of innovative presentation formats using advanced technology in communication in healthcare.

Oral Presentations

Oral presentation sessions present research, teaching and/or policy projects. Six presentations will be included in each session followed by time for discussion at the end of each session to enable audience participation around a topic.

Posters

Poster sessions are designed for focussed interaction between presenters and delegates. All posters will be presented during one designated session but we

invite posters to remain on display (both in-person and online) for the majority of the conference, allowing additional viewing and discussion.

Roundtables

Roundtable Discussions are gatherings of individuals with similar interests and needs for sharing ideas and/or resources or to initiate or continue collaborative work. Roundtable Discussions provide opportunities for open discussion and creativity in a more informal and less structured setting.

Symposium

Symposium sessions are designed to capture a coherent set of 3-5 presentations that centre on one theme in which speakers address an issue in depth or a question of particular relevance. Presentations are followed by reflections from a discussant.

Work in Progress

There will be work in progress presentations within the oral sessions. These are designed to enable early career participants including students, trainees, and junior faculty to present work on ongoing research projects which may not have results available. This enables presenters to obtain feedback from the audience on their work so far.

Workshops

Workshops will be interactive, experiential sessions that actively engage participants in topics related to communication in healthcare. Because many workshops have limits on the number of participants, please arrive early to workshops to avoid disappointment of being turned away.

Have you registered yet?

[Register Now](#)

Pre-Conference Courses

We are delighted to offer three pre-conference courses which take place in advance of the ICCH conference in Glasgow.

Course 1: Curriculum Development in Communication Skills Teaching:

Marcy Rosenbaum and Jane Ege Møller

Date and Time:

Monday 5 September, 08:30 – 18:00
Tuesday 6 September, 07:30 – 14:30

Costs:

EACH / ACH Member £370
Non-member £420
Undergraduate student £180

Course 2: Observational coding of healthcare communication: unpacking the patient-provider interactions:

Janneke Noordman, Marij Hillen and Calum McHale

Date and Time:

Monday 5 September, 10:30 – 17:00
Tuesday 6 September, 08:00 – 13:30

Costs:

EACH / ACH Member £290
Non-member £330
Undergraduate student £180

Course 3: Influencing Communication in Healthcare Policy:

Shakaib (Shak) Rehman, Conor Giligan and Demi Krystallidou

Date and Time:

Tuesday 6 September, 07:30 – 13:30

Costs:

EACH / ACH Member £180
Non-member £210
Undergraduate student £130

Location

All pre-conference workshops take place at the main conference venue: Glasgow Caledonian University.

Register

To book on to a pre-conference course, you can add this to your conference registration.



Tuesday 06 September

- 12:00 – 17:00 **Conference Registration Open**
- 13:15 – 14:45 **Pairing with Colleagues**
- 14:45 – 15:45 **New Attendee Orientation**
- 14:45 – 15:45 **Moderator Meeting**
- 15:45 – 16:45 **Networking 1**
(see page 15 for details)
- 17:00 – 18:15 **Plenary 1: Nisha Dogra**
The relevance of diversity and reflection for healthcare educators
- 18:00 – 19:00 **Welcome Drinks Reception**

Wednesday 07 September

- 08:00 **Conference Registration Open**
- 08:00 – 08:30 **Refreshments**
- 08:30 – 09:45 **Plenary 2: Kirsten McCaffery**
Optimising health communication for migrants and multicultural communities: how can we do it better?
- 09:45 – 10:15 **Refreshments**
- 10:15 – 11:45 **Parallel Session 1**
(see page 15 for details)
- 11:45 – 12:45 **Networking 2**
- 12:45 – 14:15 **Lunch**
Pairing with Colleagues
- 14:15 – 15:45 **Parallel Session 2**
(see page 15 for details)
- 15:45 – 16:45 **Poster session**
(with refreshments)
- 16:45 – 17:45 **EACH Annual General Meeting**

Thursday 08 September

- 08:00 – 08:30 **Refreshments**
- 08:30 – 09:45 **Plenary 3: Minal Bakhai**
Transforming the model of general practice
- 09:45 – 10:15 **Refreshments**
- 10:15 – 11:45 **Parallel Session 3**
(see page 16 for details)
- 11:45 – 12:45 **Parallel Session 4**
(see page 16 for details)
- 12:45 – 14:15 **Lunch**
SIG meetings
On peer-review publishing
- 14:15 – 15:45 **Parallel Session 5**
(see page 16 for details)
- 15:45 – 16:15 **Refreshments**
- 16:15 – 17:45 **Parallel Session 6A**
(see page 17 for details)
- 19:30 – 23:45 **Conference Dinner**
Glasgow Science Centre

Friday 09 September

- 08:00 – 08:30 **Refreshments**
- 08:30 – 09:45 **Plenary 4: Edgard Eeckman**
Patient Empowerment
- 09:45 – 10:15 **Refreshments**
- 10:15 – 11:45 **Parallel Session 7**
(see page 17 for details)
- 11:45 – 12:45 **Lunch**
- 12:45 – 14:15 **Parallel Session 8**
(see page 17 for details)
- 14:15 – 14:45 **Closing Session**

Conference Dinner

This year's conference dinner will be held at Glasgow Science Centre.

Located on the banks of the historic River Clyde, Glasgow Science Centre is contemporary excellence in a unique setting. It boasts a collection of attractions that illuminate, intrigue, inspire and fire your imagination! Guests can exclusively explore the interactive exhibits and enjoy an arrival drink before heading to the Science Centre's Atrium for a dinner.

We are delighted to announce that the conference dinner is included in the price of the conference and therefore open to all conference delegates to attend.

Dress code: smart casual

Click here to view the full in-person programme:

All times are in UK British Summer Time (GMT+1). Please note: this is a draft programme only.



Wednesday 07 September

- 10:15 – 11:45 **Parallel Session 1: Online Oral 1: Information quality and health choices**
Oral 8: Teaching and assessment 3
- 11:45 – 12:45 **Networking 2: Online**
- 12:45 – 13:15 **Break**
- 13:15 – 14:15 **Online Poster Session**
- 14:15 – 15:45 **Break**
- 15:45 – 16:45 **Online Workshop 1**
Hot topics you always wanted to address when assessing communication skills
- 16:45 – 17:45 **Online Symposium 1**
Better care for newcomers is better care for all: International perspectives on migration communication issues
- 17:45 – 18:15 **Plenary 1: Q&A**
with Nisha Dogra
The relevance of diversity and reflection for healthcare educators

Thursday 08 September

- 09:45 – 10:15 **Plenary 2: Q&A**
with Kirsten Mccaffery
Optimising health communication for migrants and multicultural communities: how can we do it better?
- 10:15 – 11:45 **Parallel Session 3: Online Oral 2: Teaching and assessment 1**
Oral 12: Various topics in healthcare communication 1
- 11:45 – 12:45 **Online Workshop 2**
Using conversation analysis to research clinical interactions
- 12:45 – 14:15 **Break**
- 14:15 – 15:45 **Parallel Session 5: Online Oral 3: Teaching and assessment 2**
Oral 9: Policy and implementation
- 15:45 – 16:15 **Break**
- 16:15 – 17:45 **Parallel Session 6A: Online Oral 4: Patient-centred and interprofessional communication**
Oral 10: Patient-centered and empathic communication

Friday 09 September

- 08:00 – 09:30 **Parallel Session 6B: Online Oral 5: WIP session: Teaching and assessment**
Oral 11: Complex clinician-patient interactions
- 09:30 – 09:45 **Break**
- 09:45 – 10:15 **Plenary 3: Q&A**
with Minal Bakhai
Transforming the model of general practice
- 10:15 – 11:45 **Parallel Session 7: Online Oral 6: Ehealth, Mhealth & healthcare professional mental health**
Oral 13: Various topics in healthcare communication 2
- 11:45 – 15:15 **Break**
- 15:15 – 16:45 **Parallel Session 9: Online Oral 7: Health literacy and communication and decision tools**
Oral 14: Various topics in healthcare communication 3
- 16:45 – 17:15 **Plenary 4: Q&A**
with Edgard Eeckman
Patient Empowerment

[Click here to view the full online programme](#)

All times are in UK British Summer Time (GMT+1). Please note: this is a draft programme only.

All times are in UK British Summer Time (GMT+1). Please note: this is a draft programme only.



Plenary 1



Nisha Dogra
Emeritus Professor of Psychiatry Education at the University of Leicester and a retired consultant child and adolescent psychiatrist.

THE RELEVANCE OF DIVERSITY AND REFLECTION FOR HEALTHCARE EDUCATORS

The aims of my presentation are:

- To describe the relevance of attending to diversity and inclusion in medical education
- To consider how our own perspectives influence the teaching we develop and deliver
- To identify how we can make our educational practice more inclusive and attend to student diversity
- To consider ways in which we can integrate diversity into the curriculum

I will begin with some definitions and justify their usage. There will also be opportunities for the audience to engage in some exercise to reflect on their own identity and how this has perhaps led to what they teach and how they teach it. The presentation is broadly applicable to all healthcare educators although much of the work I did began with medical students. I will also offer suggestions as to how teachers who teach communication skills could perhaps enhance their practice by addressing diversity and inclusion.

Plenary 2



Kirsten McCaffery
Principal Research Fellow at the Sydney School of Public Health, the University of Sydney and currently holds a National Health and Medical

Research (NHMRC) Principal Research Fellowship.

OPTIMISING HEALTH COMMUNICATION FOR MIGRANTS AND MULTICULTURAL COMMUNITIES: how can we do it better?

The aims of my presentation are:

- To describe the gaps in health communication and the consequences of failing to attend to health literacy and multicultural populations information/ communication needs
- To describe some possible solutions and strategies to improve multicultural health communication.
- To consider how we can build enduring partnerships with communities to co-design better communication and intervention strategies.

I will present a practical guide of how to develop health information and work with communities to understand needs and potential solutions for better communication outcomes. I will draw on exemplars of good practice and research in the area of COVID communication to consider how we can improve processes to achieve good communication for migrant and multicultural populations in the future.

Plenary 3



Minal Bakhai
GP and Director of General Practice Transformation and Digital First Primary Care NHS England and NHS Improvement

TRANSFORMING THE MODEL OF GENERAL PRACTICE

The aims of my presentation are:

- To describe the changing model of general practice
- To share emerging research about the impact of digitally enabled models of care delivery and the training needs of staff
- To reflect on the skills required to support successful digital transformation
- To discuss recommendations for healthcare practice

The Covid-19 pandemic has accelerated the adoption of digital tools, the use of triage and remote consultations in general practice. This, for some staff, has required adapting to new ways of working or new roles. I will begin by describing some of the key changes we've seen in the model of general practice, sharing emerging evidence of impact and discussing research about the training needs of staff. There will be an opportunity to discuss the skills required to support ongoing transformation in primary care. I will also offer practical suggestions on enhancing healthcare practice and designing for inclusion.

Plenary 4



Edgard Eeckman
Communications manager and spokesman for the academic hospital in Brussels since 2005.

PATIENT EMPOWERMENT

Patient Empowerment is an essential concept in healthcare. Prof. Edgard Eeckman will use his doctoral research to show what role power plays in the relationship between the person seeking care and the person providing it. He will demonstrate the power dynamics at play in the relationship and why it is essential to be aware of them. He does not use the definition of power as coercion, but power as a consequence of becoming dependent. After all, being sick is directly related to losing control over one's own existence. Perceived lack or loss of control can lead to negative health effects. The end goal of Patient Empowerment is strengthening a sick person to keep a sense of control over his existence and restore his feeling of autonomy as much as possible. The feeling that a patient must undergo his care unwillingly must be avoided. This objective transcends the interpersonal relationship between care recipient and care provider since this sense of control can also be strengthened or undermined by the healthcare organization and how it deals with the patient and how it offers care. Prof. Eeckman will show how this sense of control can be created and strengthened through appropriate communication.



Networking

Tuesday 6 September | Afternoon Session
Wednesday 7 September | Morning Session

Parts of this year's ICCH conference have been devoted to an innovative and exciting event; whole sessions dedicated to networking, involving all participants at the conference, with no other parallel events occurring simultaneously.

The main purpose of the event is to encourage all participants to meet and connect with like-minded people at the conference, with the secondary purpose of enabling existing networks to meet and encouraging new networks to form for the future. We are providing enough activities so that you all can have something that you're interested to attend and enough diversity of activities to excite you.

The EACH Pairing with Colleagues programme

Tuesday 6 September | Afternoon Session
Wednesday 7 September | Lunch Session

The Pairing with Colleagues programme allows less experienced colleagues to have an opportunity for dedicated time to discuss their teaching and / or research issues with more experienced persons in the field. This programme has been offered to conference attendees since the ICCH 2007 meeting in Charleston, and each year approximately 100 pairs have met to share their questions, experience and insights.

Special Interest Groups (SIGS)

Thursday 8 September | Lunch Session

EACH has Special Interest Groups (SIGs), to generate a clear focus for EACH members who wish to push forward and develop an important area related to communication and healthcare. This can be about an area of teaching, research, or policy; and can also be a specific group of healthcare professionals, for example veterinarians or dentists, who want to join forces on one or more of the above mentioned foci. These meetings are open to all existing SIG members and anyone interested in becoming a SIG member.

Online Networking

Wednesday 7 September | 11:45am - 12:45pm

Structured informal networking will take place through the use of Zoom breakout rooms. The main purpose of the event is to encourage all participants to meet and connect with like-minded people at the conference, with the secondary purpose of enabling existing networks to meet and encouraging new networks to form for the future.

Please note: this is a draft programme only.

Networking 1 - Tuesday 6 September | 15:45 - 16:45

Networking

- rEACH Networking session
- tEACH Networking session
- pEACH Networking session
- yEACH Networking session

Parallel 1 - Wednesday 7 September | 10:15 - 11:45

Orals/ Works in Progress	Workshops	Symposia	Creative Arts
<ul style="list-style-type: none"> • Advances in communication skills teaching • Intercultural health and language barriers • Electronic medical records and E-mail communication • Shared decision making (SDM) • Communicating at the end of life • Patient evaluation of care 	<ul style="list-style-type: none"> • Positive Communication; How to provide patient comfort during awake invasive procedures • Effective Communication in Contemporary Medical Encounters: An International Consensus Workshop • The more you empathise, the better your communication will be: interdisciplinary dementia teaching 	<ul style="list-style-type: none"> • Towards a future of evidence-based serious-illness communication 	<ul style="list-style-type: none"> • Sing and song from the balcony during Covid-19 • Be a patient to become a better doctor: a VR patient embodied experience

Networking 2 - Wednesday 7 September | 11:45 - 12:45

Networking

Parallel 2 - Wednesday 7 September | 14:15 - 15:45

Orals/ Works in Progress	Workshops	Symposia
<ul style="list-style-type: none"> • Communication training and feedback • Health equity & health disparities in policy and practice • Communication about risk and uncertainty • Patient and caregiver involvement • Holistic care 	<ul style="list-style-type: none"> • Shared decision making in code status discussions • Post pandemic teaching: Sharing what we've learned, letting go of the bad and developing the good • Shedding the masks to build the team - Surprising tools for self-disclosure, effecting collaboration • How to train simulated patients; different working formats and perspectives • Negotiating effectively with policy makers/powerbrokers to change healthcare communication policies 	<ul style="list-style-type: none"> • Audio recordings of consultations in different countries and settings using diverse approaches

Please note: this is a draft programme only.

Parallel 3 - Thursday 8 September | 10:15 - 11:45

Orals/ Works in Progress	Workshops	Symposia
<ul style="list-style-type: none"> Teaching Medical Students Use of online information SDM - decision support tools Clinician responsiveness to emotional expressions Patient involvement and empowerment Communication with vulnerable and/or culturally diverse groups 	<ul style="list-style-type: none"> How to develop a patient-reported experience measure (PREM) to assess patient-centeredness? WRR Narrative Method for Teaching Listening, Reflection, Empathy and Interdisciplinary Communication Interdisciplinary education: new perspectives on healthcare communication for students and teachers 	<ul style="list-style-type: none"> Handling cognitive information on medications in medical talks: practices, assessment, training Insights from national and institution-wide communication programmes for healthcare professionals

Parallel 4 - Thursday 8 September | 11:45 - 12:45

Roundtables	Debate
<ul style="list-style-type: none"> pEACH evidence snapshots: Moving forward and meeting the needs of 'consumers' Towards developing a methodological reporting guideline for reporting experimental vignette studies How (not) to use theory in health practice: Hosted by the EACH/ICA Partnership EACH Communication in Surgical Subspecialties Special Interest Group Round Table Communication teaching around diversity, equality and inclusion in health professional curricula. Healthcare communication education research SIG: Assessment of remote consults: what do we not know? 	<ul style="list-style-type: none"> Facilitating health care professionals to become competent and compassionate communicators cannot be achieved by just teaching communication skills alone It's never okay to cry with a patient We cannot study empathy because we will never be able to define it

Parallel 5 - Thursday 8 September | 14:15 - 15:45

Orals/ Works in Progress	Workshops	Symposia	Creative Arts
<ul style="list-style-type: none"> Research on communication training Social media and Internet Emotional communication and Empathy Experiences of healthcare 	<ul style="list-style-type: none"> Evidence but no practice--what does the future hold for communication research in healthcare? Finding the Right Words: A Workshop to Address Racism and Implicit Bias in the Learning Environment A Novel Framework for Compassionate Communication in Healthcare: The 30,000 Foot View Know thyself to know the other- Experiential tools for teaching cross-cultural communication Networking, peer-support and brainstorming session for early-career researchers, educators and clinicians 	<ul style="list-style-type: none"> Written and observational approaches for interprofessional communication assessment: Quo vadis? 	<ul style="list-style-type: none"> Bridging the gap - Using performance poetry to promote self-understanding and to encourage empathy 'Hi there, I am here to ask you some questions, okay?!' "My passion in life..." Creative journals inspire effective, patient-centred communication.

Please note: this is a draft programme only.

Parallel 6A - Thursday 8 September | 16:15 - 17:45

Orals/ Works in Progress	Workshops	Symposia
<ul style="list-style-type: none"> Communication skills training in healthcare staff Remote consulting Implementing shared decision making (SDM) Exploring the patient's story Behaviour change and self-management Sharing medical information 	<ul style="list-style-type: none"> How can we create innovative blended-learning programs to enhance communication skills of HCP? What are empathy maps and how could they help your students develop empathy? Communication curriculum in undergraduate nursing education 	<ul style="list-style-type: none"> Communicating Effectively with Inclusion Health Populations Medical student perspectives on communication in practice vs. communication in the real world

Parallel 7 - Friday 9 September | 10:15 - 11:45

Orals/ Works in Progress	Workshops	Innovative Technology
<ul style="list-style-type: none"> Teaching/assessment of learners in health professions Health policy and implementation Remote communication skills training Managing risk and uncertainty Communication in cancer care In-person and online information exchange 	<ul style="list-style-type: none"> Addressing COVID-19 vaccine hesitancy: skills for healthcare providers and learners Writing tEACHing tip sheets on the spot: Creating & sharing workplace-based expertise The Three-Part-Consultation - how to avoid "The Biomedical Reflex" and how to deliver a wrapped gift A Message from the Bell Tower: Compassion in Challenging Times 	<ul style="list-style-type: none"> Teaching communication in health care with immersive learning and branching scenario Development and usability tests of a Chronic Kidney Disease Dashboard Virtual reality training of bad news delivery in health care The feasibility and acceptability of a data science powered personal health library HealthPAL.

Parallel 8 - Friday 9 September | 12:45 - 14:15

Orals/ Works in Progress	Workshops	Symposia
<ul style="list-style-type: none"> Authentic experiences in communication skills teaching and learning Health Disparities and Health literacy Shared decision making (SDM) in cancer care Interprofessional communication Person-centred communication and care Triadic communication Teaching medical students and professionals 	<ul style="list-style-type: none"> Thriving in the Eye of the Storm: Using Improvisation to Build Resiliency Skills Effective clinician-patient communication saves time: strategies for communication skills teaching Facilitating stakeholder co-creation in the development of educational activities 	<ul style="list-style-type: none"> Setting the agenda for health communication research: topics and methodology.

Awards & Fellowship

EACH Awards

EACH gives two main awards. The Jozien Bensing Research Award to honour talented early-career researchers in the field of healthcare communication, and the EACH Teaching Award is an innovative prize for outstanding teachers of communication in healthcare. These are awarded biennially at ICCH.

The Jozien Bensing Research Award, in honour of our first President, was first given in 2008 and is meant for researchers in the first ten years of their research career. In judging this award, consideration has been given to:

- The number of publications and the number as first author
- The period in which articles were published
- Impact factor of the journals

The EACH Teaching Award was first given in 2016 and is aimed at teachers of communication in healthcare who have made a significant and outstanding contribution to healthcare communication education. Judges of this award have looked at:

- The impact on healthcare communication teaching beyond the candidate's institution
- Whether the candidate has created an innovation in healthcare communication teaching and learning
- Successful introduction of communication training in a particularly challenging environment

ICCH Poster Awards

This year awards will be presented to the most excellent poster and most excellent poster pitch.

The Poster Award is assessed on:

Contribution to the expansion of knowledge, rigorous methodology and (where applicable) clearly defined results, distinct implications for communication in healthcare, and an effective design.

The Poster Pitch Award is assessed on:

Clarity of message, presentation skills and timeliness

The award ceremony will take place on Friday 9th September during the Closing Session. Prize winners will receive a certificate and prize.

For more information, please contact sarah. shepherd-2@manchester.ac.uk

Fellowship

The EACH fellowship is an honorary title that will be conferred on a bi-annual basis at the EACH hosted ICCH meeting. It will be awarded to those of its members who have made a substantial contributions to the EACH mission. The mission of EACH is to provide a professional community for those engaged in academic and clinical practice that focuses on communication in health care and is open to anyone who has been a member of EACH for a minimum of six years and can demonstrate substantial "service to EACH" through active contribution to multiple EACH committees, events, resources and/or activities.

Sponsorship Opportunities

Thank you to our sponsors:



Silver Sponsor



Bronze sponsor

The success of ICCH relies heavily on the generosity of our Sponsors who make this conference possible. Sponsors will have access to hundreds of international healthcare professionals across all disciplines. Aside from the excellent brand profile on offer, there is a great opportunity to network and make personal connections within this thriving community of healthcare professionals.

There are a limited number of sponsorship packages available for both commercial and non-commercial companies.

To reserve a package please contact Holly Lewis holly@each.international or +44 (0)1722 430761

Please note that only offers of support that fit within EACH's sponsorship policy will be considered.



ICCH2022

5 - 9 SEPTEMBER 2022
CALEDONIAN UNIVERSITY, GLASGOW



For any questions relating to ICCH 2022
please use the contact details below:

EACH
The Old George Brewery
Rollestone Street
Salisbury
SP1 1DX
United Kingdom

T: +44 (0)1722 415154
E: info@each.eu

[Click here to visit the website](#)

Join in the conversation:
[#ICCH2022](#) [#EACHconference](#) [#Glasgow2022](#)

EACH

ACH

Academy of
Communication
in Healthcare