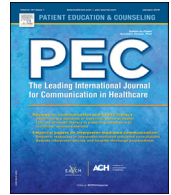




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## Association pages

### Report on the EACH FORUM on Healthcare communication 16-18 September 2019

Arwen Pieterse, co-chair organizing committee and chair research committee of EACH (The Netherlands)

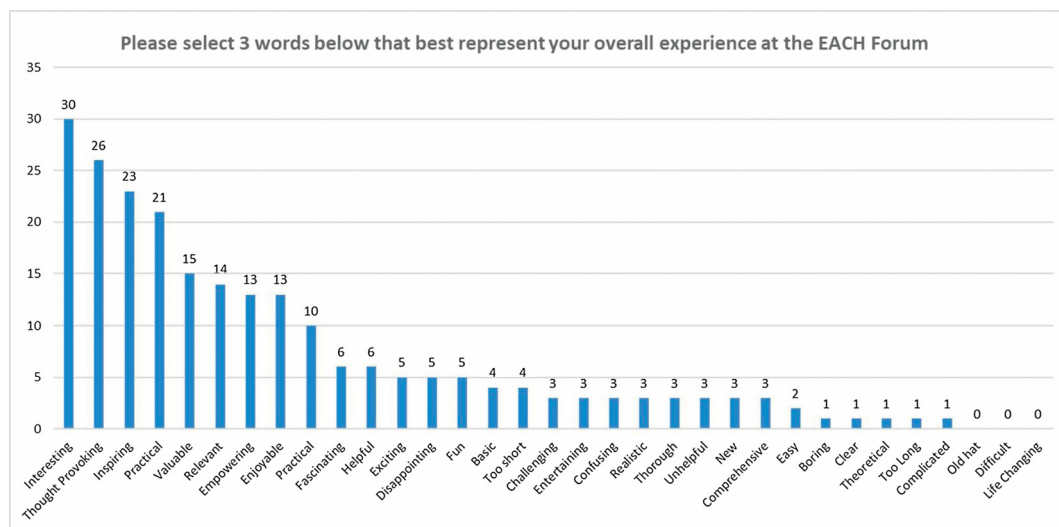
Alexia Papageorgiou, co-chair organizing committee and member research committee of EACH (Cyprus)

Leonie Visser, member research committee of EACH

EACH: International Association for Communication in Healthcare continued its tradition of hosting interactive workshops and poster presentations at the EACH Forum (previously named the EACH Summer Event). This time the EACH forum took place in the beautiful city of Leiden in The Netherlands between 16-18 September 2019.

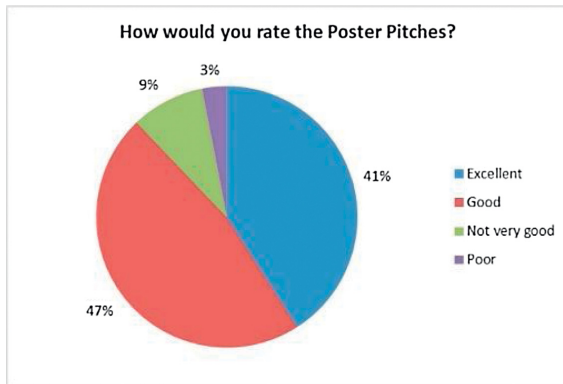
A total of 120 participants came from all over the world to Leiden to attend, facilitate, present, participate and network. The participants were offered a variety of 18 three-hour workshops and 35 poster presentations, under the three broad categories of teaching, research and policy in healthcare communication. Both full days of the event opened with a plenary speaker. First, Dr. Renata Schiavo shared with us her expertise on “Equity, Communication and Health Behaviour”, and how to set up interventions to address health, equity, social and communication issues. Second, Dr. Tobias Bonten presented the evaluation of the website “GP@Home”, a website that was launched by the Dutch College of General Practitioners for anyone seeking information about health and illnesses, on general practitioner care consumption in the Netherlands, and using big-data techniques.

Many of the participants (61%) provided feedback on the EACH forum. Their overall experience is displayed in Figure 1.



**Figure 1.** Overall participant experience at the EACH Forum 2019.

They highlighted several aspects regarding the importance of the event, such as the opportunity to network, the usefulness of highly interactive workshops, the learning that was facilitated, and the fun of socialising with similarly-minded colleagues in a beautiful European city. The sessions with two-minute oral poster pitches followed by a three-minute discussion were a new element of the EACH Forum and overall, were greatly appreciated (see Figure 2). The emphasis in these sessions was put on discussion rather than presentation, which made them highly dynamic. The participants further expressed their appreciation for the interactive closing activity, that offered the opportunity to meet new people, while reflecting on the activities they had participated in, and what they would take home.



**Figure 2.** Evaluation of oral poster pitches sessions.

Here are some of the highlights in participants' own words:

- “Good network event, international and visitors from all fields.”
- “Being able to network with different people & learn from their contexts.”
- “As a front line worker it was an excellent opportunity to network and engage with those who undertake research which influences our practice.”
- “The workshops were interactive, engaging and lengthy enough so that all participants could take active part in it, and practice with role plays, reflections and discussion.”
- “I enjoyed and learned a lot from all three workshops I attended; and hope to take something into my clinical or teaching from each one of them.”
- “I appreciated a lot the opportunity to have an oral pitch on the poster. This is very rare, but honestly, it was as an oral presentation, only even better.”
- “Getting new insights in my performance as a trainer and seeing what I do well already. Meeting very inspiring people and being together with my team in an inspiring event for all.”

As with every event, we see opportunities to further improve it, while preserving its unique profile of offering attendees the possibility to participate in several workshops on a variety of themes relating to research, teaching, and practice of communication in healthcare, and allowing each workshop more time than is usually available at regular conferences. We would like to thank all our participants for offering really constructive suggestions. The following comments are representative:

- “Some workshops were not fitted to my experience and prior knowledge.”
- “Some of the workshops were not as practical as I had expected.”
- “More workshops about (novel) research methodology.” (*many additional workshop topics were in fact suggested*)
- “Have beginner and advanced options for sessions.”

We hope to be able to address these comments during next events to make the EACH Forum an even more rewarding experience. For now, we want to thank all participants for their enthusiastic and active participation during the EACH Forum 2019!

Feel free to contact us if you have any additional ideas, comments, or suggestions. Please get in touch with us at [reach@each.eu](mailto:reach@each.eu).