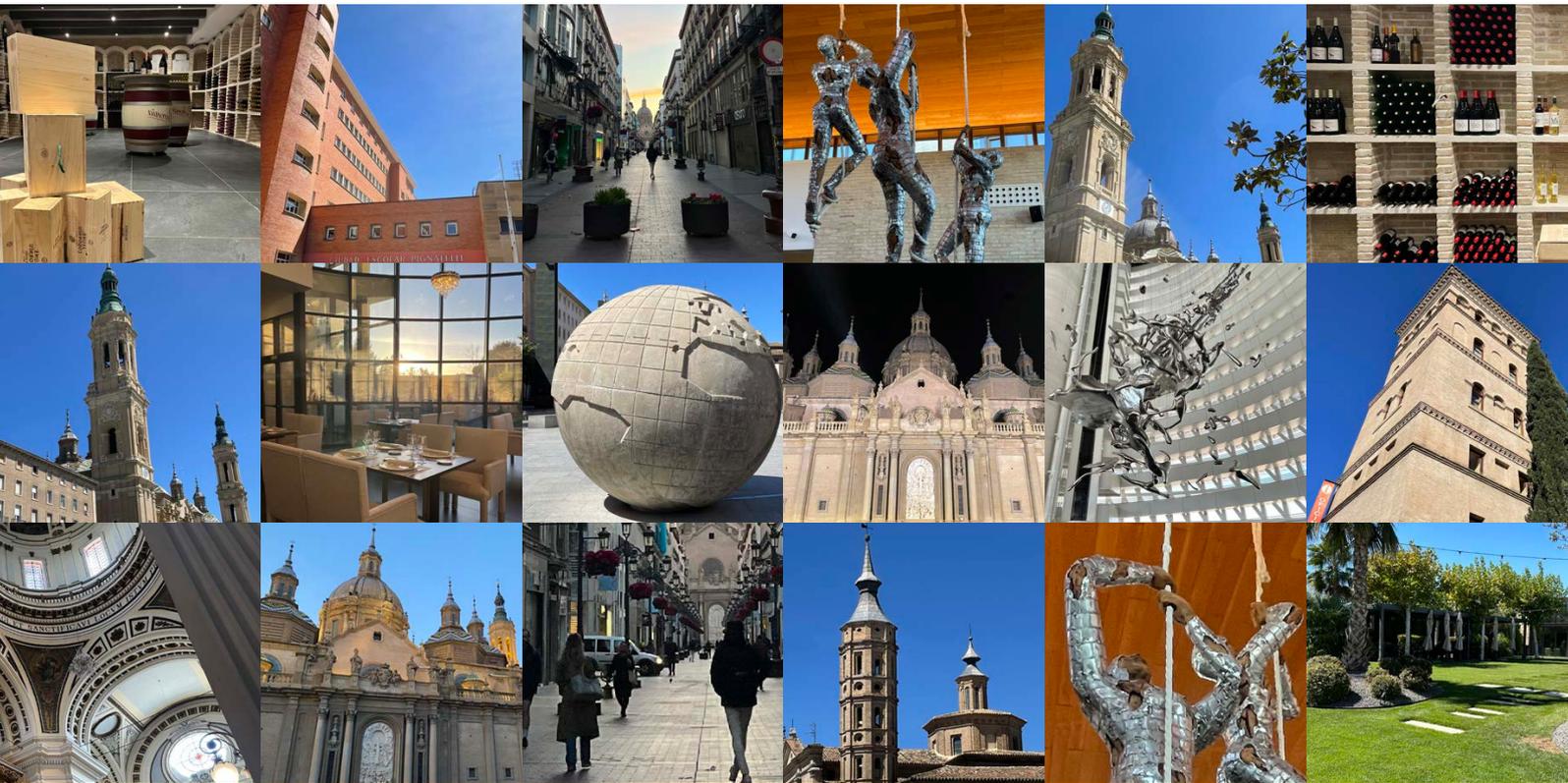


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9TH - 13TH SEPTEMBER 2024

ICCH2024
Zaragoza **SPAIN**



INTERNATIONAL CONFERENCE ON COMMUNICATION IN HEALTHCARE 2024



Academy of
Communication
in Healthcare

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What is ICCH?

ICCH 2024 is organised by EACH: International Association for Communication in Healthcare, 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.

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

Activities fall into three broad areas and are overseen by three major committees:

Research (through the rEACH committee)
Teaching (through the tEACH committee)
Policy and 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 page here: <https://each.international/membership/>. Membership is very important for the work EACH does. Together we will have more impact.



Zaragoza

Zaragoza is in the northern part of Spain and is the 5th largest city. The city is more than 2,000 years old and steeped in history with a beautiful old town, stunning architecture, and a very walkable city centre.

Both Zaragoza's airport and main train station are just a 15-minute taxi ride from the city centre. You can also fly into Barcelona or Madrid and get a train to Zaragoza which are both in under 1hr 30mins. Please be aware train tickets need to be booked in advance.

Conference Location

Residencia de Estudiantes Ramón Pignatelli
Calle de Jarque del Moncayo 23,
50012, Zaragoza

The conference is located outside of the city centre so make sure you leave enough time for travel. See our website for more information.

<https://each.international/eachevents/conferences/icch-2024/location/>

Accommodation

Book your hotel here:
<https://each.international/eachevents/conferences/icch-2024/hotels/>

EACH have negotiated discounted rates with a range of hotels.

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

Session Descriptions

| |
|-----------------------------------|
| Symposium |
| Workshop |
| Roundtable |
| Innovative & Emerging Technology |
| Oral |
| Creative Healthcare Communication |
| Work in Progress |
| Pre-Conference Workshop |
| Plenary Session |
| Dinner |
| Pairing with colleagues |
| Pre-Conference Course |
| Networking |
| Poster |
| General / Refreshments / Lunch |
| Special meetings (SIGs, PEC etc) |
| Debate |
| EACH AGM |

Creative Healthcare Communication

ICCH offers Creative Healthcare sessions that utilize innovative, playful, and artistic techniques to present different aspects of healthcare communication. Creative arts are particularly appropriate for communication as they offer a chance to observe from a unique perspective - a novel and potentially thought-provoking approach to healthcare communication.

Debate

A new category introduced at ICCH 2022, the debate session is designed to initiate discussions and encourage reflection on unresolved issues relevant to a wide range of people. Participants will aim to determine the first step forward to achieve a better understanding in Artificial Intelligence.

Innovative & Emerging Technology

Brief presentations will capture a variety of innovative presentation formats using advanced technology in communication in healthcare.

Oral Presentations

Oral sessions present research, teaching and/or policy projects. Each session includes six presentations, followed by time for discussion to allow audience participation on the topic.

Posters

Poster sessions are designed for focused interaction between presenters and delegates. All posters will be presented during one designated session but will remain on display for the majority of the conference, both in-person and online, allowing for additional viewing and discussion.



Photo © Oleg Mityukhin from Pixabay



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

These presentations are specifically designed to provide an opportunity for early career participants such as students, trainees, and junior faculty to showcase their ongoing research projects. 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](https://each.international/eachevents/conferences/icch-2024/register/)

Register

To book on to a pre-conference course or workshop, add this to your conference registration.

<https://each.international/eachevents/conferences/icch-2024/register/>

Pre-Conference Courses

We are thrilled to offer four pre-conference courses run by EACH which take place on the Monday and Tuesday in Zaragoza.

Course 1: Curriculum development in communication skills teaching: a course for health professional educators

Dr Anne Marie Regan, Dr Claudia Kiessling, Marcy Rosenbaum

Date and Time:

Monday 9 September, 09:00 – 17:30

Tuesday 10 September, 08:30 – 12:30

Costs:

EACH / ACH Member £315

Non-member £355

Undergraduate student £195

Course 2: Systematic Coding of Observed human Behaviour (SCOB) in healthcare interaction rEACH

Janneke Noordman, Marij Hillen

Date and Time:

Monday 9 September, 09:00 – 17:30

Tuesday 10 September, 08:30 – 12:30

Costs:

EACH / ACH Member £315

Non-member £355

Undergraduate student £195

Course 3: Goals of Care “If you were to get worse” training in sensitive and skilful communication around prognosis and goals of care.

Date and Time:

Monday 9 September, 09:00 – 17:30

Tuesday 10 September, 08:30 – 15:00

Costs:

EACH / ACH Member £400

Non-member £450

Undergraduate student £195

Course 3: Power, policy & politics: why it is important and how to influence power brokers and policy makers?

Shakaib (Shak) Rehman, Conor Giligan

Date and Time:

Tuesday 10 September, 08:30 – 13:30

Costs:

EACH / ACH Member £195

Non-member £225

Undergraduate student £140

Location

All pre-conference workshops take place at the main conference venue: Residencia de Estudiantes Ramón Pignatelli.

Pre-Conference Workshops

New for 2024, we are delighted to offer three pre-conference workshops which take place in advance of the main conference in Zaragoza.

All workshops are £75 and are half day courses, including lunch and refreshments, running in the morning of Tuesday 10 September.

Workshop 1: The art of feedback: engaging learners in feedback conversations for communication development

Dr Shuangyu Li, Dr Katherine Miles, Dr Abdul-Salam Sultan.

Workshop 2: Comunicacion Centrada en las Personas – taller ofrecido en Espanol (Relationship-Centered Communication foundational workshop, offered in Spanish)

ACH

Workshop 3: The Verona Coding of Emotional Sequences (VR-CoDES). Rapid review of the coding system and reflections emerging from its use in the literature

Lidia Del Piccolo, Arnstein Finset



Tuesday 10 September

- 12:00 – 17:00 Conference registration open
- 13:45 – 15:00 Pairing with Colleagues
- 15:30 – 16:30 New attendee orientation
- 15:30 – 16:30 Session Chair / Moderator Meeting
- 17:00 – 18:30 Welcome and fellowship
Plenary 1: Roger Ruiz Moral.
When I do person centered communication and when I don't? An anthropological reflection on being "person centered" and its implications for health providers and educators.
- 18:30 – 19:30 Welcome Drinks Reception

Wednesday 11 September

- 08:00 Conference registration open
- 08:00 – 08:30 Refreshments
- 08:30 – 09:45 Welcome
Plenary 2: Sarah White.
Complexity and objectivity in teaching interprofessional healthcare communication
- 09:45 – 10:15 Refreshments
- 10:15 – 11:45 **Parallel Session 1 - Hybrid**
(see page 13 for details)
- 11:55 – 13:00 **Networking 1**
(see page 13 for details)
- 13:00 – 14:00 Lunch Pairing with Colleagues
- 14:15 – 15:45 **Parallel Session 2 - Hybrid**
(see page 13 for details)
- 15:45 – 16:45 Poster sessions in person and online (with refreshments)
- 16:45 – 17:45 EACH Annual General Meeting
- 17:45 – 18:55 **Networking 2**
(see page 13 for details)

Thursday 12 September

- 08:00 – 08:30 Refreshments
- 08:30 – 09:45 Presidential welcome
Plenary 3: Arwen Pieterse.
Shared decision making – much studied, much still unknown.
- 09:45 – 10:15 Refreshments
- 10:15 – 11:45 **Parallel Session 3 - Hybrid**
(see page 14 for details)
- 11:55 – 12:45 **Parallel Session 4 - Hybrid**
(see page 14 for details)
- 12:45 – 14:15 Lunch SIG Meetings and PEC Session
- 14:15 – 15:45 **Parallel Session 5 - Hybrid**
(see page 14 for details)
- 15:45 – 16:15 Refreshments
- 16:15 – 17:45 **Parallel Session 6 - Hybrid**
(see page 15 for details)
- 19:30 – 23:00 Conference dinner at El Habitat Sella

Friday 13 September

- 08:00 – 08:30 Refreshments
- 08:30 – 09:45 Awards
Plenary 4: Shak Rehman.
Crisis communication in Europe: bridging policy and practice
- 09:45 – 10:15 Refreshments
- 10:15 – 11:45 **Parallel Session 7 - Hybrid**
(see page 15 for details)
- 12:00 – 13:30 **Parallel Session 8 - Hybrid**
(see page 15 for details)
- 13:30 – 14:00 Closing session
- 14:00 – 15:00 Lunch

Conference Dinner

This year's conference dinner will be held at El Habitat Sella.

Situated outside of the hustle and bustle of Zaragoza, El Habitat Sella offers a captivating blend of contemporary exploration and classic charm. Their highly qualified team are dedicated to ensuring that your visit surpasses expectations. The conference dinner is included in the price of the conference and therefore open to all conference delegates to attend. We eagerly anticipate hosting you at this magnificent venue!

Dress code: smart casual



[Click here to view the detailed live programme](#)

2024 Online Content

All plenary sessions and a selection of parallels will be available online to watch via replay. There will be one session in each parallel that is hybrid for online attendees to join. There will be bespoke online sessions for online ticket holders to attend for pairing programme: and posters.

All times are in CEST (Central European Summer Time, Spain).
Please note: this is a live programme which is constantly being updated. Please refer to the live programme link for the most up to date version.

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Plenary 1



Roger Ruiz Moral

Professor of Medicine and Clinical Communication, Francisco de Vitoria University, Spain.

When I do person centered communication and when I don't?

An anthropological reflection on being "person centered" and its implications for health providers and educators.

Patient-centered medicine is vital in Western health systems, and this lecture suggests a new approach to Patient Centered Communication through an expanded anthropological framework to improve understanding and implementation in healthcare, benefiting both clinicians and educators.

This presentation aims...

- to clarify what truly patient-centered medicine means
- to expand this approach in an anthropological framework
- to contribute to solving the current conflict between health providers and patients

Plenary 2



Sarah J White

Senior Lecturer at the Centre for Social Impact, University of New South Wales, Australia.

Complexity and objectivity in teaching interprofessional healthcare communication

Interpersonal communication is essential for human social life, but its effectiveness varies and impacts clinical and interpersonal outcomes, prompting research and education to improve it in clinical settings. Despite the risks of poor communication, teaching it is challenging because most people believe they already know how to converse.

This presentation aims...

- to examine the challenge in teaching interprofessional communication, focusing on communication by and between different health professions
- to acknowledge that each conversation will be different and involves a subjective experience

Plenary 3



Arwen Pieterse

Associate Professor at Leiden University Medical Center, The Netherlands and Visiting Professor at University of Oslo, Norway.

Shared decision making - much studied, much still unknown

Despite significant research since its introduction, Shared Decision-Making (SDM) remains uncommon in clinical practice, with decision support tools often underused and various reported barriers. A closer examination of interactions and their determinants may offer a promising way to advance SDM.

This presentation aims...

- to describe the conceptual (un)clarity in defining, measuring, and interpreting results on shared decision making (SDM)
- to explore communication barriers to patient involvement in decision-making and improving SDM strategies

Plenary 4



Shakaib Rehman

Chief of Education at the Phoenix VA Health Care Systems, and Professor & Chair at University of Arizona College of Medicine-Phoenix.

Crisis communication in Europe: bridging policy and practice

Crisis communication is vital in emergency management, especially in Europe with its diverse linguistic, cultural, and regulatory landscapes, further complicated by digital media's information overload and disinformation. Effective crisis communication, based on principles like transparency and collaboration, is essential for resilience and public trust, as demonstrated by successful strategies such as the ECDC's COVID-19 response and the EU's Crisis Response Mechanism.

This presentation aims...

- to discuss crisis communication as a critical component of emergency management
- to cover transparency, collaboration, empathy, and beneficence as the key principles to follow in effective crisis communication



Networking

Wednesday 11 September | Morning and Afternoon Session

Again for 2024 we have parts of the ICCH conference devoted to networking, involving all participants at the conference, with no other parallel events occurring simultaneously. This year we have two different focuses on site for country based and Subcommittee focused networking.

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.

The EACH Pairing with Colleagues programme

Sign ups required in advance.

Please click here for more information.'

<https://each.international/pairing-programme/>

Tuesday 10 September | Afternoon Session

Wednesday 11 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 12 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 in 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. The following SIGs exist.

- Oral Healthcare SIG
- Healthcare Education Research SIG (HCER)
- Improv in health professions education SIG
- Communication in surgical subspecialties SIG
- Interprofessional education SIG
- Healthcare communication in nursing SIG
- Language and cultural discordance in healthcare communication SIG
- Early Career EACH
- Communication Veterinary Healthcare

ICCH 2024

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

| Orals | Orals - Work in Progress | Symposia | Workshop |
|---|--|---|---|
| <ul style="list-style-type: none"> • Communication with young people (1) • Health literacy and health information (1) • Innovative developments within healthcare communication policy • Shared decision making (1) | <ul style="list-style-type: none"> • Communication skills for sensitive topics and vulnerable groups (Hybrid) • Meeting challenges in healthcare communication | <ul style="list-style-type: none"> • New developments in artificial intelligence to enhance communication research and skills training | <ul style="list-style-type: none"> • Increasing emotional intelligence for improved relationship centered communication • Integrating natural language processing (NLP) into health communication research and practice • Poetic reflection – using spoken word poetry to enhance reflective practice and communication skills • Techniques for delivering difficult news in women’s healthcare • Workshop clinical communication skills training with free subject-choice; why, when and how? |

Networking 1 - Wednesday 11 September 11:55 - 13:00

- Country based networking
- Online networking

Parallel 2 - Wednesday 11 September | 14:15 - 15:45

| Orals | Orals - Work in Progress | Symposia | Workshop |
|--|---|--|--|
| <ul style="list-style-type: none"> • Technology use (1) • Education and training of health professionals (1) (hybrid) • Communication issues in oncology (1) • Communication in long term conditions (1) | <ul style="list-style-type: none"> • New perspectives in assessment and training of communication skills | <ul style="list-style-type: none"> • HCER SIG – Healthcare communication research on the teaching and learning of empathy • Transdisciplinary intervention research in healthcare contexts: the role of applied linguistics • Modernising evaluation of health care communication | <ul style="list-style-type: none"> • Approaches to teaching communication skills in the context of clinical practice • Enhancing healthcare communication with evidence – based supportive therapy skills • Exploring the role of humour and laughter in linguistically diverse clinical settings • Teaching an empathy- focused approach to consultations with annoyed, upset or angry patients |

Networking 2 - Wednesday 11 September | 17:45 - 18:55

- pEACH Networking Session
- tEACH Networking Session
- rEACH Networking Session
- Early Career EACH Networking Session

Parallel 3 - Thursday 12 September | 10:15 - 11:45

| Orals | Orals - Work in Progress | Symposia | Workshop |
|--|---|---|---|
| <ul style="list-style-type: none"> • Communication issues in oncology (2) • Communication in long term conditions (2) • Education and training of health professionals (2) (hybrid) • Inter/cross cultural communication (1) • Communication issues in general practice | <ul style="list-style-type: none"> • Novel tools and strategies under development for communication skills • Communication in long terms conditions (1) | <ul style="list-style-type: none"> • What is “conversation analysis” and why should we use it in healthcare intervention | <ul style="list-style-type: none"> • Finding your voice in difficult situations • Teaching communication skills while supervising in the patient’s presence • Teaching choosing wisely – the third part in the three – part consultation model • Nurse-patient communication in complex situations: development of dynamic, generalisable scenarios |

Parallel 4 - Thursday 12 September | 11:55 - 12:45

| Debate | Roundtable |
|--|--|
| <ul style="list-style-type: none"> • Artificially intelligent care. Chat-bots can be as empathic as human clinicians. | <ul style="list-style-type: none"> • Compassion and wellbeing • Consultation models in communication education: curse or blessing? • Too little, too late: enhancing the goals of care conversations at the end of life • Effective communication in multicultural health care environment; challenges and solutions • How pEACH can enhance influencing policy changes to increase the adaptation of patient-centric communication models? • Challenges in reinforcing and sustaining communication skills training for healthcare professionals • “Modeling pathways from talk to outcome”: rekindling the discussion • Are we empowering health professionals to listen deeply in a digital age? • From concept to classroom: navigating the challenges of digital • Communication in the surgical subspecialties: current states and opportunities for improvement |

Parallel 5 - Thursday 12 September | 14:45 - 15:45

| Orals | Orals - Work in Progress | Symposia | Workshop | Creative Healthcare Communication |
|--|--|--|---|---|
| <ul style="list-style-type: none"> • Communication with young people (2) • Shared decision making (2) (hybrid) • Health literacy and health information (2) | <ul style="list-style-type: none"> • Communication in long term conditions (2) • Challenges in communication – vulnerable groups | <ul style="list-style-type: none"> • Stakeholder engagement (including PPI) in healthcare communication research and education • Student symposium | <ul style="list-style-type: none"> • Beyond standard kindness to “trust-based dialogue” • Crossing the barriers: enhancing interpreter-mediated healthcare communication • Teaching communication skills by constructive feedback of videotaped simulated encounters • Co-designing healthcare solutions: a human centred design approach | <ul style="list-style-type: none"> • Creative healthcare communication |

Parallel 6 - Thursday 12 September | 16:15 - 17:45

| Orals | Orals - Work in Progress | Symposia | Workshop |
|---|--|--|---|
| <ul style="list-style-type: none"> • The changing face of challenges in healthcare communication • Teaching and assessment in healthcare communication (hybrid) • Covid-19 • Behaviour change • The impact and implications of empathy | <ul style="list-style-type: none"> • Challenges in communication – young people | <ul style="list-style-type: none"> • Talking about chronic pain: the importance of communication skills training for practitioners • MHealth4all: digital communication intervention to promote access to mental healthcare for migrants • Reinforcing the humanity in healthcare Using the Glasgow consensus statement in the real world | <ul style="list-style-type: none"> • How to represent diversity in teaching material without reinforcing stereotypes • How to achieve value-based healthcare; from concepts to clinical practice • Tech tools unleashed: elevating your scientific productivity with AI and other software |

Parallel 7 - Friday 13 September | 10:15 - 11:45

| Orals | Orals - Work in Progress | Symposia | Workshop | Innovation and Emerging Technology |
|---|---|--|---|--|
| <ul style="list-style-type: none"> • Communication with young people (3) • Communication issues in oncology (3) (hybrid) • Education and training of health professionals (3) • Inter /cross cultural communication (2) | <ul style="list-style-type: none"> • Teaching and training of healthcare communication | <ul style="list-style-type: none"> • “Bridging the divide: a symposium on the symbiosis of theory and practice in healthcare” | <ul style="list-style-type: none"> • Promoting active participation in role play by medical students in teaching communication skills • Communication skills training: is there a remedy for sceptical doctors? • Workshop clinical communication skills training with free subject-choice; why, when and how? | <ul style="list-style-type: none"> • Innovative and emerging technology |

Parallel 8 - Friday 13 September | 12:00 - 13:30

| Orals | Orals - Work in Progress | Symposia | Workshop |
|---|---|---|--|
| <ul style="list-style-type: none"> • Technology use (2) • Health literacy and health information (3) • Communication in long term conditions (3) | <ul style="list-style-type: none"> • Development in healthcare communication | <ul style="list-style-type: none"> • Using vignette experiments in communication research: establishing methodological guidelines • Professional qualities that foster clinical communication goals: early steps in a new landscape | <ul style="list-style-type: none"> • Through the looking glass: using mirroring and reverse mirroring to work with challenging emotions • Building bridges: a diversity experiential training • The biographical approach: a narrative practice to improve patients’ support and care |



Awards & Fellowship

EACH Awards

EACH gives two 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, 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

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 and relevant results, distinct implications for communication in healthcare, originality, and an effective design.

The Poster Pitch Award evaluates the presenter's ability to effectively communicate their work within a timeframe while engaging the audience. It focuses on clarity of message, presentation skills, and timeliness.

The award ceremony will take place on Friday 13 September during the Closing Session. Prize winners will receive a certificate and prize.

For more information, please contact india.pinker@lih.lu

Fellowship

The EACH fellowship is an honorary title that will be conferred on a biennial 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:

Gold Conference Headline Sponsor

Occupational English Test (OET)
<https://oet.com/>



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 Lucy Cairnes lucy@each.international or call +44 (0)1722 430769



9TH - 13TH SEPTEMBER 2024

ICCH2024

Zaragoza SPAIN



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

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Click here to visit the website

<https://each.international/eachevents/conferences/icch-2024/>

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