

EACH:INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

England & Wales · Charity number 1159050

Details

Other names	INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE, THE EUROPEAN ASSOCIATION FOR COMMUNICATION IN HEALTHCARE, EACH
Status	Registered
Legal form	CIO
Registered	2014-11-03
Register	View on the Charity Commission register

Contact

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Activities

Objects: 3.1 THE OBJECTS OF THE CIO ARE AS FOLLOWS:3.1.1 THE RELIEF OF SICKNESS AND THE PRESERVATION OF HEALTH OF PATIENTS FOR THEPUBLIC BENEFIT BY THE PROMOTION OF EFFECTIVE EVIDENCE-BASED PATIENTCENTREDHEALTHCARE COMMUNICATION BETWEEN PATIENTS, RELATIVES ANDHEALTHCARE PRACTITIONERS THROUGHOUT EUROPE AND BEYOND3.2 THESE OBJECTS WILL BE ACCOMPLISHED BY:3.2.1 PROMOTING THE DEVELOPMENT OF HEALTHCARE COMMUNICATION RESEARCH AND EDUCATION TO IMPROVE THE QUALITY OF COMMUNICATION IN HEALTHCARE INEUROPE AND BEYOND AND HENCE IMPROVE THE HEALTH OUTCOMES OF THE GENERAL PUBLIC3.2.2 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' EXPERIENCE3.2.3 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.3.2.4 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.

Activities: 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 meant for all who are active in communication research and teaching and for patients, practitioners and students with an interest in communication in healthcare.

Classification

- **How:** Provides Services
- **What:** Education/training, The Advancement Of Health Or Saving Of Lives
- **Who:** The General Public/mankind

Geography

- Australia
- Austria
- Belgium
- Brazil
- Canada
- Cyprus
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary
- Iceland
- India
- Indonesia
- Iraq
- Ireland
- Israel
- Italy
- Japan
- Netherlands
- New Zealand
- Norway
- Poland
- Portugal
- Qatar
- Romania
- Russia
- Slovenia
- South Africa
- South Korea
- Spain
- Sri Lanka

- Sweden
- Switzerland
- Turkey
- United States
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£379,121	£336,697	-	-
2023-12-31	£92,876	£99,974	-	-
2022-12-31	£340,974	£318,307	-	-
2021-12-31	£94,627	£112,807	-	-
2020-12-31	£130,381	£173,794	-	-

Trustees

Name	Role	Appointed
Assistant Professor Michael Kaffman		2018-09-02
DR Lorraine Noble		2014-11-21
Dr Andrew Ward		2022-09-07
Dr Conor Leaver		2018-09-02
Dr Frank Vitinius		2024-09-11
Dr Jesus Gonzalez-Lama MD PHD		2022-09-07
Dr Kalli Spencer		2024-09-11
Dr Lauren Hamel		2022-09-07
Dr Marie Morris		2022-09-07
Dr Richard Brown		2014-11-21
Dr Sarah Francesca Maria Bigi		2024-09-11
Dr Shishta Nadda Basu		2024-09-11
Dr Vilmos Warta PhD		2024-11-18
Evelyn Dobie Watson		2024-01-01
Gitte Thybo Pihl		2022-09-10
Jane Ege Moller PhD		2024-01-01
Julia Menichetti Delor PhD		2020-09-01
Kristien Coteur MSc		2023-01-01
Maria-Corina Barbaros		2023-05-16
Professor Chigozie Offiah		2024-09-11
Professor Shakaib Rehman MD MACP		2022-09-07
Sibylle Jeanine Felber MSc		2022-09-07

Accounts

**REPORT OF THE TRUSTEES AND
FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2024
FOR
EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE**

Charity number: 1159050

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for the year ended 31 December 2024**

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for the year ended 31 December 2024

CHARITY INFORMATION

TRUSTEES:

Richard Brown (President)	Sandra Winterburn (res. 01/01/24)
Lorraine Noble (Past President)	Eva Bitzer (res. 11/09/24)
Maria Corina Barbaros	Marcy Rosenbaum (res. 11/09/24)
Margarida Carvalho Figueiredo Ferreira Braga	Alexia Papageorgiou (res. 11/09/24)
Kristien Coteur	Nanon Henriette Margaux Labrie (res. 11/09/24)
Gitte Thybo Pihl	Maddalena Fiordelli (res. 11/09/24)
Andrew Ward	Emanuela Mazza (res. 11/09/24)
Sibylle Jeanine Felber	Vilmos Warta (appt. 18/11/24)
Jesus Gonzalez-Lama	Shishta Basu (appt. 11/09/24)
Lauren Hamel	Frank Vitinus (appt. 11/09/24)
Michael Kaffman	Kalli Spencer (appt. 11/09/24)
Conor Gilligan	Chigozie Offiah (appt. 11/09/24)
Marie Morris	Sarah Francesca Maria Bigi (appt. 11/09/24)
Shakaib Rehman	Jane Ege Moller (appt. 01/01/24)
Julia Menichetti Delor	Evelyn Dobie Watson (appt. 01/01/24)

CHARITY OFFICES:

SAS Event Management
The Old George Brewery
Rollestone Street
Salisbury
SP1 1DX

CHARITY NUMBER:

1159050

INDEPENDENT EXAMINER:

Nicholas Jones FCCA
Fawcetts LLP
Chartered Accountants
Windover House
St Ann Street
Salisbury
SP1 2DR

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2024

The Trustees of the charity present their report with the financial statements of the Charity for the year ended 31 December 2024.

LEGAL STATUS

EACH: International Association for Communication in Healthcare (EACH), originally called the European Association for Communication in Healthcare, was established in 2001 as an unincorporated entity. It was entered into the UK register of charities on 3rd November 2014 as a Charitable Incorporated Organisation. The change in name was agreed at an Annual General Meeting on 14th November 2016 and registered by the Charity Commission on 9th December 2016.

TRUSTEES

Trustees are appointed and removed in accordance with the Constitution.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The aim of EACH is the relief of sickness and the preservation of health of patients for the public benefit, by the promotion of effective, evidence-based and patient-centred healthcare communication between patients, those close to them and healthcare practitioners, throughout the world.

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

- mission and values
- internal practices and governance
- financial strategy, practices, and relationships with funders

EACH is governed by the Executive Committee on behalf of the Board of Trustees. The Executive Committee comprises the President, President-Elect, Past-President, Treasurer, Chair of the Advisory Committee and Chairs of the three Sub-committees: rEACH (Research), tEACH (Teaching) and pEACH (Policy and Practice).

The Executive Committee is the highest decision-making body of EACH and makes all decisions concerning the strategic direction of the Association, including financial strategy, priorities for EACH's activities, policies and procedures, and future development, on behalf of the Board of Trustees.

The Advisory Committee consists of voting National Representatives (countries with five or more members), non-voting National Representatives (countries with fewer than five members) and Deputy National Representatives. Voting National Representatives are eligible to be Trustees.

The Board of Trustees comprises the Executive Committee and voting National Representatives who have opted to be Trustees, according to the Constitution. In 2024, there were National Representatives from 23 countries, of whom 18 were voting representatives.

The three Presidents meet monthly with the full Executive meeting every other month. Finance meetings are held four times a year. The three Sub-committees (rEACH, tEACH and pEACH) and the Advisory Committee each meet twice a year. Board of Trustee meetings are held twice a year, one of which is the Annual General Meeting. Meetings are held primarily by videoconference.

Elections for the roles of President-Elect, Treasurer and National Representatives take place every 2 years, according to the Constitution, at the Annual General Meeting. The 2024 Annual General Meeting took place on 11th September at the ICCH conference in Zaragoza, Spain and was attended by 44 members, which was quorate. At the meeting Lorraine Noble stepped down as President and became Past President, Richard Brown started his role as President, Gozie Offiah was elected as the new President-Elect, Shak Rehman was elected as the Treasurer, and National Representatives were elected, re-elected, or thanked for their service, if standing down.

Membership of EACH is open to all those who are interested in healthcare communication. In 2024, there were 504 members from 45 countries worldwide. The standard membership fee at the end of 2024 was £110. Reduced membership fees are offered to undergraduate and postgraduate students, members over 65 years old, members renewing for 2 years, and members with institutional membership. In addition, members experiencing straitened financial circumstances can apply for a reduced fee (50% discount on standard membership).

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The main sources of funding for the Association's activities come from membership fees, conferences, courses, consultancy, sponsorship and charitable donations. In 2024, EACH continued with its policy to accept sponsorship from the pharmaceutical industry. EACH's sponsorship policy mandates that sponsors must have no influence on the content of EACH's events or activities.

The Trustees give their time freely in accordance with the voluntary principle. Executive Committee members receive reimbursement only for actual costs incurred (such as travel and accommodation), where necessary in the course of service to EACH and when they do not have alternative sources of funding, in accordance with the EACH Expenses Policy.

EACH hosts a publicly accessible website (<https://each.international>) which provides information about the Association, its aims and activities, and resources. The website includes restricted areas for the membership and committees, where information can be posted, and documents (such as meeting minutes and policies) made available to those who need them. This enables communication and networking among the membership (e.g., within country networks or topic-specific groups) and facilitates remote committee work.

Management of the Association and the biennial EACH-hosted International Conference on Communication in Healthcare (ICCH) is provided by:

SAS Event & Association Management,
The Old George Brewery, Rolleston Street,
Salisbury SP1 1DX UK,
Phone: +44 (0)1722 415154,
Email: info@each.international.

RISK MANAGEMENT

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

STRATEGY

EACH is a worldwide organisation which aims to improve effective, evidence-based patient-centred healthcare communication, through the engagement of all who are active in healthcare communication research, teaching, policymaking, and practice.

EACH's objectives are to:

- Promote the development of healthcare research and health professional education to improve the quality of communication in healthcare globally and hence improve the health outcomes of the public.
- Enable the exchange of teaching and research methodologies and resources within the community of healthcare communication researchers and educators, to enhance the quality of communication in healthcare and thereby improve the experience of patients and those close to them.
- Influence healthcare policy through disseminating knowledge about effective communication in healthcare, extolling best practice in education, encouraging healthcare organisations to respond to changing needs, and fostering a culture of compassionate, patient-centred care which supports patient autonomy in decision-making.
- Develop active global networks of researchers, teachers, and practitioners, who are committed to improving patients' experiences of communication in healthcare.
- Support individual nations to develop high quality research, teaching, policy, and practice in healthcare communication.

The strategy of the Association has been devised specifically for public benefit. All members of the public will be patients at some point in their lives, and many will be family members, carers, or advocates of those who are patients. The quality of healthcare that people receive, and the subsequent relief of sickness (or prevention of illness) strongly depends on the effectiveness of communication with their healthcare providers.

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Effective healthcare communication between patients, those close to them and healthcare practitioners has been demonstrated to affect the health of patients through improvements in the information available to patients, better emotional care, and support for patients to make decisions about care that are right for them in their individual circumstances. Effective healthcare communication leads to more efficient, accurate and supportive medical care, improves the effectiveness of medical consultations and interventions, and reduces medical error.

Effective healthcare communication not only leads to better care, but to less expensive care, with fewer unnecessary medical interventions and reduced inappropriate or ineffective treatments. Moreover, effective healthcare communication leads to a reduction in disparities in health care through minimizing minoritized patient experiences of stigma and discrimination. Over 50 years of healthcare communication research has demonstrated that there are many problems in healthcare communication between professionals and patients and that there are evidence-based solutions to these problems. These solutions can be taught, and learning from these solutions can be retained and utilised by practitioners in their everyday practice.

In 2024, EACH continued to respond to the needs of its members and those interested in healthcare communication through:

- maintaining a dedicated webpage to share resources
- hosting free webinars
- running courses
- running the biennial conference, ICCH
- providing consultancy
- contributing to international healthcare communication conferences, events and publications.

These activities support researchers, educators, policy makers and practitioners in healthcare communication. Alongside these efforts, the Executive Committee continued to work on delivering the strategic plan for the Association to expand the reach and influence of EACH.

The Executive until 11th September was led by Lorraine Noble (President), and supported by the President-Elect (Richard Brown), Past President (Marcy Rosenbaum) and Treasurer (Maddalena Fiordelli). Following that date, the new Executive committee took over their responsibilities. The new executive leadership team are Richard Brown, (President), Gozie Offiah (President Elect), Lorraine Noble (Past President) and Shak Rehman (Treasurer). The Executive concentrated on the following areas:

- Reviewing EACH's key tasks, policies and procedures, to ensure that EACH's policies and procedures are updated, accessible, transparent and fair. This included policies on safeguarding at events.
- Developing a financial strategy for EACH. This was needed to mitigate the financial losses during the pandemic years and address the income-expenditure discrepancy arising from inflationary increases in Association running costs. EACH continued to review all policies with financial implications (e.g., Expenses, Donations, Sponsorship) and scaling back discretionary spending, i.e., expenditure other than on fixed and unavoidable Association running costs.
- Reducing costs. This included examining all items of expenditure, including fixed and unavoidable costs and discretionary spending, and exploring ways to minimise avoidable expenditure to ensure that expenditure does not exceed income.
- Fundraising. This included exploring strategies to raise income, particularly conference sponsorship and donations, to generate funds that could be allocated to new initiatives and projects.
- Membership enhancement. This included identifying approaches that may increase the reach of EACH across countries and health professional disciplines, to increase membership and better connect colleagues working in healthcare communication. A membership enhancement committee was established. A new membership category was created for those on parental leave a lot of work done on a tiered membership system which will come in effect in 2025.
- Establishing member needs. A membership survey was carried out to establish members' thoughts and needs.

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ACTIVITIES

To translate the strategy into practice, EACH continues to undertake the following activities. The Association:

- Organises a biennial, major international conference on healthcare communication research, teaching, policy and practice, to bring together the community of healthcare researchers, educators and practitioners. This took place in Zaragoza, Spain in September 2024
- Provides workshops, courses, webinars, and meetings on specific research, teaching and policy and practice components of healthcare communication for teachers, researchers and policy makers. A working group meeting took place to review EACH course policies to ensure that these policies are current and relevant to member needs.
- Work with EC-EACH (Early career EACH members), EC – EACH leaders and the executive developed new initiatives to broaden the role and reach of this group.
- Develops and supports active networks of teachers, researchers, policy makers, early career researchers and practitioners through communication at meetings (both in-person and online) and via the internet (website and social media).
- Provides a dedicated website to raise awareness and share related resources on teaching, research and policy and practice with the wider community of healthcare practitioners, researchers, teachers, practitioners and policy makers.
- Collaborates with existing networks and associations which have similar purposes.
- Is affiliated with the scientific journal, PEC Patient Education and Counselling, to disseminate results of research, scholarly perspectives and activities focused on healthcare communication.
- Funds scholarships for students (undergraduate and graduate) and members with low income/resources to attend EACH-hosted ICCH conferences and other EACH events.
- Provides an EACH Fellowship that recognizes the voluntary contributions of EACH members who provide sustained leadership that progresses the EACH goals. This was awarded to 4 members during ICCH who fulfilled the criteria for Fellowship
- Awards two prizes on a biennial basis for (a) research and (b) teaching, to recognise the contribution of colleagues to advancing work in healthcare communication. This was awarded to 4 members who received the prizes jointly.
- Carries out site visits to establish networks, and train teachers and researchers, in countries around the world without established healthcare communication research and teaching programmes.
- Promotes best practice in healthcare communication to other local and national organisations.
- Responds to requests from governments and healthcare organisations to review key policy documents from a healthcare communication perspective.

The three Sub-committees promote networks for research (rEACH), teaching (tEACH) and policy and practice (pEACH) respectively. These Sub-committees are composed of leaders in the field and actively promote the various activities provided by the Association to as wide a group of healthcare researchers, teachers, policy makers and practitioners as possible. Networks are established in individual countries throughout the world, through the work of National Representatives and their Deputies. Members may also form Special Interest Groups to facilitate networking and sharing of resources and best practice within topics or disciplines (e.g., health communication education research, healthcare communication in oral healthcare, language and cultural discordance in healthcare communication).

When researchers, teachers, policy makers and practitioners contact the Association, it attempts to provide bespoke advice and solutions to their issues. It is this education, research, policy and practice activity that leads to improvements in healthcare communication and therefore to public benefit.

ACHIEVEMENTS AND PERFORMANCE

(1) International conference

EACH and the Academy of Communication in Healthcare (ACH, based in the USA) collaborate in organising the annual International Conference on Communication in Healthcare (ICCH). EACH organises and hosts the conference in even years, and ACH organises and hosts the conference in the odd years. The EACH hosted ICCH 2024 took place in Zaragoza, Spain from the 9th – 13th September 2024. This was an in-person event with some online content.

EACH members participated in the planning committee and in presenting and disseminating work at the conference.

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for the year ended 31 December 2024**

(2) EACH courses

The following courses were delivered in-person during 2024

- How to teach: experiential teaching

The following consultancy courses took place either in-person or online during 2024

- Goals of Care – NHS Norfolk & Waveney Integrated Care Board
- How to teach – Dublin
- How to teach – Hungary
- What to teach – Thailand

During 2024 a contract was developed for use with all EACH consultancy courses.

(3) The Advisory Committee

During 2024, Lode Verreyen and Eva Doherty completed their maximum term, and Shishta Basu took over as Chair with Marianne Brouwers as Co-chair.

- The AC members meet twice a year online, and once in person during the ICCH conferences.
- There was a meeting on the 3rd of May 2024, amongst others to discuss the upcoming ICCH conference in Zaragoza, help in finding the next venue for ICCH 2026, the elections for Executive roles (President-elect, Treasurer, AC Chair & co-Chair, National & Deputy National Representatives), help with the Membership enhancement project.
- This discussion was taken further at the in-person meeting at ICCH 2024 in September in Zaragoza
- The AC members are actively involved in networking, finding and evaluating new candidates for presidency, finding new cities to host ICCH.
- The AC's Networking Committee held the networking events, in person and online, for ICCH 2024 in Zaragoza.

(4) Research Sub-committee (rEACH)

The aims of rEACH are to promote good quality healthcare communication research and to support the development of high-quality researchers. These aims are pursued by promoting networking, quality research, international research collaborations and encouraging the development of early-career researchers.

In 2024, rEACH was under the leadership of Evelyn Watson (Chair), and India Pinker (Co- chair). The sub-committee had 24 members who actively contributed to projects and online meetings. Three full committee meetings took place online and project leads met online approximately once every 8 weeks. In September 2024 rEACH was able to have an in-person committee meeting during the ICCH conference in Zaragoza.

In 2024 rEACH continued consolidating its activity by working on these main pillars:

1. Connectivity: This group aims to stimulate connectivity and engagement between healthcare communication researchers by fostering a sense of community within EACH and providing relevant content from researchers around the world. Planned actions: enhancing connectivity via online interactive webinars and supporting social media activity.
2. Tools: The searchable database of coding tools has been supplemented with newly identified coding instruments. It now contains information about 97 different coding tools, which is freely accessible to anyone. In 2025, the tools group will start to add researchers' user experiences with individual tools to the database. Members of rEACH (Arwen Pieterse, Richard Brown, Marij Hillen) and other researchers have finalized a systematic research of existing coding tools, which was published in Patient Education and Counseling early 2025.
3. Training: Research courses on offer focused on observational coding. The shared decision-making course was cancelled due to low numbers. The observational coding course was held as a pre-conference workshop in Zaragoza in September 2024. This was delivered in-person and was well attended.
4. Writing: Since 2021, rEACH provides Association Pages to PEC relating to topics or methodologies relevant to healthcare communication research (e.g., how to code communication, or how to run effective online meetings, written by rEACH Summer School attendees). Ten pieces with this format have been delivered so far. We have also started a collaboration with pEACH for Association Pages crossing research and policy & practice borders.

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5. Digital Media Group: This group was established in 2024 to promote rEACH's work through regular updates on social media.
6. rEACH and Early Career EACH: rEACH has been working with 'Early Career EACH,' the Special Interest Group composed of early career researchers, teachers and professionals. Early Career EACH is directly connected to each subcommittee via liaisons who hold dual positions in both committee (i.e., in rEACH and Early Career EACH).

(5) Teaching Sub-committee (tEACH)

tEACH is a sub-committee of EACH that aims to provide expertise, support, resources, and networking opportunities for healthcare communication teachers worldwide. In 2024, tEACH was led by Chair Jane Ege Møller, supported by Co-chairs Eva Doherty and Gozie Offiah. In September 2024, Gozie Offiah stepped down as Co-chair. By the end of 2024, the tEACH sub-committee consisted of 30 members representing a variety of healthcare disciplines from 20 countries. tEACH held its annual in-person meeting in Thessaloniki, Greece, and met during the ICCH conference in Zaragoza. Additionally, the sub-committee actively recruited new members in the fall of 2024.

In 2024, tEACH was involved in planning the ICCH conference held in Zaragoza and, among other activities, led the process of announcing the teaching award. There is interest from clinical communication educators in Ukraine to develop a series of educational webinars. tEACH is collaborating with relevant stakeholders to make this initiative possible in 2025.

In 2024, tEACH was organized into four main project groups that met regularly:

1. **Teacher Support and Resources:** This subgroup leads the development of the searchable database of teaching tools available on the EACH website. They continue to collect teaching tools from communication educators and refine the database's functionality. Additionally, the group collaborated with rEACH to organize a series of free webinars where educators meet and collaborate on specific topics related to clinical communication.
2. **Courses for Clinicians:** This group focuses on developing and offering health communication courses targeted at clinicians across various healthcare disciplines. They design both online and in-person courses.
3. **Assessment:** This group continues to work on all aspects of assessing clinical communication. In collaboration with EACH colleagues from Australia, they contributed to the PEC publication 'Ottawa Conference Consensus Statement on the Assessment of Communication Skills'. Moving forward, they plan to work on interprofessional communication assessment.
4. **Courses and Support for Trainers:** This subgroup provides annual 'Train the Trainer' courses on 'What to Teach,' 'How to Teach,' 'Workplace-based teaching,' and 'Curriculum Development'. In 2024, they offered the 'What to teach' course in person, and the 'Curriculum Development' course online and as a pre-conference course at the ICCH conference in Zaragoza. Additionally, two local courses were delivered in Thailand and Hungary. There is interest in offering a 'How to Teach' course in Australia in 2025 and tEACH will collaborate with local stakeholders to facilitate this initiative.

Goals for 2025

1. Expand the reach of the webinar series further.
2. Develop and offer a series of webinars for Ukrainian clinical communication teachers.
3. Update and expand the database of resources and consider making them available to both EACH and non-EACH members.
4. Develop and deliver courses for clinicians, both online and in-person.
5. Provide theoretical and practical resources on assessment.
6. Continue developing and offering courses for clinical communication teachers, both online and in-person.

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for the year ended 31 December 2024

(6) Policy and Practice Sub-committee (pEACH)

pEACH focuses on policy, practice, public relations, and promotion of current research in communication in healthcare originating from the field of implementation science. It emphasizes the ability of health systems to improve the quality of care by translating research evidence into health care practice and policy. pEACH can support the other EACH subcommittees by encouraging the translation of research into policy and supporting the development of submissions to facilitate policy impact.

pEACH targets policymaking, policy influencing and clinical practice in health communication. Its specific mission is to foster the application of health communication education and research into healthcare practice, professional educational programmes to increase promotion and enhance public relations, everyday clinical practice, and policy.

The pEACH Chair was Shakaib Rehman (USA) until September 2024, when Conor Gilligan (Australia) took over the role. Calum MacKichan (Belgium) and Sarah Gilani (Norway) were elected as Co-chairs in December 2023.

In 2024 the pEACH mailing list included 28 members from 17 countries. Approximately half of these are active members who contribute to pEACH projects.

pEACH overarching strategy and activities:

- pEACH core team (leadership) meet bimonthly as activities dictate to ensure continued progress and monitoring of actions
- Wider pEACH membership meets three times per year. Meetings are online or coincide with in-person events as appropriate (e.g., one in-person meeting at the ICCH conference in a conference year).
- We aim to hold two events per year. Where possible, one event is in-person, aligned with an existing EACH activity such as a national EACH event or other subcommittee event. Otherwise, online events are supported.
- In conference years, in-person events are separated from ICCH by at least 6 months.
- Events are focused on relevant topics identified by members or through monitoring of media.
- Our members undertake monitoring of grey literature and media publications for opportunities for pEACH to submit a response on behalf of EACH.
- Any policy-related submission will be developed in keeping with the EACH policy voice and endorsed by the EACH executive. The EACH policy voice is intended to promote EACH as a key player on the international stage on healthcare communication and to ensure an agreed approach for this.

pEACH activities focus on the following projects

Networking, knowledge creation, and sharing

Knowledge dissemination and implementation are not isolated processes but require a dialogue between researchers and the different stakeholders, i.e., creators and users of evidence. Engaging in networking activities is an important mechanism for knowledge dissemination as it results in the exchange of views and the creation of synergies for the improvement of professional practice. Through its activities, pEACH acts to raise the profile of EACH as the leading international association for promoting effective communication between patients, relatives, and health providers. It also works to identify what EACH can offer to enhance health communication at different levels of the health care system policies.

In 2024, the following publications arose directly from pEACH activities:

EACH statement on communication and public awareness in WHO pandemic agreement - Communication in the next pandemic must be evidence-based. January 2024. [EACH statement on communication and public awareness in WHO pandemic agreement – EACH](#)

Mackichan C, Mullan J, Rehman SU (2024) Global call to enhance communication on antimicrobial resistance: How pEACH respond? Patient Education and Counseling <https://doi.org/10.1016/j.pec.2024.108374>

The latter has set the stage for a webinar planned for the first half of 2025, bringing together a range of experts to develop a set of recommendations or directions for communication relating to antimicrobial resistance.

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Knowledge and skill development

As part of the pEACH effort to support practitioners and policy-making in using and advocating for effective healthcare communication, pEACH has developed and runs courses as well as presenting at conferences and other educational activities.

In 2024 this included:

- Workshops and symposia delivered at the ICCH 2024 Zaragoza:
- Negotiating effectively with policy makers/powerbrokers to change healthcare communication policies (Workshop).
- Crisis Communication in Europe: Bridging Policy and Practice (Plenary)

Learning from experience: lessons from implementation

In pEACH there is a strong awareness that implementation projects should be led by theory and research, but when it comes to designing interventions, previous experience is also fundamental. There is also the challenge that pEACH aims to provide useful insights for global use, but interventions are often realized locally. Several pEACH members are active in influencing policy in their regions. For example we have members who contribute directly to UK health policy, including carrying out work commissioned by the UK Government through a policy research programme; and as a consultant expert on a study including interviews with UK Primness's and health Secretaries (since 1992) "[Nourishing Britain: a political manual for improving the nation's health](#)".

Administrative infrastructure of EACH

The administrative infrastructure is provided by SAS Events & Association Management, who provide financial, meeting and membership administration, project and event management, governance and procedure advice, and management of digital communication (e.g., website, social media).

In 2024 this included:

- Administering membership, including managing institutional membership applications and membership grant applications.
- Maintenance of the EACH website.
- Planning for the ICCH 2024 conference, in conjunction with EACH members who form the Planning Committee. SAS participates in planning meetings and undertakes all logistical planning/budgeting for the events.
- Social media support, monitoring the EACH X (Twitter) account and posting about EACH events and other items requested by EACH committees.
- Creating flyers and advertising materials.
- Working on policies and procedures
- Developing a course contract

In December 2024, SAS Events & Association Management gave notice to terminate their contract with EACH.

Donation funds

Money donated to EACH falls into one of two categories, as described by the EACH Donation policy:

1. The restricted donation fund (EACH Scholarship Fund). Money donated to this fund provides financial assistance for people to: (1) attend EACH activities including conferences and workshops (the Scholarship Grant) and (2) receive discounted EACH membership (Restricted Membership Grant). Members can donate when renewing their membership and when booking onto events, and people are able to donate by using a button on the EACH website. The beneficiaries of this fund are applicants who would otherwise find it difficult financially to participate in EACH activities. This can include people from less-developed countries, those from countries or institutions in financial difficulties and students.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2024

Financial review

In 2024, the Association made an overall net profit of £42,424.01. This was due to a very successful EACH hosted international conference (ICCH). All sources of income are variable. In 2024, net income from membership increased due to members joining to benefit from reduced conference fees, course fee income reduced, and consultancy course income increased due to additional activity in this area. Administration costs rose due to inflation, including costs for Association Management, under the terms of the 2021-25 contract with SAS Event and Association Management. The closing bank balance at 31st December 2024 was £176,835.52. There were no capital asset additions or disposals during the year. The Association is in good financial health, maintaining reserves as advised by Association management. A full breakdown of 2024 financial activity is shown on the following pages.

RESPONSIBILITIES OF THE TRUSTEES

Law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the Charity's financial activities during the year and of its financial position at the end of the year.

In preparing those financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards and statements of recommended practice have been followed subject to any departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and to enable them to ensure that the financial statements comply with applicable law and regulations. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

ON BEHALF OF THE TRUSTEES:



.....
Dr Richard Brown - President

Dated: 25/09/2025
.....CS420000-1057-5207-EAEB-08D0FC2EDDCE.....

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 December 2024 which are set out on pages 12 to 18.

RESPONSIBILITIES AND BASIS OF REPORT

As the charity's trustees of the trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of your charity's accounts as carried out under section 145 of the Act and in carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Act.

INDEPENDENT EXAMINER'S STATEMENT

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable accounting requirement concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a “true and fair” view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Fawcetts LP

Nicholas Jones FCCA
Fawcetts LLP
Chartered Accountants
Windover House
St Ann Street
Salisbury
SP1 2DR

26/09/2025

Date: C5420000-1D57-52D7-EAF6-08DDFC2EDDCF

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

STATEMENT OF FINANCIAL ACTIVITIES
for the year ended 31 December 2024

CHARITY NUMBER: 1159050

	Notes	2024			2023
		£	£	£	£
INCOME AND EXPENDITURE		Unrestricted	Restricted	Total	Total
INCOME AND ENDOWMENTS FROM:					
Donations and subscriptions	2	48,151	579	48,730	42,637
Charitable activities	3	314,726	14,000	328,726	49,585
Income from investments		1,665	-	1,665	654
Total		<u>364,542</u>	<u>14,579</u>	<u>379,121</u>	<u>92,876</u>
EXPENDITURE ON:					
Charitable activities	4	324,077	12,620	336,697	99,974
Total		<u>324,077</u>	<u>12,620</u>	<u>336,697</u>	<u>99,974</u>
NET INCOME/(EXPENDITURE) FOR THE YEAR					
		40,465	1,959	42,424	(7,098)
Funds brought forward at 1 January 2024		125,631	9,334	134,965	142,063
TOTAL FUNDS CARRIED FORWARD AT 31 DECEMBER 2024		<u>166,096</u>	<u>11,293</u>	<u>177,389</u>	<u>134,965</u>

The Statement of Financial Activities includes all gains and losses recognised in the period.

All incoming resources and resources expended derive from continuing activities.

The notes form part of these financial statements

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

BALANCE SHEET
31 December 2024

CHARITY NUMBER: 1159050

		2024		2023	
	Notes	£	£	£	£
FIXED ASSETS:					
Tangible	6		750		1,125
CURRENT ASSETS:					
Debtors	7	32,481		3,435	
Cash at bank and in hand		<u>176,836</u>		<u>157,872</u>	
		209,317		161,307	
CREDITORS: Amounts falling due within one year	8	<u>(32,678)</u>		<u>(27,467)</u>	
NET CURRENT ASSETS:			<u>176,639</u>		<u>133,840</u>
TOTAL ASSETS LESS CURRENT LIABILITIES:			<u>177,389</u>		<u>134,965</u>
FUNDS:					
Unrestricted funds	9		166,096		125,631
Restricted funds	9		<u>11,293</u>		<u>9,334</u>
			<u>177,389</u>		<u>134,965</u>

ON BEHALF OF THE TRUSTEES:

Richard Brown

Dr Richard Brown - President

Approved by the trustees on: 25/09/2025
C5420000-1D67-5207-EAE2-08DDFC2ED0CF

The notes form part of these financial statements

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

STATEMENT OF CASH FLOWS
31 December 2024

		2024	2023
		£	£
	Notes		
Cash flows from operating activities:	a	17,299	(10,801)
Cash flows from investing activities:			
Royalty income and bank interest		1,665	654
Purchase of tangible fixed assets		<u>-</u>	<u>-</u>
Cash provided by (used in) investing activities		1,665	654
Change in cash and cash equivalents for the year		18,964	(10,147)
Cash and cash equivalents brought forward at 1 January		157,872	168,019
Cash and cash equivalents carried forward at 31 December	b	<u>176,836</u>	<u>157,872</u>

a) Reconciliation of net income/(expenditure) to net cash flow from operating activities

	2024	2023
	£	£
Net income/(expenditure) for the year as per the Statement of Financial Activities	42,424	(7,098)
Add back depreciation	375	562
Less investment income	(1665)	(654)
(Increase)/decrease in debtors	(29,045)	1,172
Increase/(decrease) in creditors	<u>5,210</u>	<u>(4,783)</u>
Net cash provided by/(used in) operating activities	<u>17,299</u>	<u>(10,801)</u>

b) Analysis of cash and cash equivalents

	2024	2023
	£	£
Cash at bank and in hand	<u><u>176,836</u></u>	<u><u>157,872</u></u>

**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2024**

1. ACCOUNTING POLICIES

Basis of accounting

The financial statements have been prepared under the Charities Act 2011 on the historical cost convention, except investment assets that are carried at market value. The financial statements are prepared in accordance with applicable accounting standards and the Statement of Recommended Practice on Accounting and Reporting by Charities: Charities SORP 2019 FRS102.

EACH: International Association For Communication In Healthcare meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

The accounts are presented in Sterling (£) which is the functional currency of the charity and are prepared on a going concern basis. In the opinion of the trustees the charity will be able to operate for the foreseeable future.

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Incoming resources

All incoming resources are included in the statement of financial activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Voluntary income and donations are accounted for as received by the charity.

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

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.

In accordance with the Charities SORP (FRS102), general volunteer time is not recognised in the accounts. On receipt, donated professional services and donated facilities are recognised as income on the basis of the value of the gift to the charity which the charity would be willing to pay to obtain services or facilities of equivalent economic benefit on the open market. A corresponding amount is then recognised in expenditure in the period of receipt.

Resources expended and irrecoverable VAT

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of the resources.

Expenditure on charitable activities includes the costs of delivering training courses and events undertaken to further the purposes of the charity and their associated support costs.

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

NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2024

1. ACCOUNTING POLICIES continued

Tangible fixed assets

All assets costing over £1,500 are capitalised. Tangible fixed assets are depreciated on a reducing balance basis at the following rates:

Computer equipment and software – 33.3% per annum

Debtors

Debtors are measured at their recoverable amount.

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Foreign currency

Transactions are carried out primarily in euros and pounds sterling. Foreign currency balances at the year end are translated into pounds sterling at the rate ruling at the balance sheet date. Transactions in foreign currencies are translated at the actual rate on the day of the transaction.

2. DONATIONS AND SUBSCRIPTIONS

	Unrestricted £	Restricted £	2024 £	2023 £
Donations	-	579	579	5,100
Membership subscriptions	<u>48,151</u>	<u>-</u>	<u>48,151</u>	<u>37,537</u>
	<u>48,151</u>	<u>579</u>	<u>48,730</u>	<u>42,637</u>

3. CHARITABLE ACTIVITIES

	Unrestricted £	Restricted £	2024 £	2023 £
Training income	9,600	14,000	23,600	47,634
Conference income	285,599	-	285,599	-
Consultancy income	8,731	-	8,731	-
Sponsorship income	10,796	-	10,796	1,951
Other income	-	-	-	1,951
	<u>314,726</u>	<u>14,000</u>	<u>328,726</u>	<u>49,585</u>

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2024**

4. EXPENDITURE ON CHARITABLE ACTIVITIES

	Membership Benefits £	Research, Teaching Events and Courses £	2024 Total £	2023 Total £
Training & research courses costs, including events/conferences	-	253,179	253,179	34,678
Consultancy expenses	-	8,131	8,131	
Governance costs	-	1,722	1,722	1,716
Support costs	-	<u>73,665</u>	<u>73,665</u>	<u>63,580</u>
	-	<u>336,697</u>	<u>336,697</u>	<u>99,974</u>

The support costs relate to the two key charitable activities and these are split between outsourced administration of £64,215 (2023 - £59,596) and general office costs of £9,450 (2023 - £3,984).

Governance costs represent accountancy fees.

5. NET INCOME/(EXPENDITURE)

This is stated after charging:

	2024 £	2023 £
Independent examiners fee	1,722	1,716
Depreciation	<u>375</u>	<u>562</u>

6. TANGIBLE FIXED ASSETS

	2024 £
Cost	
As at 31 December 2023 and 2024	<u>9,733</u>
Depreciation	
As at 1 January 2024	8,608
Charge for the year	<u>375</u>
As at 31 December 2024	<u>8,983</u>
Net book value at 31 December 2024	<u>750</u>
Net book value at 31 December 2023	<u>1,125</u>

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2024**

7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Trade debtors	19,949	3,435
Prepayments	60	-
Other debtors	<u>12,472</u>	<u>-</u>
	<u><u>32,481</u></u>	<u><u>3,435</u></u>

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2024	2023
	£	£
Trade creditors	16,867	8,197
Accruals and deferred income	<u>15,811</u>	<u>19,270</u>
	<u><u>32,678</u></u>	<u><u>27,467</u></u>

9. FUNDS

	Balance at 1 January 2024 £	Movement in funds Incoming resources £	Resources expended/transfers £	Balance at 31 December 2024 £
Unrestricted funds	125,631	364,542	(324,077)	166,096
Restricted funds	<u>9,334</u>	<u>14,579</u>	<u>(12,620)</u>	<u>11,294</u>
	<u><u>134,965</u></u>	<u><u>379,121</u></u>	<u><u>(336,697)</u></u>	<u><u>177,389</u></u>

Unrestricted funds

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

Restricted funds

Specific donations collected from members can be used to assist people who may require financial assistance to attend EACH activities.

10. 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 which is in agreement with the constitution of the charity.

No trustees received remuneration during the year (2023: none). During the year payments totalling £6,510 were made to 6 trustees for out-of-pocket travel and subsistence expenses (2023: none).

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Accounts

**REPORT OF THE TRUSTEES AND
FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2023
FOR
EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE**

Charity number: 1159050

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

CONTENTS OF THE FINANCIAL STATEMENTS
for the year ended 31 December 2023

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EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

for the year ended 31 December 2023

CHARITY INFORMATION

TRUSTEES:

Lorraine Noble (President)	Sibylle Jeanine Felber
Marcy Rosenbaum	Jesus Gonzalez-Lama
Maria Corina Barbaros (appt. 16/05/23)	Lauren Hamel
Alexia Papageorgiou	Michael Kaffman
Eva Bitzer	Conor Gilligan
Margarida Carvalho Figueiredo Ferreira Braga	Emanuela Mazza
Richard Brown	Marie Morris
Kristien Coteur (appt. 01/01/23)	Shakaib Rehman
Sandra Winterburn (res. 01/01/24)	Julia Menichetti Delor
Nanon Henriette Margaux Labrie (appt. 14/03/23)	
Gitte Thybo Pihl	
Andrew Ward	
Maddalena Fiordelli	

CHARITY OFFICES:

SAS Event Management
The Old George Brewery
Rollestone Street
Salisbury
SP1 1DX

CHARITY NUMBER:

1159050

INDEPENDENT EXAMINER:

Nicholas Jones FCCA
Fawcetts LLP
Chartered Accountants
Windover House
St Ann Street
Salisbury
SP1 2DR

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2023

The Trustees of the charity present their report with the financial statements of the Charity for the year ended 31 December 2023.

LEGAL STATUS

EACH: International Association for Communication in Healthcare (EACH), originally called the European Association for Communication in Healthcare, was established in 2001 as an unincorporated entity. It was entered into the UK register of charities on 3rd November 2014 as a Charitable Incorporated Organisation. The change in name was agreed at an Annual General Meeting on 14th November 2016 and registered by the Charity Commission on 9th December 2016.

TRUSTEES

Trustees are appointed and removed in accordance with the Constitution.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The aim of EACH is the relief of sickness and the preservation of health of patients for the public benefit, by the promotion of effective, evidence-based and patient-centred healthcare communication between patients, those close to them and healthcare practitioners, throughout the world.

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

- mission and values
- internal practices and governance
- financial strategy, practices, and relationships with funders

EACH is governed by the Executive Committee on behalf of the Board of Trustees. The Executive Committee comprises the President, President-Elect, Past-President, Treasurer, Chair of the Advisory Committee and Chairs of the three Sub-committees: rEACH (Research), tEACH (Teaching) and pEACH (Policy and Practice).

The Executive Committee is the highest decision-making body of EACH and makes all decisions concerning the strategic direction of the Association, including financial strategy, priorities for EACH's activities, policies and procedures, and future development, on behalf of the Board of Trustees.

The Advisory Committee consists of voting National Representatives (countries with five or more members), non-voting National Representatives (countries with fewer than five members) and Deputy National Representatives. Voting National Representatives are eligible to be Trustees.

The Board of Trustees comprises the Executive Committee and voting National Representatives who have opted to be Trustees, according to the Constitution. In 2023, there were National Representatives from 22 countries, of whom 17 were voting representatives.

The three Presidents meet monthly with the full Executive meeting every other month. Finance meetings are held four times a year. The three Sub-committees (rEACH, tEACH and pEACH) and the Advisory Committee each meet twice a year. Board of Trustee meetings are held twice a year, one of which is the Annual General Meeting. Meetings are held primarily by videoconference.

Elections for the roles of President-Elect, Treasurer and National Representatives take place every 2 years, according to the Constitution, at the Annual General Meeting. The 2023 Annual General Meeting took place on 19th September by videoconference and was attended by 24 members, which was quorate. There were no elections required.

Membership of EACH is open to all those who are interested in healthcare communication. In 2023, there were 543 members from 45 countries worldwide. The standard membership fee at the end of 2023 was £110. Reduced membership fees are offered to undergraduate and postgraduate students, members over 65 years old, members renewing for 2 years, and members with institutional membership. In addition, members experiencing straitened financial circumstances can apply for a reduced fee (50% discount on standard membership).

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2023

The main sources of funding for the Association's activities come from membership fees, conferences, courses, consultancy, sponsorship and charitable donations. In 2023, EACH reversed its policy not to accept sponsorship from the pharmaceutical industry. EACH's sponsorship policy mandates that sponsors must have no influence on the content of EACH's events or activities.

The Trustees give of their time freely in accordance with the voluntary principle. Executive Committee members receive reimbursement only for actual costs incurred (such as travel and accommodation), where necessary in the course of service to EACH and when they do not have alternative sources of funding, in accordance with the EACH Expenses Policy.

EACH hosts a publicly accessible website (<https://each.international>) which provides information about the Association, its aims and activities, and resources. The website includes restricted areas for the membership and committees, where information can be posted, and documents (such as meeting minutes and policies) made available to those who need them. This enables communication and networking among the membership (e.g., within country networks or topic-specific groups) and facilitates remote committee work.

Management of the Association and the biennial EACH-hosted International Conference on Communication in Healthcare (ICCH) is provided by:

SAS Event & Association Management,
The Old George Brewery, Rolleston Street,
Salisbury SP1 1DX UK,
Phone: +44 (0)1722 415154,
Email: info@each.international.

RISK MANAGEMENT

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

STRATEGY

EACH is a worldwide organisation which aims to improve effective, evidence-based patient-centred healthcare communication, through the engagement of all who are active in healthcare communication research, teaching, policymaking, and practice.

EACH's objectives are to:

- Promote the development of healthcare research and health professional education to improve the quality of communication in healthcare globally and hence improve the health outcomes of the public.
- Enable the exchange of teaching and research methodologies and resources within the community of healthcare communication researchers and educators, to enhance the quality of communication in healthcare and thereby improve the experience of patients and those close to them.
- Influence healthcare policy through disseminating knowledge about effective communication in healthcare, extolling best practice in education, encouraging healthcare organisations to respond to changing needs, and fostering a culture of compassionate, patient-centred care which supports patient autonomy in decision-making.
- Develop active global networks of researchers, teachers, and practitioners, who are committed to improving patients' experiences of communication in healthcare.
- Support individual nations to develop high quality research, teaching, policy, and practice in healthcare communication.

The strategy of the Association has been devised specifically for public benefit. All members of the public will be patients at some point in their lives, and many will be family members, carers, or advocates of those who are patients. The quality of healthcare that people receive, and the subsequent relief of sickness (or prevention of illness) strongly depends on the effectiveness of communication with their healthcare providers.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2023

Effective healthcare communication between patients, those close to them and healthcare practitioners has been demonstrated to affect the health of patients through improvements in the information available to patients, better emotional care, and support for patients to make decisions about care that are right for them in their individual circumstances. Effective healthcare communication leads to more efficient, accurate and supportive medical care, improves the effectiveness of medical consultations and interventions, and reduces medical error.

Effective healthcare communication not only leads to better care, but to less expensive care, with fewer unnecessary medical interventions and reduced inappropriate or ineffective treatments. Moreover, effective healthcare communication leads to a reduction in disparities in health care through minimizing minoritized patient experiences of stigma and discrimination. Over 50 years of healthcare communication research has demonstrated that there are many problems in healthcare communication between professionals and patients and that there are 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.

In 2023, EACH continued to respond to the needs of its members and those interested in healthcare communication through:

- maintaining a dedicated webpage to share resources
- hosting free webinars
- running courses
- providing consultancy
- contributing to international healthcare communication conferences, events and publications.

These activities support researchers, educators, policy makers and practitioners in healthcare communication. Alongside these efforts, the Executive Committee continued to work on delivering the strategic plan for the Association to expand the reach and influence of EACH.

The Executive was led by Lorraine Noble (President), and supported by the President-Elect (Richard Brown), Past President (Marcy Rosenbaum) and Treasurer (Maddalena Fiordelli). The Executive concentrated on the following areas:

- Reviewing EACH's key tasks, policies and procedures, to ensure that EACH's policies and procedures are updated, accessible, transparent and fair. This included developing a key tasks calendar to improve efficiency of workload planning.
- Developing a financial strategy for EACH. This was needed to mitigate the financial losses during the pandemic years and address the income-expenditure discrepancy arising from inflationary increases in Association running costs. This included reviewing all policies with financial implications (e.g. Expenses, Donations, Sponsorship) and scaling back discretionary spending, i.e. expenditure other than on fixed and unavoidable Association running costs.
- Reducing costs. This included examining all items of expenditure, including fixed and unavoidable costs and discretionary spending, and exploring ways to minimise avoidable expenditure to ensure that expenditure does not exceed income.
- Fundraising. This included exploring strategies to raise income, particularly conference sponsorship and donations, in order to generate funds that could be allocated to new initiatives and projects.
- Membership enhancement. This included identifying approaches that may increase the reach of EACH across countries and health professional disciplines, in order to increase membership and better connect colleagues working in healthcare communication.
- Establishing member needs. This included exploring priorities for EACH's activity to promote patient-centred healthcare communication in post-pandemic healthcare.

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REPORT OF THE TRUSTEES for the year ended 31 December 2023

ACTIVITIES

To translate the strategy into practice, EACH continues to undertake the following activities. The Association:

- Organises a biennial, major international conference on healthcare communication research, teaching, policy and practice, to bring together the community of healthcare researchers, educators and practitioners.
- Provides workshops, courses, webinars, and meetings on specific research, teaching and policy and practice components of healthcare communication for teachers, researchers and policy makers.
- Develops and supports active networks of teachers, researchers, policy makers, early career researchers and practitioners through communication at meetings (both in-person and online) and via the internet (website and social media).
- Provides a dedicated website to raise awareness and share related resources on teaching, research and policy and practice with the wider community of healthcare practitioners, researchers, teachers, practitioners and policy makers.
- Collaborates with existing networks and associations which have similar purposes.
- Is affiliated with the scientific journal, PEC Patient Education and Counseling, to disseminate results of research, scholarly perspectives and activities focused on healthcare communication.
- Funds scholarships for students (undergraduate and graduate) and members with low income/resources to attend EACH-hosted ICCH conferences and other EACH events.
- Provides an EACH Fellowship that recognizes the voluntary contributions of EACH members who provide sustained leadership that progresses the EACH goals.
- Awards two prizes on a biennial basis for (a) research and (b) teaching, to recognise the contribution of colleagues to advancing work in healthcare communication.
- Carries out site visits to establish networks, and train teachers and researchers, in countries around the world without established healthcare communication research and teaching programmes.
- Promotes best practice in healthcare communication to other local and national organisations.
- Responds to requests from governments and healthcare organisations to review key policy documents from a healthcare communication perspective.

The three Sub-committees promote networks for research (rEACH), teaching (tEACH) and policy and practice (pEACH) respectively. These Sub-committees are composed of leaders in the field and actively promote the various activities provided by the Association to as wide a group of healthcare researchers, teachers, policy makers and practitioners as possible. Networks are established in individual countries throughout the world, through the work of National Representatives and their Deputies. Members may also form Special Interest Groups to facilitate networking and sharing of resources and best practice within topics or disciplines (e.g. health communication education research, healthcare communication in oral healthcare, language and cultural discordance in healthcare communication).

When researchers, teachers, policy makers and practitioners contact the Association, it attempts to provide bespoke advice and solutions to their issues. It is this education, research, policy and practice activity that leads to improvements in healthcare communication and therefore to public benefit.

ACHIEVEMENTS AND PERFORMANCE

(1) International conference

EACH and the Academy of Communication in Healthcare (ACH, based in the USA) collaborate in organising the annual International Conference on Communication in Healthcare (ICCH). EACH organises and hosts the conference in even years, and ACH organises and hosts the conference in the odd years.

The ACH-hosted ICCH 2023 took place in Puerto Rico from 22-25 October. This was an in-person event only. EACH members were involved in the planning committee and in presenting and disseminating work at the conference.

(2) EACH courses

The following courses were delivered, either in-person or online during 2023:

- How to teach: experiential teaching
- Working with simulated patients
- Curriculum development in communication
- Observational coding of healthcare communication: unpacking patient-provider interactions

The biennial Summer School for early career researchers was hosted by the Research Sub-committee (rEACH).

A number of webinars were organised by the Sub-committees, Special Interest Groups and some countries. These were provided free to members and non-members.

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REPORT OF THE TRUSTEES for the year ended 31 December 2023

(3) The Advisory Committee

The Advisory Committee (AC) Chair was Lode Verreyen and the Co-chair was Eva Doherty. Going forward into 2024, Marianne Brouwers will join the team as a second Co-chair.

- The AC members meet twice a year online, and once in person during the ICCH conferences.
- Members held a meeting in November 2023, together with the Treasurer, to discuss the financial situation of EACH and the propositions made by the Presidents and the Executive.
- This discussion will be taken further on the next in person meeting we will be having at ICCH 2024 in September in Zaragoza.
- The AC members are actively involved in networking, finding and evaluating new candidates for presidency, finding new cities to host ICCH.
- The AC's Networking Committee is organizing the networking events, in person and online, for the next ICCH 2024 in Zaragoza.

(4) Research Sub-committee (rEACH)

The aims of rEACH are to promote good quality healthcare communication research and to support the development of high-quality researchers. These aims are pursued by promoting networking, quality research, international research collaborations and encouraging the development of early-career researchers.

In 2023, rEACH was under the leadership of Alexia Papageorgiou (Chair), and Calum McHale and Leonie Visser (Co-chairs). In mid-December 2023, the Chair and Co-chairs stepped down, being replaced by Evelyn Watson as Chair and India Pinker as Co-chair. The sub-committee had 28 members who actively contributed to projects and online meetings. Three full committee meetings took place online and project leads met online approximately once every 8 weeks.

In 2023 rEACH continued consolidating its activity by working on these main pillars:

1. **Connectivity:** This group aims to stimulate connectivity between healthcare communication researchers by providing relevant content from researchers around the world. Planned actions: enhancing connectivity via online webinars and supporting social media activity.
2. **Tools:** Several new tools have been added to the searchable database of coding tools. The database has been used during the research course on observational coding to familiarize participants with existing tools. In 2022 members of this working group started an article selection for a systematic review of existing coding tools, in collaboration with the research group of Richard Brown (Virginia Commonwealth University, USA, and EACH President-Elect). The review results will be used to update the database. The database which was previously fully accessible only to EACH members was made available to the public in 2023.
3. **Training:** Research courses on offer focused on observational coding. The shared decision-making course was cancelled due to low numbers. The observational coding course was held as a pre-conference workshop in Glasgow in September 2022. This was delivered in-person and was well attended (13 participants).
4. **Summer School:** In September 2023, the second online Summer School ran successfully, with 12 early career researchers attending from 9 countries. The programme received very positive feedback from both attendees and facilitators. A report of this feedback has been prepared and can be sent through to any who wish to read it. This working group will be dormant until September 2024 to reflect the biannual nature of the programme.
5. **Writing:** Since 2021, rEACH provides Association Pages to PEC relating to topics or methodologies relevant to healthcare communication research (e.g. how to code communication, or how to run effective online meetings, written by 2023 Summer School attendees). Eight pieces with this format have been delivered so far.
6. **Digital Media Group:** This group was established in 2023 in order to promote rEACH's work through social media.
7. **rEACH and yEACH:** rEACH has been working with 'yEACH', the Special Interest Group composed of early career researchers. yEACH has two new 'liaison' members with rEACH.

(5) Teaching Sub-committee (tEACH)

tEACH is the Sub-committee of EACH that aims to provide expertise, support, resources and networking opportunities for healthcare communication teachers across the world. In 2023, tEACH was led by Sandra Winterburn as Chair, supported by Jane Ege Møller as Co-chair. In December 2023, Sandra Winterburn stepped down as Chair. Going forward from January 2024, the new Chair will be Jane Ege Møller, together with two new Co-chairs Gozie Offiah and Eva Doherty.

At the end of 2023, the tEACH Sub-committee consisted of 35 members representing a variety of healthcare disciplines from 20 countries.

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In 2023, tEACH went through a transformation phase and re-organised its project group structure in order to meet current needs of clinical communication skills teachers. From December 2023 tEACH organized four main project groups:

1. *Teacher support and resources*: This subgroup leads the development of the searchable database of teaching tools available on the EACH website. This group will continue to collect teaching tools from communication teachers and refine the functions of this database. In addition, this group delivered the monthly online initiative the 'Teachers' Lounge' where educators meet and collaborate on specific topics related to clinical communication.
2. *Courses for Clinicians*: This new group focuses on developing and offering courses on health communication that are targeted at clinicians in various healthcare disciplines. The group will develop online and in-person courses.
3. *Assessment*: This group has continued to work on all aspects of assessing clinical communication. Together with EACH colleagues from Australia they have been cooperating to formulate the 'Ottawa Conference Consensus Statement on the Assessment of Communication Skills'. The group will participate in the Ottawa Conference in Melbourne 2024, which focuses on assessment in medical education. Going forward, the group plans to work on interprofessional communication assessment.
4. *Courses and support for trainers*: This subgroup provides annual 'Train the Trainer' courses on What to Teach, How to Teach, and Curriculum Development. The group developed on-line versions of the What to Teach and Curriculum Development course and both ran several times with good attendance. In addition, one in-person How to Teach courses was held in Brussels, Belgium. There has been interest for locally based courses (e.g. Thailand and Hungary) and the group plan to work together with local stakeholders to develop these initiatives.

tEACH members contributed to the Academy of Communication in Healthcare (ACH)-hosted ICCH in Puerto Rico 2023 and organised the Pairing with Colleagues programme, which pairs junior/early career professionals with senior professionals for mentorship discussions over the course of the conference.

tEACH is involved in the Planning Committee for ICCH 2024 and chairs the tEACH Teaching Award committee, which awards a prize to an educator who has had an outstanding impact on healthcare communication education.

Looking forward, tEACH's six month goals are to:

1. Expand the reach of the Teachers' Lounge further to include under-represented countries and professional groups.
2. Update and grow the database of resources and consider making these available to both EACH and non-EACH members.
3. Develop courses for clinicians both online and in-person.
4. Provide theoretical and practical resources on assessment.
5. Offering courses for teachers in clinical communication

(6) Policy and Practice Sub-committee (pEACH)

pEACH focuses on policy, practice, public relations, and promotion of current research in communication in healthcare originating from the field of implementation science. It emphasizes the ability of health systems to improve the quality of care by translating research evidence into health care practice and policy. The core objective is to promote the implementation of findings from health communication research, a discipline that has successfully identified several health care areas where improved communication and the use of evidence-based communication education can lead to optimal patient-centred care.

pEACH targets policymaking, policy influencing and clinical practice in health communication. Its specific mission is to foster the application of health communication education and research into healthcare practice, professional educational programmes to increase promotion and enhance public relations, everyday clinical practice, and policy.

In 2023 pEACH was composed of 28 members from 17 countries. The pEACH Chair was Shakaib Rehman (USA). Demi Krystallidou stepped down as Co-chair and Calum MacKichan (Belgium) and Sarah Gilani (Norway) were elected as Co-chairs in December 2023.

pEACH activities focus on the following projects:

Networking

Knowledge dissemination and implementation are not isolated processes but require a dialogue between researchers and the different stakeholders, i.e. creators and users of evidence. Engaging in networking activities is an

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important mechanism for knowledge dissemination as it results in the exchange of views and the creation of synergies for the improvement of professional practice. Through its activities, pEACH acts to raise the profile of EACH as the leading international association for promoting effective communication between patients, relatives, and health providers. It also works to identify what EACH can offer to enhance health communication at different levels of the health care system policies.

In 2023, the following academic journal articles were published for the healthcare communication community:

- Gilligan C, Bigi S, Rehman S. What constitutes an 'evidence-base' in the healthcare communication field? *Patient Educ Couns.* 2023 May;110:107685. doi: 10.1016/j.pec.2023.107685
- White SJ, Condon B, Ditton-Phare P, Dodd N, Gilroy J, Hersh D, Kerr D, Lambert K, McPherson ZE, Mullan J, Saad S, Stubbe M, Warren-James M, Weir KR, Gilligan C. Enhancing effective healthcare communication in Australia and Aotearoa New Zealand: Considerations for research, teaching, policy, and practice. *PEC Innov.* 2023 Sep 26;3:100221. doi: 10.1016/j.pecinn.2023.100221.
- Rehman S, Figueredo-Braga M. It's never okay to cry with a patient - or is it? *Patient Education and Counseling* 110 (2023) 107711. <https://doi.org/10.1016/j.pec.2023.107711>
- Zaratin P, Khan U, Graffigna G. Comment on "Reflections on patient engagement by patient partners: How it can go wrong". *Res Involv Engagem.* 2023 Dec 22;9(1):122. doi: 10.1186/s40900-023-00534-2
- Barbara C. Schouten, Linn Manthey, Claudio Scarvaglieri, Teaching intercultural communication skills in healthcare to improve care for culturally and linguistically diverse patients. *Patient Education and Counseling*, 2023, 115:107890, <https://doi.org/10.1016/j.pec.2023.107890>.
- Dewi SP, Wilson A, Duvivier R, Kelly B, Gilligan C. Perceptions of medical students and their facilitators on clinical communication skills teaching, learning, and assessment. *Front Public Health.* 2023 Jun 26;11:1168332. doi: 10.3389/fpubh.2023.1168332.
- Eide H, Ho EY, Gilligan C, Noordman J, Street RL Jr, Finset A. Communication research in a post-COVID era: Special Section with invited papers from the International Conference on Communication in Healthcare 2022 (ICCH-2022). *Patient Educ Couns.* 2023 Oct;115:107945. doi: 10.1016/j.pec.2023.107945
- Fiordelli M, Rubinelli S, Diviani N. Acceptance of Public Health Measures During the COVID-19 Pandemic: A Cross-Sectional Study of the Swiss Population's Beliefs, Attitudes, Trust, and Information-Seeking Behavior. *Int J Public Health.* 2023 Jun 20;68:1605982. doi: 10.3389/ijph.2023.1605982.
- Rubinelli S, Häfliger C, Fiordelli M, Ort A, Diviani N. Institutional crisis communication during the COVID-19 pandemic in Switzerland. A qualitative study of the experiences of representatives of public health organizations. *Patient Educ Couns.* 2023 Sep;114:107813. doi: 10.1016/j.pec.2023.107813.
- Häfliger C, Diviani N, Rubinelli S. Communication inequalities and health disparities among vulnerable groups during the COVID-19 pandemic - a scoping review of qualitative and quantitative evidence. *BMC Public Health.* 2023 Mar 6;23(1):428. doi: 10.1186/s12889-023-15295-6.
- Derington CG, Bress AP, Moran AE, Weintraub WS, Herrick JS, Cushman WC, Kronish IM, Stults B, Shimbo D, Muntner P, Greene T, Bates JT, Chang TI, Katz LA, Rehman SU, Roumie CL, Tamariz L, King JB. Antihypertensive Medication Regimens Used in the Systolic Blood Pressure Intervention Trial. *Hypertension.* 2023 Mar;80(3):590-597. doi: 10.1161/HYPERTENSIONAHA.122.20373.
- Karnieli-Miller O, Pelles S, Meitar D. Position paper: Teaching breaking bad news (BBN) to undergraduate medical students. *Patient Educ Couns.* 2022 Sep;105(9):2899-2904. <https://doi.org/10.1016/j.pec.2022.05.018>.
- Bigi, S., Ganfi, V., Borelli, E., Potenza, L., Artioli, F., Eliardo, S., Mucciarini, C., Cottafavi, L., Cruciani, M., Cacciari, C., Odejide, O., Porro, C.A., Zimmermann, C., Efficace, F., Bruera, E., Luppi, M., Bandieri, E. (2022). Perceptions of hope among bereaved caregivers of cancer patients who received early palliative care: a content and lexicographic analysis. *The Oncologist*, 27(2), e168-e175. <https://doi.org/10.1093/oncolo/oyab027>.

Knowledge creation

The second main activity of pEACH is to create a body of evidence on the value of specific interventions in health communication in relevant areas of health care practice. Scientific publications alone often cannot be directly translated into practice. However, generating knowledge syntheses in a user-friendly format can address the needs of end-users. pEACH identified areas of healthcare where communication problems can negatively impact healthcare practice, and illustrated how health communication theories, models, tools and teaching approaches can be used to help solve these problems. pEACH focuses on three main projects:

(1) '*Evidence Snapshots*': comprehensive but user-friendly documents are created, which summarise evidence from key areas of health communication research (e.g., shared decision making).

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(2) *'Position Papers Series'*: academic journal articles are published that have a policy-oriented framework and exploit further the content of the shorter Evidence Snapshots.

(3) *Educational courses, training, webinars, and workshops*: both online and in-person at the International Conference on Healthcare (ICCH). Through these educational offerings, pEACH aims to inform and enhance policymaking in the field and share evidence with key healthcare stakeholders external to the healthcare communication practitioners, researchers, scholars, students, and trainees.

In 2023 this included:

- Workshops and symposia delivered at the ICCH 2023 Puerto Rico:
 - o Negotiating effectively with policy makers/powerbrokers to change healthcare communication policies (Workshop).
 - o Making it happen: Policy implementation frameworks and intervention guidelines for healthcare communication (Symposium).
 - o Incorporating perspectives from the real world of practice and training (Symposium).
 - o Great White Shark Swims Nearby! Communication in Trouble: Patients with 'PERSONALITY DISORDERS' in your practice (Creative Arts).
- A pEACH webinar held on Zoom on Oct 31st, 2023, on 'Why policy is important and how to influence policy makers?'

In addition, Evidence Snapshots were translated into Chinese, Greek and Portuguese.

Learning from experience: lessons from implementation

In pEACH there is a strong awareness that implementation projects should be led by theory and research, but when it comes to designing interventions, previous experience is also fundamental. There is also the challenge that pEACH aims to provide useful insights for global use, but interventions are often realized locally. An initiative was started in 2019 called 'Lessons from Implementation' to produce resources that will allow all EACH member to learn from each other when designing and implementing projects that aim to impact healthcare systems by improving communication skills and practices.

In 2023, this included:

- Work continuing to develop of a core evaluation framework for implementation projects, creating a repository of experiences, and identifying key steps to maintain the effects of the intervention in the long term.

Administrative infrastructure of EACH

The administrative infrastructure is provided by SAS Events & Association Management, who provide financial, meeting and membership administration, project and event management, governance and procedure advice, and management of digital communication (e.g. website, social media).

In 2023 this included:

- Administering membership, including managing institutional membership applications and membership grant applications.
- Maintenance of the EACH website.
- Planning for the ICCH 2024 conference, in conjunction with EACH members who form the Planning Committee. SAS participates in planning meetings and undertakes all logistical planning/budgeting for the events.
- Social media support, monitoring the EACH X (Twitter) account and posting about EACH events and other items requested by EACH committees.
- Creating flyers and advertising materials.

Donation funds

Money donated to EACH falls into one of two categories, as described by the EACH Donation policy:

1. The restricted donation fund (EACH Scholarship Fund). Money donated to this fund provides financial assistance for people to: (1) attend EACH activities including conferences and workshops (the Scholarship Grant) and (2) receive discounted EACH membership (Restricted Membership Grant). Members are able to donate when renewing their membership and when booking onto events, and people are able to donate by using a button on the EACH website. The beneficiaries of this fund are applicants who would otherwise find it difficult financially to participate in EACH activities. This can include people from less-developed countries, those from countries or institutions in financial difficulties and students.

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REPORT OF THE TRUSTEES for the year ended 31 December 2023

2. The general donation fund. Money donated to this fund is allocated by the Executive to EACH priorities, e.g. new initiatives and projects, as needed.

At the end of 2023, the donation fund stood at £3,726 in the restricted donation fund and £4,304 in the general donation fund.

Financial review

In 2023, the Association made an overall net loss of £7,098. This was due to the two year cyclical nature of the Association, with income exceeding expenditure only expected in the years when EACH hosts the international conference (ICCH). All sources of income are variable. In 2023, net income from membership, courses and consultancy remained stable. Administration costs rose due to inflation, including costs for Association Management, under the terms of the 2021-25 contract with SAS Event and Association Management. The closing bank balance at 31st December 2023 was £157,872. There were no capital asset additions or disposals during the year. The Association is in good financial health, maintaining reserves as advised by Association management.

A full breakdown of 2023 financial activity is shown on the following pages.

Future directions

Maintaining the financial health of the Association is a priority for 2024, to ensure that the Association remains on a stable financial footing, despite the effects of the pandemic years and inflationary increases in costs.

Key strategic priorities for 2024 are:

- Successfully host the international conference: ICCH 2024.
- Continued work on membership enhancement.
- Developing detailed plans to seek event sponsorship.
- Develop new key policy documents such as an Environmental policy and a Conflict of Interests policy.
- Plan for the following international conference: ICCH 2026.

RESPONSIBILITIES OF THE TRUSTEES

Law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the Charity's financial activities during the year and of its financial position at the end of the year.

In preparing those financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards and statements of recommended practice have been followed subject to any departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and to enable them to ensure that the financial statements comply with applicable law and regulations. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

ON BEHALF OF THE TRUSTEES:

Signed by:

.....
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Dr Lorraine Noble - President

Dated: ..02...September...2024.....

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 December 2023 which are set out on pages 12 to 18.

RESPONSIBILITIES AND BASIS OF REPORT

As the charity's trustees of the trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of your charity's accounts as carried out under section 145 of the Act and in carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Act.

INDEPENDENT EXAMINER'S STATEMENT

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable accounting requirement concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a "true and fair" view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

DocuSigned by:



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Nicholas Jones FCCA
Fawcetts LLP
Chartered Accountants
Windover House
St Ann Street
Salisbury
SP1 2DR

Date: ..02...September...2024

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

STATEMENT OF FINANCIAL ACTIVITIES
for the year ended 31 December 2023

CHARITY NUMBER: 1159050

	Notes	2023			2022
		£	£	£	£
INCOME AND EXPENDITURE		Unrestricted	Restricted	Total	Total
INCOME AND ENDOWMENTS FROM:					
Donations and subscriptions	2	41,841	796	42,637	46,272
Charitable activities	3	46,385	3,200	49,585	294,702
Income from investments		654	-	654	
Total		88,880	3,996	92,876	340,974
EXPENDITURE ON:					
Charitable activities	4	96,861	3,113	99,974	318,307
Total		96,861	3,113	99,974	318,307
NET INCOME/(EXPENDITURE) FOR THE YEAR					
		(7,981)	883	(7,098)	22,667
Funds brought forward at 1 January 2023		133,612	8,451	142,063	119,396
TOTAL FUNDS CARRIED FORWARD AT 31 DECEMBER 2023		125,631	9,334	134,965	142,063

The Statement of Financial Activities includes all gains and losses recognised in the period.

All incoming resources and resources expended derive from continuing activities.

The notes form part of these financial statements

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE**BALANCE SHEET
31 December 2023****CHARITY NUMBER: 1159050**

		<u>2023</u>		<u>2022</u>	
	Notes	£	£	£	£
FIXED ASSETS:					
Tangible	6		1,125		1,687
CURRENT ASSETS:					
Debtors	7	3,435		4,607	
Cash at bank and in hand		<u>157,872</u>		<u>168,019</u>	
		161,307		172,626	
CREDITORS: Amounts falling due within one year	8	<u>(27,467)</u>		<u>(32,250)</u>	
NET CURRENT ASSETS:			<u>133,840</u>		<u>140,376</u>
TOTAL ASSETS LESS CURRENT LIABILITIES:			<u>134,965</u>		<u>142,063</u>
FUNDS:					
Unrestricted funds	9		125,631		133,612
Restricted funds	9		<u>9,334</u>		<u>8,451</u>
			<u>134,965</u>		<u>142,063</u>

ON BEHALF OF THE TRUSTEES:

Signed by:

Lorraine Noble

.....808871A100D34CC.....

Dr Lorraine Noble - President

Approved by the trustees on: 02 September 2024

The notes form part of these financial statements

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

STATEMENT OF CASH FLOWS
31 December 2023

		2023	2022
		£	£
	Notes		
Cash flows from operating activities:	a	(10,801)	41,358
Cash flows from investing activities:			
Royalty income and bank interest		654	-
Purchase of tangible fixed assets		<u>-</u>	<u>-</u>
Cash provided by (used in) investing activities		-	-
Change in cash and cash equivalents for the year		(10,147)	41,358
Cash and cash equivalents brought forward at 1 January		168,019	126,661
Cash and cash equivalents carried forward at 31 December	b	<u>157,872</u>	<u>168,019</u>

a) Reconciliation of net income/(expenditure) to net cash flow from operating activities

	2023	2022
	£	£
Net income/(expenditure) for the year as per the Statement of Financial Activities	(7,098)	22,667
Add back depreciation	562	843
Less investment income	(654)	-
(Increase)/decrease in debtors	1,172	14,222
Increase/(decrease) in creditors	<u>(4,783)</u>	<u>3,626</u>
Net cash provided by/(used in) operating activities	<u>(10,801)</u>	<u>41,358</u>

b) Analysis of cash and cash equivalents

	2023	2022
	£	£
Cash at bank and in hand	<u><u>157,872</u></u>	<u><u>168,019</u></u>

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

NOTES TO THE FINANCIAL STATEMENTS for the year ended 31 December 2023

1. ACCOUNTING POLICIES

Basis of accounting

The financial statements have been prepared under the Charities Act 2011 on the historical cost convention, except investment assets that are carried at market value. The financial statements are prepared in accordance with applicable accounting standards and the Statement of Recommended Practice on Accounting and Reporting by Charities: Charities SORP 2019 FRS102.

EACH: International Association For Communication In Healthcare meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

The accounts are presented in Sterling (£) which is the functional currency of the charity and are prepared on a going concern basis. In the opinion of the trustees the charity will be able to operate for the foreseeable future.

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Incoming resources

All incoming resources are included in the statement of financial activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Voluntary income and donations are accounted for as received by the charity.

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

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.

In accordance with the Charities SORP (FRS102), general volunteer time is not recognised in the accounts. On receipt, donated professional services and donated facilities are recognised as income on the basis of the value of the gift to the charity which the charity would be willing to pay to obtain services or facilities of equivalent economic benefit on the open market. A corresponding amount is then recognised in expenditure in the period of receipt.

Resources expended and irrecoverable VAT

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of the resources.

Expenditure on charitable activities includes the costs of delivering training courses and events undertaken to further the purposes of the charity and their associated support costs.

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

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2023****1. ACCOUNTING POLICIES continued****Tangible fixed assets**

All assets costing over £1,500 are capitalised. Tangible fixed assets are depreciated on a reducing balance basis at the following rates:

Computer equipment and software – 33.3% per annum

Debtors

Debtors are measured at their recoverable amount.

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Foreign currency

Transactions are carried out primarily in euros and pounds sterling. Foreign currency balances at the year end are translated into pounds sterling at the rate ruling at the balance sheet date. Transactions in foreign currencies are translated at the actual rate on the day of the transaction.

2. DONATIONS AND SUBSCRIPTIONS

	Unrestricted £	Restricted £	2023 £	2022 £
Donations	4,304	796	5,100	1,116
Membership subscriptions	<u>37,537</u>	<u>-</u>	<u>37,537</u>	<u>45,156</u>
	<u>41,841</u>	<u>796</u>	<u>42,637</u>	<u>46,272</u>

3. CHARITABLE ACTIVITIES

	Unrestricted £	Restricted £	2023 £	2022 £
Training income	44,434	3,200	47,634	44,964
Sponsorship income	-	-	-	9,728
Conference income	-	-	-	240,010
Other income	<u>1,951</u>	<u>-</u>	<u>1,951</u>	<u>-</u>
	<u>46,385</u>	<u>3,200</u>	<u>49,585</u>	<u>294,702</u>

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2023****4. EXPENDITURE ON CHARITABLE ACTIVITIES**

	Membership Benefits £	Research, Teaching Events and Courses £	2023 Total £	2022 Total £
Training & research courses costs, including events/conferences	-	34,678	34,678	253,293
Governance costs	-	1,716	1,716	1,620
Support costs	-	63,580	63,580	63,394
	-	99,974	99,974	318,307

The support costs relate to the two key charitable activities and these are split between outsourced administration of £59,596 (2022 - £56,303) and general office costs of £3,984 (2022 - £7,091).

Governance costs represent accountancy fees.

5. NET INCOME/(EXPENDITURE)

This is stated after charging:

	2023 £	2022 £
Independent examiners fee	1,716	1,620
Depreciation	562	843

6. TANGIBLE FIXED ASSETS

	2023 £
Cost	
As at 31 December 2022 and 2023	9,733
Depreciation	
As at 1 January 2023	8,046
Charge for the year	562
As at 31 December 2023	8,608
Net book value at 31 December 2023	1,125
Net book value at 31 December 2022	1,687

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2023****7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2023	2022
	£	£
Trade debtors	<u>3,435</u>	<u>4,607</u>
	<u>3,435</u>	<u>4,607</u>

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2023	2022
	£	£
Trade creditors	8,197	15,205
Other creditors	-	1,951
Accruals and deferred income	<u>19,270</u>	<u>15,094</u>
	<u>27,467</u>	<u>32,250</u>

9. FUNDS

	Balance at 1 January 2023 £	Incoming resources £	Movement in funds Resources expended/transfers £	Balance at 31 December 2023 £
Unrestricted funds	133,612	88,880	(96,861)	125,631
Restricted funds	<u>8,451</u>	<u>3,996</u>	<u>(3,113)</u>	<u>9,334</u>
	<u>142,063</u>	<u>92,876</u>	<u>(99,974)</u>	<u>134,965</u>

Unrestricted funds

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

Restricted funds

Specific donations collected from members can be used to assist people who may require financial assistance to attend EACH activities.

10. 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 which is in agreement with the constitution of the charity.

No trustees received remuneration (2022: none) and no trustees were reimbursed for out-of-pocket expenses during the year (2022: £8,371).

Accounts

**REPORT OF THE TRUSTEES AND
FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2022
FOR
EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE**

Charity number: 1159050

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

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for the year ended 31 December 2022**

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EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE**for the year ended 31 December 2022****CHARITY INFORMATION****TRUSTEES:**

Lorraine Noble (President)	Jesus Gonzalez-Lama (appt. 07/09/22)
Marcy Rosenbaum	Lauren Hamel (appt. 07/09/22)
Maria Corina Barbaros (appt. 16/05/23)	Michael Kaffman
Sarah Bigi (res. 07/09/22)	Nanon Henriette Margaux Labrie (appt. 14/03/23)
Eva Bitzer	Emanuela Mazza
Margarida Carvalho Figueiredo Ferreira Braga	Marie Morris (appt. 07/09/22)
Maria Helena Brouwers (res. 07/09/22)	Alexia Papageorgiou (appt. 07/09/22)
Richard Brown	Arwen Helena Pieterse (res. 07/09/22)
Kristien Coteur (appt. 01/01/23)	Gitte Thybo Pihl (appt. 10/09/22)
Nicola Diviani (res. 07/09/22)	Shakaib Rehman (appt. 07/09/22)
Eva Doherty (res. 07/09/22)	Marlene Sator (res. 07/09/22)
Hilde Eide (res. 07/09/22)	Maria Stubbe (res. 07/09/22)
Maria Elorza (res. 07/09/22)	Lode Verreyen
Sibylle Jeanine Felber (appt. 07/09/22)	Andrew Ward (appt. 07/09/22)
Maddalena Fiordelli (appt. 07/09/22)	Evelyn Van Weel-Baumgarten (res. 07/09/22)
Conor Gilligan	Sandra Winterburn

CHARITY OFFICES:

SAS Event Management
 The Old George Brewery
 Rolleston Street
 Salisbury
 SP1 1DX

CHARITY NUMBER:

1159050

INDEPENDENT EXAMINER:

Nicholas Jones FCCA
 Fawcetts LLP
 Chartered Accountants
 Windover House
 St Ann Street
 Salisbury
 SP1 2DR

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2022

The Trustees of the charity present their report with the financial statements of the Charity for the year ended 31 December 2022.

LEGAL STATUS

EACH: International Association for Communication in Healthcare (EACH), originally called the European Association for Communication in Healthcare, was established in 2001 as an unincorporated entity. It was entered into the UK register of charities on 3rd November 2014 as a Charitable Incorporated Organisation. The change in name was agreed at an Annual General Meeting on 14th November 2016 and registered by the Charity Commission on 9th December 2016.

TRUSTEES

Trustees are appointed and removed in accordance with the Constitution.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The aim of EACH is the relief of sickness and the preservation of health of patients for the public benefit, by the promotion of effective, evidence-based and patient-centred healthcare communication between patients, those close to them and healthcare practitioners, throughout the world.

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

- mission and values
- internal practices and governance
- financial strategy, practices, and relationships with funders

EACH is governed by the Executive Committee on behalf of the Board of Trustees. The Executive Committee comprises the President, President-Elect, Past-President, Treasurer, Chair of the Advisory Committee and Chairs of the three Sub-committees: rEACH (Research), tEACH (Teaching) and pEACH (Policy and Practice).

The Executive Committee is the highest decision-making body of EACH and makes all decisions concerning the strategic direction of the Association, including financial strategy, priorities for EACH's activities, policies and procedures, and future development, on behalf of the Board of Trustees.

The Advisory Committee consists of voting National Representatives (countries with five or more members), non-voting National Representatives (countries with fewer than five members) and Deputy National Representatives. Voting National Representatives are eligible to be Trustees.

The Board of Trustees comprises the Executive Committee and voting National Representatives who have opted to be Trustees, according to the Constitution.

The three Presidents meet monthly with the full Executive meeting every other month. The three Sub-committees (rEACH, tEACH and pEACH) and the Advisory Committee each meet twice a year. Three Finance meetings were held in 2022. The Association's meetings are held primarily by videoconference, unless scheduled to coincide with an in-person event, such as a conference. The 2022 Annual General Meeting was held at the EACH-hosted International Conference on Communication in Healthcare (ICCH) in Glasgow.

Membership of EACH is open to all those who are interested in healthcare communication. In 2022, there were 543 members from 42 countries worldwide.

The standard membership fee at the end of 2022 was £110. Reduced membership fees are offered to undergraduate and postgraduate students, members over 65 years old, members renewing for 2 years, and members with institutional membership. In addition, members experiencing straitened financial circumstances can apply for a reduced fee (50% discount on standard membership).

In 2022, there were National Representatives from 22 countries, of whom 16 were voting representatives. Elections for the roles of President-Elect, Treasurer and National Representatives take place every 2 years, according to the Constitution, at the Annual General Meeting. The 2022 Annual General Meeting took place on 7th September

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2022

and was attended by 62 members, which was quorate. At the meeting Marcy Rosenbaum stepped down as President and became Past President, Lorraine Noble started her role as President, Richard Brown was elected as the new President-Elect, Maddalena Fiordelli was re-elected as the Treasurer, and National Representatives were elected, re-elected, or thanked for their service if standing down.

The main sources of funding for the Association's activities come from membership fees, 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.

The Trustees give of their time freely in accordance with the voluntary principle. Executive Committee members receive reimbursement only for actual costs incurred (such as travel and accommodation), where necessary in the course of service to EACH and when they do not have alternative sources of funding, in accordance with the EACH Expenses Policy.

EACH hosts a publicly accessible website (<https://each.international>) which provides information about the Association, its aims and activities, and resources. The website includes restricted areas for the membership and committees, where information can be posted, and documents (such as meeting minutes and policies) made available to those who need them. This enables communication and networking among the membership (e.g., within country networks or topic-specific groups) and facilitates remote committee work.

Management of the Association and the biennial EACH-hosted International Conference on Communication in Healthcare (ICCH) is provided by:

SAS Event & Association Management,
The Old George Brewery, Rolleston Street,
Salisbury SP1 1DX UK,
Phone: +44 (0)1722 415154,
Email: info@each.international.

RISK MANAGEMENT

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

STRATEGY

EACH is a worldwide organisation which aims to improve effective, evidence-based patient-centred healthcare communication, through the engagement of all who are active in healthcare communication research, teaching, policymaking, and practice.

EACH's objectives are to:

- Promote the development of healthcare research and health professional education to improve the quality of communication in healthcare globally and hence improve the health outcomes of the public.
- Enable the exchange of teaching and research methodologies and resources within the community of healthcare communication researchers and educators, to enhance the quality of communication in healthcare and thereby improve the experience of patients and those close to them.
- Influence healthcare policy through disseminating knowledge about effective communication in healthcare, extolling best practice in education, encouraging healthcare organisations to respond to changing needs, and fostering a culture of compassionate, patient-centred care which supports patient autonomy in decision-making.
- Develop active global networks of researchers, teachers, and practitioners, who are committed to improving patients' experiences of communication in healthcare.
- Support individual nations to develop high quality research, teaching, policy, and practice in healthcare communication.

The strategy of the Association has been devised specifically for public benefit. All members of the public will be patients at some point in their lives, and many will be family members, carers, or advocates of those who are patients. The quality of healthcare that people receive, and the subsequent relief of sickness (or prevention of illness) strongly depends on the effectiveness of communication with their healthcare providers.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2022

Effective healthcare communication between patients, those close to them and healthcare practitioners has been demonstrated to affect the health of patients through improvements in the information available to patients, better emotional care, and support for patients to make decisions about care that are right for them in their individual circumstances. Effective healthcare communication leads to more efficient, accurate and supportive medical care, improves the effectiveness of medical consultations and interventions, and reduces medical error.

Effective healthcare communication not only leads to better care, but to less expensive care, with fewer unnecessary medical interventions and reduced inappropriate or ineffective treatments. Moreover, effective healthcare communication leads to a reduction in disparities in health care through minimizing minoritized patient experiences of stigma and discrimination. Over 50 years of healthcare communication research has demonstrated that there are many problems in healthcare communication between professionals and patients and that there are 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.

In 2022, the Executive Committee continued to respond to the global Covid-19 pandemic and subsequent need of its members and the public for guidance and support in best practice healthcare communication. The Executive did this by maintaining a dedicated webpage to share resources specifically focusing on healthcare communication relating to the pandemic. Some of these resources were created by EACH and some were resources shared by members. This included resources to support researchers, educators, policy makers and practitioners.

In addition, EACH continued to offer a free e-learning course entitled 'How to Deal with Misinformation and Disinformation during Public Health Emergencies' and offered a live free Question & Answer tutorial for participants to attend.

Alongside these additional efforts, the Executive Committee continued to work on delivering the strategic plan for the Association to expand the reach and influence of EACH. Work during 2022 continued to focus on (a) increasing the reach of the EACH social media accounts, (b) expanding the variety of courses and training workshops offered by EACH to the membership and wider public; and (c) improving the EACH website to make it more user friendly to target audiences.

ACTIVITIES

To translate the strategy into practice, EACH continues to undertake the following activities. The Association:

- Organises a biennial, major international conference on healthcare communication research, teaching, policy and practice, to bring together the community of healthcare researchers, educators and practitioners.
- Provides workshops, courses, webinars, and meetings on specific research, teaching and policy and practice components of healthcare communication for teachers, researchers and policy makers.
- Develops and supports active networks of teachers, researchers, policy makers, early career researchers and practitioners through communication at meetings (both in-person and online) and via the internet (website and social media).
- Provides a dedicated website to raise awareness and share related resources on teaching, research and policy and practice with the wider community of healthcare practitioners, researchers, teachers, practitioners and policy makers.
- Collaborates with existing networks and associations which have similar purposes.
- Is affiliated with the scientific journal, PEC Patient Education and Counseling, to disseminate results of research, scholarly perspectives and activities focused on healthcare communication.
- Funds scholarships for students (undergraduate and graduate) and members with low income/resources to attend EACH-hosted ICCH conferences and other EACH events.
- Provides an EACH Fellowship that recognizes the voluntary contributions of EACH members who provide sustained leadership that progresses the EACH goals.
- Carries out site visits to establish networks, and train teachers and researchers, in countries around the world without established healthcare communication research and teaching programmes.
- Promotes best practice in healthcare communication to other local and national organisations.
- Responds to requests from governments and healthcare organisations to review key policy documents from a healthcare communication perspective.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2022

The three Sub-committees promote networks for research, teaching and policy and practice respectively. These Sub-committees are composed of leaders in the field and actively promote the various activities provided by the Association to as wide a group of healthcare researchers, teachers, policy makers and practitioners as possible. Networks are established in individual countries throughout the world, through the work of National Representatives and their Deputies.

When researchers, teachers, policy makers and practitioners contact the Association, it attempts to provide bespoke advice and solutions to their issues. It is this education, research, policy, and practice activity that leads to improvements in healthcare communication and therefore to public benefit.

ACHIEVEMENTS AND PERFORMANCE

(1) International conference

EACH and the Academy of Communication in Healthcare (ACH) collaborate in organising the annual International Conference on Communication in Healthcare (ICCH). In the even years, EACH organises and hosts ICCH (ACH in the odd years).

The EACH-hosted ICCH 2022 conference took place in Glasgow from 5-9 September and included an online conference component for those who could not attend in person. The event was very successful with 580 delegates attending and high engagement throughout.

(2) EACH courses

The following courses were delivered online during 2022:

- Observational coding of healthcare communication: unpacking patient-provider interactions
- Shared decision making: definitions, research methods, and teaching techniques
- Workplace based communication skills teaching and learning
- Online experiential communication skills teaching
- Knowledge translation and dissemination for health promotion

The Association is considering how best to offer these courses in the future, as either online or face-to-face courses. Several webinars were organised by the Sub-committees, Special Interest Groups and some countries. These were provided free for members and non-members.

(3) The Advisory Committee

The Advisory Committee Chair was Lode Verreyen and the Co-chairs were Richard Brown (until September 2022) and Eva Doherty. In 2022 the Advisory Committee held one online meeting and one in-person meeting at ICCH 2022 in Glasgow.

Items worked on:

- Two members volunteered to propose ideas on how to proceed with the committee in the future, based on the Porto Document. The Porto Document 2018 contains the views of all National Representatives on how the committee should function concerning content, process and relationships within EACH. This document also serves as a guide to new National and Deputy National Representatives, who become members of the committee. The Porto document will remain a recurring item of work in the process of developing the Advisory Committee and guiding EACH.
- Further amendments to the guidelines for National and Deputy National Representatives, put together by the representatives themselves.
- The article on the structure and function of the Advisory Committee was finalised and approved to be published in PEC Patient Education and Counseling journal in 2022.
In 2022 the Networking Committee organized the online networking activities at the online stream of ICCH in September 2022, with good feedback afterwards. Feedback after ICCH conferences constantly refers to the organised networking facilities as the most valued items of the conference. An upcoming networking event will take place at ICCH 2024.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2022

- Incorporating the Networking function into the Advisory Committee. The reason for this is that networking on a local or wider level is seen as a task for all country representatives, as stated in their guidelines. This networking will be guided by the Chairs and will be populated by members voluntarily as needed. Over the years many members have developed expertise in organising networking events. Since networking is beneficial and required for the whole of EACH, those involved in facilitating networking will have to work closely together with the Subcommittees and the Executive.
- Due to the pandemic, the plan is to work in the future with online meetings on two separate timings. This will allow all members from different time zones to participate in the Advisory Committee work. As soon as the situation allows it, we will have a larger in-person meeting to reboot the working of the committee.

(4) Research Sub-committee (rEACH)

The aims of rEACH are to promote good quality healthcare communication research and to support the development of high-quality researchers. These aims are pursued by promoting networking, quality research, international research collaborations and encouraging the development of early-career researchers.

In 2022, new leadership was elected: Alexia Papageorgiou was Chair, and Calum McHale and Leonie Visser were Co-chairs. The Sub-committee had 25 members who actively contributed to projects and online meetings. Two full committee meetings took place online and project leads met online approximately once every 8 weeks.

In 2022 rEACH continued consolidating its activity by working on these main pillars:

1. **Connectivity:** This group was established in 2022 and aims to stimulate connectivity between healthcare communication researchers. Planned actions: enhancing connectivity via the EACH website, running connectivity seminars online, and supporting social media activity.
2. **Tools:** Several new tools have been added to the searchable database of coding tools. The database has been used during the research course on observational coding to familiarize participants with existing tools. In 2022 the members of this working group started an article selection for a systematic review of existing coding tools, in collaboration with a sub-group from the Advisory Committee. The review results will be used to update the database. The database will be made available to the public in 2023.
3. **Training:** Research courses on offer focused on shared decision-making research and observational coding. The shared decision-making course was cancelled due to low numbers. The observational coding course was held as a pre-conference workshop in Glasgow in September 2022. This was delivered in-person and was well attended (13 participants).
4. **Summer School:** In September 2022, the first online Summer School ran successfully, with 12 early career researchers attending from 8 countries.
5. **Writing:** rEACH contributions are transitioning from updates on rEACH activities to more content-driven pages relating to topics or methodologies relevant to healthcare communication research (e.g. how to code communication, or how to run effective online meetings, written by 2022 Summer School attendees).
6. **rEACH and yEACH:** rEACH has been working with 'yEACH', the Special Interest Group composed of early career researchers. yEACH has two new 'liaison' members with rEACH.
7. **Healthcare Education Research:** Members of rEACH have revived the Special Interest Group 'Healthcare Education Research' which currently has 23 members. The group has carried out a successful webinar series for both EACH members and the public and worked on a research proposal.

In 2022, rEACH was involved in the planning committee for ICCH 2022 and the previous rEACH Chair (Arwen Pieterse) and one of the previous Co-chairs (Marij Hillen) led the planning committee for ICCH 2022. rEACH successfully chaired the Jozen Bensing EACH Research Award committee and announced the Research Award during ICCH 2022. Looking forward, rEACH is planning to expand its membership, continue consolidating its work and increase its visibility for the benefit of EACH researchers and the public.

(5) Teaching Sub-committee (tEACH)

tEACH is the Sub-committee of EACH that aims to provide expertise, support, resources and networking opportunities for healthcare communication teachers across the world. The Chair was Sandra Winterburn and the Co-chair was Jane Ege Møller. At the end of 2022, the tEACH Sub-committee consisted of 34 members representing a variety of healthcare disciplines from 20 countries.

In 2022, tEACH organised its work through the following 5 main project groups:

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2022

Teaching resources: This subgroup leads the development of the searchable database of teaching tools available on the EACH website. This group will continue to collect teaching tools from communication teachers and refine the functions of this database. The Teaching Tools group is currently focusing on extending the database by sourcing videos of simulated or actual consultations that can be used to supplement teaching, particularly online. More recently this group has initiated and delivered a monthly online 'Education Forum' where teachers can learn and collaborate on specific topics related to clinical communication.

Cross cultural communication teaching: Teaching about Cross-cultural communication has become increasingly important due to an increase of diversity and multiculturalism in societies and with regards to enhanced migration of patients and healthcare providers. There are six tEACH members from six countries involved in this working group. In 2022 this group conducted a scoping review on cross cultural teaching and are awaiting news of publication.

Workplace teaching: This relatively new group aims to bridge the theory/practice gap by focusing its attention on the teaching of healthcare communication in the clinical setting. The group continues to publish a Teaching Tips series which includes topics such as 'Role modelling communication in healthcare: strategies for maximizing learning.' All Teaching Tips are freely available on the EACH Website

Assessment: This workstream has continued to work on all aspects of assessing clinical communication. Focus for 2022 was written assessment, resulting in the publication of the following article in PEC Patient Education and counselling: 'What do we know about written assessment of health professionals' communication skills? A scoping review' <https://doi.org/10.1016/j.pec.2022.09.011>. During ICCH 2022 the assessment group shared their expertise with conference participants in an online workshop.

Courses and support for trainers: This subgroup provides annual "Train the Trainer" courses on What to Teach, How to Teach, Curriculum Development and Assessment (in collaboration with the Assessment group). The group has worked hard to expand its portfolio of courses during the global pandemic, with many courses being delivered online during 2022. New courses such as Teaching clinical communication skills online, Teaching Shared Decision Making and more recently Working with Simulated Patients have been added to the course offer. Going forward, the group plan to use a blended approach to course delivery to maximise both attendance and quality of teaching.

tEACH was involved in the planning committee for ICCH 2022 which included developing new activities such as the debate session: 'Facilitating health care professionals to become competent and compassionate communicators cannot be achieved by just teaching communication skills alone', chairing the tEACH Teaching Award committee and convening a student workshop for delivery in Glasgow.

tEACH Special Interest Groups, such as the Nursing Group, continue to go from strength from strength with its educational activities and first publication:

Kerr, D., Martin, P., Furber, L., Winterburn, S., Milnes, S., Nielsen, A., & Strachan, P. (2022). Communication skills training for nurses: Is it time for a standardised nursing model? Patient Education and Counselling, 105(7), 1970-1975.

<https://doi.org/10.1016/j.pec.2022.03.008>.

Looking forward, tEACH's six month goals are to:

1. Expand the reach of the Education Forum further to include under-represented countries and professional groups.
2. Update and grow the database of resources and consider making these available to both EACH and non-EACH members.
3. Move the responsibility for Special Interest Groups to a central co-ordinator function.
4. Provide theoretical and practical tips on curriculum development.

(6) Policy and Practice Sub-committee (pEACH)

pEACH focuses on policy, practice and promotion of current research originating from the field of implementation science. It emphasizes the ability of health systems to improve the quality of care by translating research evidence into health care practice and policy. The core objective is to promote the implementation of findings from health communication research, a discipline that has successfully identified several health care areas where improved communication and the use of evidence-based communication education can lead to optimal patient-centred care.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2022

pEACH targets policy-making and clinical practice in health communication. Its specific mission is to foster the application of health communication education and research into healthcare practice, professional educational programmes, everyday clinical practice, and policy.

In 2022 pEACH was composed of 30 members from 16 countries. The pEACH Chair was Shakaib Rehman and the Co-chair was Demi Krystallidou.

In 2022, pEACH continued to work on the following main projects:

Networking

Knowledge dissemination and implementation are not isolated processes but require a dialogue between researchers and the different stakeholders, i.e. creators and users of evidence. Engaging in networking activities is an important mechanism for knowledge dissemination as it results in the exchange of views and the creation of synergies for the improvement of professional practice. Through its activities, pEACH acts to raise the profile of EACH as the leading international association for promoting effective communication between patients, relatives, and health providers. It also works to identify what EACH can offer to enhance health communication at different levels of the health care system policies.

Knowledge creation

The second main activity of pEACH is to create a body of evidence on the value of specific interventions in health communication in relevant areas of health care practice. Scientific publications alone often cannot be directly translated into practice. However, generating knowledge syntheses in a user-friendly format can address the needs of end-users. pEACH identified areas of healthcare where communication problems can negatively impact healthcare practice, and illustrated how health communication theories, models, tools and teaching approaches can be used to help solve these problems. There are two main projects in progress. The first project, called 'Evidence Snapshots', consists in the production of comprehensive but user-friendly texts based on evidence from key areas of health communication research (e.g. shared-decision making). The second project, called 'Position Papers Series', consists in the creation of full text papers that have a policy-oriented framework and exploit further the content of the shorter Evidence Snapshots. Together, these aim to inform and enhance policymaking in the field and share evidence with key healthcare stakeholders external to the healthcare communication sector. pEACH has published 8 position papers in the last couple of years to disseminate the evidence-based information to members and public about important topics in healthcare communication. pEACH has also published online many "Evidence-Based Snapshots". These snapshots are now being translated in various languages as originally these were published in English.

Learning from experience: lessons from implementation

In pEACH there is a strong awareness that implementation projects should be led by theory and research, but when it comes to designing interventions, previous experience is also fundamental. There is also the challenge that pEACH aims to provide useful insights for global use, but interventions are often realized locally. An initiative was started in 2019 called 'Lessons from Implementation' to produce resources that will allow all EACH member to learn from each other when designing and implementing projects that aim to impact healthcare systems by improving communication skills and practices. In 2022, work has continued the development of a core evaluation framework for implementation projects, creating a repository of experiences, and identifying key steps to maintain the effects of the intervention in the long term.

Administrative infrastructure

The administrative infrastructure of the Association is provided by SAS Events & Association Management, who provide financial, meeting and membership administration, project and event management, governance and procedure advice, and management of digital communication (e.g. website, social media).

In 2022 this included:

- Administering the new membership offer, including management of institutional membership applications and membership grant applications.
- Further work on refurbishing the EACH website, engaging a website designer to design more contemporary webpages.
- Planning for the ICCH 2022 conference, in conjunction with EACH members who form the planning committees. SAS participates in planning meetings and undertakes all logistical planning/budgeting for the events.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2022

- Social media support, monitoring the EACH Twitter account and posting about EACH events and other items requested by EACH committees.
- Creating monthly adverts for PEC Patient Education and Counseling journal.

Donation fund

The donation fund enables members to provide financial assistance for people to attend EACH activities including conferences and workshops (the Scholarship Fund) as well as receive discounted EACH membership (Restricted Membership Grant). Members are able to donate when renewing their membership and when booking onto events. The beneficiaries of this fund are applicants who would otherwise find it difficult financially to participate in EACH activities. This can include people from less-developed countries, those from countries or institutions in financial difficulties and students. The fund stands at £8,451 at the end of 2022.

Project Funding

In 2022 funding continued for the following projects:

- An honorarium for two social media officers (EACH members) to manage and develop the EACH social media accounts. This project was discontinued in February 2022.
- Work to re-design and restructure the EACH website. This project was completed in December 2022.

FINANCIAL REVIEW

In 2022, the Association made an overall net surplus of £22,667. This was primarily due to the international conference achieving a net surplus of £31,542, which mitigated the net loss (-£8,875) resulting from EACH's non-conference-related activities and general administrative costs. Membership income and other variable sources of income (such as net surplus from courses) remained stable. Administration costs rose significantly, under the terms of the 2021-2025 contract with SAS Event and Association Management. The closing bank balance at 31st December 2022 was £168,019. There were no capital asset additions or disposals during the year. The Association is in good financial health.

In November 2022, the Association revised its policy of holding £90,000 in reserve, due to rising fixed and unavoidable costs of administration, and increased this to £150,000. The reserve is kept to ensure the Association is able to continue its basic functions in the event of loss of income and/or the need to dissolve the Association.

A full breakdown of 2022 financial activity is shown on the following pages.

FUTURE DIRECTIONS

Maintaining the financial health of the Association is a priority for 2023, as fixed and unavoidable running costs have risen sharply. This is likely to lead to a deficit in the financial year 1st Jan-31st Dec 2023, when there will be no EACH-hosted conference to provide a surplus to mitigate the new imbalance between costs (association running costs and discretionary spending) and income (primarily membership fees and surplus from courses and consultancy). A financial strategy will be developed to ensure that the Association remains on a stable financial footing.

Key strategic priorities for 2023 are:

- Membership enhancement. To develop approaches to increasing the reach of EACH across countries and health professional disciplines work in order to increase membership and better connect together colleagues working in healthcare communication.
- Fundraising. To explore strategies to raise income in order to generate funds that can be allocated to new initiatives and projects.
- Reducing costs. To identify ways of minimising avoidable expenditure in order to ensure that EACH achieves a stable financial trajectory.
- Review of EACH's key tasks, policies and procedures. To ensure that EACH's policies and procedures are updated, accessible, transparent and equitable, and develop a key tasks calendar to improve efficiency of workload planning.
- Establish member needs, in light of the situation in post-pandemic healthcare. To identify priorities for EACH's activity to promote patient-centred healthcare communication to meet the needs of members' countries in 2023 and beyond.
- Prepare for ICCH 2024. To identify a venue, convene the planning team and begin the organisation of the next EACH-hosted International Conference on Communication in Healthcare.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

**REPORT OF THE TRUSTEES
for the year ended 31 December 2022**

RESPONSIBILITIES OF THE TRUSTEES

Law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the Charity's financial activities during the year and of its financial position at the end of the year.

In preparing those financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards and statements of recommended practice have been followed subject to any departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and to enable them to ensure that the financial statements comply with applicable law and regulations. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

ON BEHALF OF THE TRUSTEES:

DocuSigned by:

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Dr Lorraine Noble - President

Dated: .01...September...2023.....

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 December 2022 which are set out on pages 12 to 18.

RESPONSIBILITIES AND BASIS OF REPORT

As the charity's trustees of the trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of your charity's accounts as carried out under section 145 of the Act and in carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Act.

INDEPENDENT EXAMINER'S STATEMENT

Since the charity's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the Act. I confirm that I am qualified to undertake the examination because I am a member of the Association of Chartered Certified Accountants, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable accounting requirement concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a "true and fair" view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

DocuSigned by:

0ED73813471B434...
Nicholas Jones FCCA
Fawcetts LLP
Chartered Accountants
Windover House
St Ann Street
Salisbury
SP1 2DR

Date: .01..September...2023

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

STATEMENT OF FINANCIAL ACTIVITIES
for the year ended 31 December 2022

CHARITY NUMBER: 1159050

	Notes	2022			2021
		£	£	£	£
INCOME AND EXPENDITURE		Unrestricted	Restricted	Total	Total
INCOME AND ENDOWMENTS FROM:					
Donations and subscriptions	2	45,156	1,116	46,272	46,130
Charitable activities	3	294,702	-	294,702	48,497
Total		339,858	1,116	340,974	94,627
EXPENDITURE ON:					
Charitable activities	4	318,307	-	318,307	112,807
Total		318,307	-	318,307	112,807
NET INCOME/(EXPENDITURE) FOR THE YEAR					
		21,551	1,116	22,667	(18,180)
Funds brought forward at 1 January		112,061	7,335	119,396	137,576
TOTAL FUNDS CARRIED FORWARD AT 31 DECEMBER		133,612	8,451	142,063	119,396

The Statement of Financial Activities includes all gains and losses recognised in the period.

All incoming resources and resources expended derive from continuing activities.

The notes form part of these financial statements

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE**BALANCE SHEET
31 December 2022****CHARITY NUMBER: 1159050**

		<u>2022</u>		<u>2021</u>	
	Notes	£	£	£	£
FIXED ASSETS:					
Tangible	6		1,687		2,530
CURRENT ASSETS:					
Debtors	7	4,607		18,829	
Cash at bank and in hand		<u>168,019</u>		<u>126,661</u>	
		172,626		145,490	
CREDITORS: Amounts falling due within one year	8	<u>(32,250)</u>		<u>(28,624)</u>	
NET CURRENT ASSETS:			<u>140,376</u>		<u>116,866</u>
TOTAL ASSETS LESS CURRENT LIABILITIES:			<u>142,063</u>		<u>119,396</u>
FUNDS:					
Unrestricted funds	9		133,612		112,061
Restricted funds	9		<u>8,451</u>		<u>7,335</u>
			<u>142,063</u>		<u>119,396</u>

ON BEHALF OF THE TRUSTEES:

DocuSigned by:

Lorraine Noble

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Dr Lorraine Noble - President

Approved by the trustees on: 01 September 2023

The notes form part of these financial statements

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

STATEMENT OF CASH FLOWS
31 December 2022

		2022	2021
		£	£
	Notes		
Cash flows from operating activities:	a	41,358	(23,268)
Cash flows from investing activities:			
Royalty income and bank interest		-	-
Purchase of tangible fixed assets		-	-
Cash provided by (used in) investing activities		-	-
Change in cash and cash equivalents for the year		41,358	(23,268)
Cash and cash equivalents brought forward at 1 January		126,661	149,929
Cash and cash equivalents carried forward at 31 December	b	<u>168,019</u>	<u>126,661</u>

a) Reconciliation of net income/(expenditure) to net cash flow from operating activities

	2022	2021
	£	£
Net income/(expenditure) for the year as per the Statement of Financial Activities	22,667	(18,180)
Add back amortisation	843	890
Less investment income	-	-
(Increase)/decrease in debtors	14,222	5,866
Increase/(decrease) in creditors	<u>3,626</u>	<u>(11,844)</u>
Net cash provided by/(used in) operating activities	<u>41,358</u>	<u>(23,268)</u>

b) Analysis of cash and cash equivalents

	2022	2021
	£	£
Cash at bank and in hand	<u>168,019</u>	<u>126,661</u>

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2022****1. ACCOUNTING POLICIES****Basis of accounting**

The financial statements have been prepared under the Charities Act 2011 on the historical cost convention, except investment assets that are carried at market value. The financial statements are prepared in accordance with applicable accounting standards and the Statement of Recommended Practice on Accounting and Reporting by Charities: Charities SORP 2016 FRS102.

EACH: International Association For Communication In Healthcare meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

The accounts are presented in Sterling (£) which is the functional currency of the charity and are prepared on a going concern basis. In the opinion of the trustees the charity will be able to operate for the foreseeable future.

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Incoming resources

All incoming resources are included in the statement of financial activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Voluntary income and donations are accounted for as received by the charity.

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

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.

In accordance with the Charities SORP (FRS102), general volunteer time is not recognised in the accounts. On receipt, donated professional services and donated facilities are recognised as income on the basis of the value of the gift to the charity which the charity would be willing to pay to obtain services or facilities of equivalent economic benefit on the open market. A corresponding amount is then recognised in expenditure in the period of receipt.

Resources expended and irrecoverable VAT

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of the resources.

Expenditure on charitable activities includes the costs of delivering training courses and events undertaken to further the purposes of the charity and their associated support costs.

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

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2022****1. ACCOUNTING POLICIES continued****Tangible 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

Debtors

Debtors are measured at their recoverable amount.

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Foreign currency

Transactions are carried out primarily in euros and pounds sterling. Foreign currency balances at the year end are translated into pounds sterling at the rate ruling at the balance sheet date. Transactions in foreign currencies are translated at the actual rate on the day of the transaction.

2. DONATIONS AND SUBSCRIPTIONS

	Unrestricted £	Restricted £	2022 £	2021 £
Donations	-	1,116	1,116	1,553
Membership subscriptions	<u>45,156</u>	<u>-</u>	<u>45,156</u>	<u>44,577</u>
	<u>45,156</u>	<u>1,116</u>	<u>46,272</u>	<u>46,130</u>

3. CHARITABLE ACTIVITIES

	Unrestricted £	Restricted £	2022 £	2021 £
Training income	44,964	-	44,964	47,547
Sponsorship income	9,728	-	9,728	950
Conference income	<u>240,010</u>	<u>-</u>	<u>240,010</u>	<u>-</u>
	<u>294,702</u>	<u>-</u>	<u>294,702</u>	<u>48,497</u>

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2022****4. EXPENDITURE ON CHARITABLE ACTIVITIES**

	Membership Benefits £	Research, Teaching Events and Courses £	2022 Total £	2021 Total £
Professional subscriptions	-	-	-	(10,833)
Training & research courses costs, including Events/conferences	-	253,293	253,293	66,866
Governance costs	-	1,620	1,620	1,500
Support costs	-	63,394	63,394	55,274
	-	318,307	318,307	112,807

The support costs relate to the two key charitable activities and these are split between outsourced administration of £56,303 (2021 - £44,264) and general office costs of £7,091 (2021 - £11,010).

During the prior year professional subscription costs provided in 2020 were credited following discussions with the supplier and therefore 2021 shows a credit of £10,833. No other such costs were incurred during 2022 or 2021.

Governance costs represent accountancy fees.

5. NET INCOME/(EXPENDITURE)

This is stated after charging:

	2022 £	2021 £
Independent examiners fee	1,620	1,500
Depreciation	843	890

6. TANGIBLE FIXED ASSETS

	2022 £
Cost	
As at 31 December 2021 and 2022	9,733
Amortisation	
As at 1 January 2022	7,203
Charge for the year	843
As at 31 December 2022	8,046
Net book value at 31 December 2022	1,687
Net book value at 31 December 2021	2,530

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2022****7. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	2022	2021
	£	£
Trade debtors	4,607	6,136
Other debtors	-	12,693
	<u>4,607</u>	<u>18,829</u>

8. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2022	2021
	£	£
Trade creditors	15,205	15,298
Other creditors	1,951	1,951
Accruals and deferred income	15,094	11,375
	<u>32,250</u>	<u>28,624</u>

9. FUNDS

	Balance at 1 January 2022 £	Movement in funds		Balance at 31 December 2022 £
		Incoming resources £	Resources expended/transfers £	
Unrestricted funds	112,061	339,858	(318,307)	133,612
Restricted funds	<u>7,335</u>	<u>1,116</u>	<u>-</u>	<u>8,451</u>
	<u>119,396</u>	<u>340,974</u>	<u>(318,307)</u>	<u>142,063</u>

Unrestricted funds

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

Restricted funds

Specific donations collected from members can be used to assist people who may require financial assistance to attend EACH activities.

10. 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 which is in agreement with the constitution of the charity.

Services provided: No trustee were paid during 2022 (2021: none).

Expenses received for accommodation, travel and subsistence: During the year payments totalling £8,371 were made to trustees for such costs (2021: none).

Accounts

**REPORT OF THE TRUSTEES AND
FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021
FOR
EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE**

Charity number: 1159050

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

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for the year ended 31 December 2021**

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EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

for the year ended 31 December 2021

Charity Information

TRUSTEES:	Marcy Rosenbaum Arwen Helena Pieterse Maria Elorza Maria Helena Brouwers Evelyn Van Weel-Baumgarten Nicola Diviani Marlene Sator Lode Verreyen Sandra Winterburn Emanuela Mazza	Eva Doherty Margarida Carvalho Figueiredo Ferreira Braga Maria Stubbe Hilde Eide Conor Gilligan Lorraine Noble Richard Brown Eva Bitzer Michael Kaffman Sarah Bigi
CHARITY OFFICES:	SAS Event Management The Old George Brewery Rollestone Street Salisbury SP1 1DX	
CHARITY NUMBER:	1159050	
INDEPENDENT EXAMINER:	Nicholas Jones FCCA Fawcetts LLP Chartered Accountants Windover House St Ann Street Salisbury SP1 2DR	

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2021

The Trustees of the charity present their report with the financial statements of the Charity for the year ended 31 December 2021.

LEGAL STATUS

EACH: International Association for Communication in Healthcare (EACH), originally called the European Association for Communication in Healthcare, was established in 2001 as an unincorporated entity and entered into the register of charities on 3rd November 2014 as a Charitable Incorporated Organisation. On the 14th November 2016 EACH held an Annual General Meeting where the resolution to change the name of the charity was agreed and passed by the members. The resolution was accepted by the Charity Commission by email on the 9th December 2016.

TRUSTEES

Trustees are appointed and removed in accordance with the constitution.

STRUCTURE, GOVERNANCE AND MANAGEMENT

The stated aim of the Charitable Incorporated Organisation is the relief of sickness and the preservation of health of patients for the public benefit by the promotion of effective evidence-based and patient-centred healthcare communication between patients, those close to them and healthcare practitioners throughout the world.

There were 484 members of EACH in 2021, from 42 countries worldwide. Membership fees were £130 including print version of the affiliated journal, Patient Education and Counselling (PEC) or £110 with online journal access only. Reduced membership fees were offered to undergraduate and postgraduate students; members over 65 years old, members who renewed for 2 years, and members with institutional membership.

EACH is governed by the Executive Committee and voting members of the Advisory Committee, constituted according to the policies and procedures of the Association. All members of the Executive and voting members of the Advisory Committee are Trustees of the charity. The activities of the Association are chaired by three subcommittees:

- The rEACH subcommittee, which focuses on research
- The tEACH subcommittee, which focuses on teaching
- The pEACH subcommittee, which focuses on policy and practice

The Executive Committee consists of the President, President-Elect, Past-President, Chair of rEACH, Chair of tEACH, Chair of pEACH, Chair of the Advisory Committee and the Treasurer.

The Executive Committee is the highest decision-making body of EACH and makes all decisions concerning finances, general strategy, future development etc. The three Presidents meet monthly with the full Executive meeting every other month by videoconference.

A general meeting of the members is held annually in accordance with the association's constitution. The Annual General Meeting during the COVID-19 pandemic was held online on the 16th November 2021 and attended by 104 members ensuring the quorum of 25 members was met. There were no elections due this year and the Officers continued in the current roles. The membership heard reports from tEACH, rEACH, pEACH, Advisory Committee, Executive Committee and the Special Interest Group yEACH (early career researchers) as well as a report on membership, finances and future plans for the Association.

The Advisory Committee of EACH consists of voting National Representatives of countries with at least five members, non-voting National Representatives of countries with fewer than five members and all members of the Executive Committee. The Advisory Committee has a Chair and two Co-Chairs. Each country is entitled to have a Deputy National Representative, who takes the role of the National Representative in his/her absence.

There are currently National Representatives from 26 countries, of which 9 are non-voting National Representatives.

The Advisory Committee meets once a year face-to-face at EACH hosted events, although all events were hosted online in 2021 due to the ongoing global Covid-19 pandemic. The National Representatives and Deputy National Representatives of the Advisory Committee meet a further 2-3 times per year via videoconference to continue their work.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2021

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 publicly accessible website (<https://each.international>), there are restricted areas on the website for the membership and committees, 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, 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), where they do not have alternative sources of funding for this.

Management of the association is provided by:

SAS Event & Association Management
The Old George Brewery
Rollestone Street
Salisbury SP1 1DX UK
DDI: +44 (0)1722 415154
Fax: +44 (0)1722 331313
Email: info@each.international

STRATEGY

EACH is a worldwide organisation with the overall aim of improving effective evidence-based patient-centred healthcare communication through the engagement of all who are active in communication research, teaching, policy-making and practice.

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

- To promote the development of healthcare research and health professional education to improve the quality of communication in healthcare globally and hence improve the health outcomes of the general public.
- To enable the exchange of teaching and research methodologies and resources within the community of healthcare communication researchers and teachers, to enhance the quality of communication in healthcare and thereby improve the experience of patients and those close to them.
- To influence policy through: the dissemination of knowledge about effective communication in healthcare, extolling best practice and improvements in education, encouraging healthcare organisations to respond to changing needs of healthcare communication, and fostering a culture of compassionate, patient-centred care which supports patient autonomy in decision-making.
- To develop active global networks of researchers, teachers and practitioners, who are committed to improving patients' experiences of communication in healthcare
- To support individual nations to develop high quality research, teaching, policy and practice in healthcare communication.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2021

The strategy of the Association has been devised specifically for public benefit. All members of the public will be patients at some point in their lives, and many will be family members, carers or advocates of those who are patients. The quality of healthcare that people receive and the subsequent relief of sickness (or prevention of illness) strongly depends on the effectiveness of communication with their healthcare providers. Effective healthcare communication between patients, those close to them and healthcare practitioners has been demonstrated to affect the health of patients through improvements in patient satisfaction, recall of information, decision-making, ability to adhere to medical recommendations, resolution of symptoms and disease outcome. Effective healthcare communication leads to more efficient, accurate and supportive medical care and improves the effectiveness of medical consultations and interventions. Effective healthcare communication not only leads to better care, but to less expensive care, with fewer unnecessary medical interventions and reduced inappropriate or ineffective treatments. Over 50 years of healthcare communication research has demonstrated that there are many problems in healthcare communication between professionals and patients and that there are 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.

In 2021, the Executive Committee responded to the global Covid-19 pandemic and subsequent need of its members and the general public for guidance and support in best practice healthcare communication. The Executive did this by maintaining a dedicated webpage to share resources specifically focusing on healthcare communication relating to the pandemic. Some of these resources were created by EACH and some were resources shared by members. This included resources to support researchers, educators, policy makers and practitioners.

In addition, EACH continued to offer a free e-learning course entitled 'How to Deal with Misinformation and Disinformation during Public Health Emergencies' and also offered a live free Question & Answer tutorial for participants to attend.

Alongside these additional efforts, the Executive Committee continued to work on delivering the strategic plan for the Association to expand the reach and influence of EACH. Work during 2021 focused on a) increasing the reach of the EACH social accounts, b) maintaining and expanding the variety of courses and training workshops offered by EACH to the membership and wider public; and c) improving the EACH website to make it more user friendly to target audiences.

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 continues to undertake the following activities. EACH:

- Organises major international conferences on healthcare communication research, teaching, policy and practice, to bring together the community of healthcare researchers, educators and practitioners.
- Provides workshops, courses and meetings on specific research, teaching and policy and practice components of healthcare communication for teachers, researchers and policy makers.
- Develops and supports active networks of teachers, researchers, policy makers and practitioners 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, research and policy and practice with the wider community of healthcare practitioners, researchers, teachers, practitioners and policy makers.
- Collaborates with existing networks and associations which have similar purposes.
- Is affiliated with the scientific journal, *PEC Patient Education and Counseling*, to disseminate results of research on health care communication.
- Provides grants to attend courses for those working in healthcare communication in countries throughout the world 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 around the world without established healthcare communication research and teaching programmes.
- Promotes best practice in healthcare communication to other local and national organisations.
- Responds to requests from governments and healthcare organisations to review key policy documents from a healthcare communication perspective.

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REPORT OF THE TRUSTEES for the year ended 31 December 2021

The three subcommittees promote networks for teaching, research, and policy and practice respectively. These subcommittees 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, teachers, policy makers and practitioners as possible. Networks are established in individual countries throughout the world, through the work of National Representatives and their Deputies.

When researchers, teachers, policy makers and practitioners contact the Association, it attempts to provide bespoke advice and solutions to their issues. It is this education, research, policy and practice activity that leads to improvements in healthcare communication and therefore to public benefit.

ACHIEVEMENTS AND PERFORMANCE

Conferences and courses

International conference: EACH and the Academy of Communication in Healthcare (ACH) collaborate in organising the annual International Conference on Communication in Healthcare (ICCH). In the even years, EACH is the main organiser of ICCH and in the odd years, ACH is the main organiser. The EACH-hosted 2020 ICCH conference was due to take place in Vienna 9-12th September 2020. Due to the COVID-19 pandemic, the face-to-face conference was replaced with an online conference. This was split into two parts. Half the content was delivered in September 2020, as an online conference. The second half was intended to be delivered face-to-face in Leuven, Belgium, in the spring of 2021. However, this was also converted to an online conference, which ran in April 2021. Both parts of the conference were run using a professional online conference platform and budgeted to run at a loss. Overall, the event was very successful with 627 delegates attending and high engagement throughout.

EACH Forum on Healthcare Communication: This is usually run in the spring of an odd-numbered year, when EACH is not hosting the ICCH. Due to the decision taken to split the ICCH 2020 conference into two halves, with the second half taking place in April 2021, the EACH Forum on Healthcare Communication did not take place in 2021.

EACH Courses: A number of EACH courses were developed in 2020 as part of the EACH strategic plan to increase the breadth of training offered by the Association. The following courses were delivered online during 2021:

- Observational coding of healthcare communication: how and what?
- Shared decision making: strengths and limitations of choices of definitions and measures for your research
- Workplace based communication skills teaching and learning
- Rising to the challenge of teaching communication skills online
- Knowledge translation and dissemination for health promotion

The Association is considering how best to offer these courses in the future, as either online or face-to-face courses.

The Teaching Committee (tEACH)

tEACH is the committee of EACH that aims to provide expertise, support, resources and networking opportunities for healthcare communication teachers across Europe and beyond. The tEACH committee at the end of 2021 consisted of 32 working members representing a variety of health care disciplines and 20 different countries.

In 2021, tEACH organized its work through the following 5 main project groups and aims:

Teaching resources: This subgroup leads the development of the searchable database of teaching tools available on the EACH website. This group will continue to collect teaching tools from communication teachers and refine the functions of this database. The Teaching Tools group is currently focusing on extending the database by sourcing videos of simulated or actual consultations that can be used to supplement teaching, particularly online. More recently this group has initiated and delivered a monthly online 'Education Forum' where teachers can learn and collaborate on specific topics related to clinical communication.

Cross cultural communication teaching: Teaching about Cross-cultural communication has become increasingly important due to an increase of diversity and multiculturalism in societies and with regards to enhanced migration of patients and health care providers. There are 6 tEACH members from six countries involved in this working group. This year the group have conducted a scoping review on cross cultural teaching and are awaiting publication.

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REPORT OF THE TRUSTEES for the year ended 31 December 2021

Workplace teaching: This relatively new group aims to bridge the theory practice gap by focusing its attention on the teaching of healthcare communication in the clinical setting. They continue to write and publish a Teaching Tips series which include topics such as *'Role modelling communication in healthcare: Strategies for maximizing learning'*. All teaching tips are freely available on the EACH Website.

Assessment: This workstream has continued to work on all aspects of assessing clinical communication. Focus for 2021 was written assessment resulting in the publication of the following article in Patient Education and counseling, 'What do we know about written assessment of health professionals' communication skills? A scoping review' <https://doi.org/10.1016/j.pec.2021.09.011>. During the recent EACH conference the assessment group shared their expertise with conference participants in an online workshop.

Courses and support for trainers: This subgroup provides annual "Train the Trainer" courses on What to Teach, How to Teach, Curriculum Development and Assessment (in collaboration with the Assessment group). The group has worked hard to expand its portfolio of courses during the global pandemic, with many courses being delivered virtually during 2021. New courses such as Teaching clinical communication skills online, Teaching Shared Decision Making and more recently Working with Simulated Patients have been added to the course offer. Going forward the group plan to use a blended approach to course delivery to maximise both attendance and quality of teaching.

Six month goals are:

1. To expand the reach of the Education Forum further to include underrepresented countries and professional groups
2. To update and grow the database of resources and consider making these available to both EACH and non-EACH members
3. To move the responsibility for Special Interest Groups to a central co-ordinator function
4. To provide the theoretical, and practical tips on curriculum development

The Research Committee (rEACH)

The aim of rEACH is to promote good quality communication research within EACH and to support the development of high quality researchers. These aims can be pursued by promoting networking, quality of research, international research collaboration and encouraging the development of new early-career researchers.

As it was stated in the last Trustees Report, rEACH finalized the election process for Chair and Co-Chair and in 2021, new leadership was elected. In 2021, the subcommittee had 21 members who actively contributed to projects and online meetings. Two full-committee meetings took place online and project leads met online once per 8 weeks approximately.

In 2021 the research committee (rEACH) continued consolidating its activity by working on the main pillars below:

Working Groups

1. **Connectivity (new):** This group was established in 2021 and aims to increase/stimulate connectivity between healthcare communication researchers. Planned actions: enhancing connectivity via the EACH website, running connectivity seminars online, and supporting social media activity.
2. **Tools:** Several new tools have been added to the searchable database of coding tools. The database has been used during the research course on observational coding (see below) to familiarize participants with existing tools. In 2021 the members of this working group started an article selection for a systematic review of existing coding tools, in collaboration with Richard Brown's (Co-chair of the Advisory Committee) group. The review results will be used to update the database.
3. **Training:** Research courses on offer included a visual design course, basic communication research course, and our new courses include a shared decision-making research course and a course on observational coding. These were successfully held online in the spring of 2021. The observational coding course was held for the second time in November 2021.
4. **Summer School:** In September 2021, the first online Summer School ran successfully, with 12 early career researchers attending from 8 countries.
5. **Writing:** rEACH contributions are transitioning from updates on rEACH activities (e.g., report on rEACH ICCH 2020 symposium) to more content-driven pages relating to topics or methodologies relevant to healthcare communication research (e.g., how to code communication, or how to run effective online meetings written by 2021 Summer school attendees).

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REPORT OF THE TRUSTEES for the year ended 31 December 2021

6. **rEACH** has been working with 'yEACH', the Special Interest Group composed of early career researchers. yEACH has two new 'liaison' members with rEACH.
7. **Members of rEACH** have revived the Special Interest Group 'Healthcare Education Research' which currently has 23 members. The group has carried out a successful webinar series for both EACH members and the public and worked on a research proposal.

In 2021, rEACH was involved in the planning committee for ICCH 2022 and the previous rEACH Chair and one of the previous Co-Chairs were leading the planning committee for ICCH 2022. rEACH successfully chaired the Jozién Bensing EACH Research Award committee and announced the Research Award during ICCH 2020 Part 2 in April 2021. Looking forward, rEACH is planning to expand its membership, continue consolidating its work and increase its visibility for the benefit of EACH researchers and the public.

The Practice and Policy Committee (pEACH)

pEACH focuses on policy, practice and promotion of current research originating from the field of implementation science. It emphasizes the ability of health systems to improve the quality of care by translating research evidence into health care practice and policy. The core objective is to promote the implementation of findings from health communication research, a discipline that has successfully identified several health care areas where improved communication and the use of evidence-based communication education can lead to optimal patient-centred care. pEACH targets policy-making and clinical practice in health communication. Its specific mission is to foster the application of health communication education and research into healthcare practice, professional educational programmes, everyday clinical practice and policy.

In 2021, pEACH continued to work on the following main projects:

Networking

Knowledge dissemination and implementation are not isolated processes, but require a dialogue between researchers and the different stakeholders, i.e. creators and users of evidence. Engaging in networking activities is an important mechanism for knowledge dissemination as it results in the exchange of views and the creation of synergies for the improvement of professional practice. Through its activities, pEACH acts to raise the profile of EACH as the leading international association for promoting effective communication between patients, relatives and health providers. It also works to identify what EACH can offer to enhance health communication at different levels of the health care system policies.

Knowledge creation

The second main activity of pEACH is to create a body of evidence on the value of specific interventions in health communication in relevant areas of health care practice. Scientific publications alone often cannot be directly translated into practice. However, generating knowledge syntheses in a user-friendly format can address the needs of end-users. pEACH identified areas of healthcare where communication problems can negatively impact healthcare practice, and illustrated how health communication theories, models, tools and teaching approaches can be used to help solve these problems. In particular, there are two main projects in progress. The first project, called 'Evidence Snapshots', consists in the production of comprehensive but user-friendly texts based on evidence from key areas of health communication research (e.g. shared-decision making). The second project, called 'Position Papers Series', consists in the creation of full text papers that have a policy-oriented framework and exploit further the content of the shorter Evidence Snapshots. Together, these aim to inform and enhance policy-making in the field and share evidence with key healthcare stakeholders external to the healthcare communication sector.

In 2021, within the 'Evidence Snapshots' project more topics were added on the EACH website and their layout restyled. Each topic was also enriched by an infographic, which is shared on the EACH Twitter account. Due to the importance of these topics and relevance in various countries, we plan to offer translations of these 'Evidence Snapshots' in various languages in 2022. In the 'Position Papers Series', full articles have been published regularly in the EACH-affiliated journal PEC Patient Education and Counseling.

Learning from experience: lessons from implementation

In pEACH there is a strong awareness that implementation projects should be led by theory and research, but when it comes to designing interventions, previous experience is also fundamental. There is also the challenge that pEACH aims to provide useful insights for global use, but interventions are often realized locally. An initiative was started in 2019 called 'Lessons from Implementation' to produce resources that will allow all EACH members to learn from each other when designing and implementing projects that aim to impact healthcare systems by improving communication skills and practices. In 2021, work has continued on the development of a core evaluation framework for implementation projects, creating a repository of experiences, and identifying key steps to maintain the effects of the intervention in the long term. In 2021 pEACH was composed of 30 members from 15 countries.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2021

The Advisory Committee

In 2021 the Advisory Committee held two online meetings, both linked at the ICCH 2020 online conference Part 1 in September 2020 and Part 2 in April 2021. Items we worked on:

- Two members volunteered to propose ideas on how to proceed with the committee in the future, based on the Porto Document. The Porto Document 2018 contains the views of all National Representatives on how the committee should function concerning content, process and relationships within EACH. This document also serves as a guide to new National and Deputy National Representatives, who become members of the committee
- The article on the structure and function of the Advisory Committee was finalized and approved to be published in PEC Patient Education and Counseling journal in 2021.
- Further amendments on the guidelines for National and Deputy National Representatives, put together by the representatives themselves.
- Incorporating the Networking Committee function into the Advisory Committee. The reason for this is that networking on a local or wider level is seen as a task for all country representatives, as stated in their guidelines. This networking will be guided by the chairs, and will be populated by members voluntarily as needed. Since networking is beneficial and required for the whole of EACH, those involved in facilitating networking will have to work closely together with the subcommittees and the Executive.
- Due to the current pandemic, the plan is to work in the future with online meetings on two separate timings. This will allow all members from different time zones to participate on the Advisory Committee work. As soon as the situation allows it we will have a larger in person meeting to reboot the working of the committee.

The Networking Committee is now incorporated into the Advisory Committee

The Networking Committee originated out of the subgroup work from tEACH, and became an independent committee with representation in the Executive. As stated under 'strategy' and 'activities', networking in the world of communication in healthcare is key to the success of this organisation.

In 2021 the Networking Committee organized the networking activities at the ICCH 2020 part two online conference in April 2021, with good feedback afterwards.

Administrative infrastructure and website

The administrative infrastructure of the Association is provided by SAS Events & Association Management, who provide full financial administration, membership administration, project management, event management, governance and procedure advice, meeting administration and communication with members.

In 2021 this included:

- Administering the new membership offer including management of institutional membership applications and membership grant applications.
- Further work on refurbishing the EACH website, engaging a website designer to design more contemporary webpages.
- Planning for the ICCH 2020 Part 2 conference (April 2021) and the ICCH 2022 conference, in conjunction with EACH members who form the planning committees. SAS participates in planning meetings, and undertakes all logistical planning/budgeting for the events.
- Social media support, monitoring the EACH Twitter account and posting about EACH events and other items requested by EACH committees.
- Creating monthly adverts for PEC Patient Education and Counseling journal.

A replacement association manager was appointed in August 2021.

Donation fund

The donation fund enables members to provide financial assistance for people to attend EACH activities including conferences and workshops. Members are able to donate to this fund when renewing their membership and when booking onto events. The fund stands at £1,553 at the end of 2021. 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.

Project Funding

During 2021 the Executive agreed to fund the following projects:

- Work to re-design and restructure the EACH website.
- An honorarium for two Social Media officers (EACH members) to manage and develop the EACH social media accounts.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2021

FUTURE PLANS

Implementing the EACH strategic plan

Over 2022, the Association will continue to work on delivering its strategic plans, predominantly focusing on the following areas:

- **Website:** Work on the new website continued. It is hoped to have the new website up and running in 2022.
- **Courses:** Given the ongoing restrictions on face-to-face meetings and international travel, course development and implementation efforts for 2022 will focus on continuing to deliver courses online.
- **Social media:** The Social Media officer posts will be disbanded and EACH social media accounts will be administered by SAS. SAS will also increase their engagement with core EACH committees to generate consistent content of interest to be featured in social media posts.

Provision of conferences

EACH will continue to provide a major international conference every 2 years. The 2021 conference was hosted by ACH Academy on Communication in Healthcare, in partnership with EACH, as a fully virtual event in October 2021. The 2022 ICCH conference will be hosted by EACH and will take place in Glasgow from the 5th – 9th September. The conference organisation will be led and facilitated by SAS Event and Association Management.

FINANCIAL REVIEW

The association made a loss of £18,000 in the year which has decreased the total funds at 31 December 2021 to £119,000. There were no capital asset additions or disposals during the year. The Association is in good financial health and a full breakdown of 2021 financial activity is shown on the following pages. EACH continues its policy of holding £90,000 in reserve to ensure the Association is able to continue its basic functions in the event of loss of income for one year.

Responsibilities of the Trustees

Law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the Charity's financial activities during the year and of its financial position at the end of the year.

In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards and statements of recommended practice have been followed subject to any departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and to enable them to ensure that the financial statements comply with applicable law and regulations. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

ON BEHALF OF THE TRUSTEES:


Marc Rosenbaum - President

Dated: 20 October 2022

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 December 2021 which are set out on pages 12 to 18.

RESPONSIBILITIES AND BASIS OF REPORT

As the charity's trustees of the trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of your charity's accounts as carried out under section 145 of the Act and in carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Act.

INDEPENDENT EXAMINER'S STATEMENT

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable accounting requirement concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a "true and fair" view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Nicholas Jones FCCA
Fawcetts LLP
Chartered Accountants
Windover House
St Ann Street
Salisbury
SP1 2DR

Date: 20 October 2022

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

**STATEMENT OF FINANCIAL ACTIVITIES
for the year ended 31 December 2021**

CHARITY NUMBER: 1159050

	Notes	<u>2021</u>			<u>2020</u>
		£ Unrestricted	£ Restricted	£ Total	£ Total
INCOME AND EXPENDITURE					
INCOME AND ENDOWMENTS FROM:					
Donations and subscriptions	2	44,577	1,553	46,130	38,348
Charitable activities	3	48,497	-	48,497	92,033
Investments	4	-	-	-	-
Total		<u>93,074</u>	<u>1,553</u>	<u>94,627</u>	<u>130,381</u>
EXPENDITURE ON:					
Charitable activities	5	112,807	-	112,807	173,794
Total		<u>112,807</u>	<u>-</u>	<u>112,807</u>	<u>173,794</u>
NET INCOME/(EXPENDITURE) FOR THE YEAR		(19,733)	1,553	(18,180)	(43,413)
Funds brought forward at 1 January		131,794	5,782	137,576	180,989
TOTAL FUNDS CARRIED FORWARD AT 31 DECEMBER		<u>112,061</u>	<u>7,335</u>	<u>119,396</u>	<u>137,576</u>

The Statement of Financial Activities includes all gains and losses recognised in the period.

All incoming resources and resources expended derive from continuing activities.

The notes form part of these financial statements

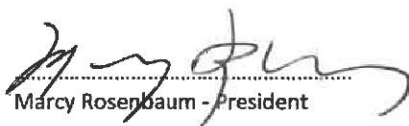
EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

BALANCE SHEET
31 December 2021

CHARITY NUMBER: 1159050

		<u>2021</u>		<u>2020</u>	
	Notes	£	£	£	£
FIXED ASSETS:					
Tangible	7		2,530		3,420
CURRENT ASSETS:					
Debtors	8	18,829		24,695	
Cash at bank and in hand		<u>126,661</u>		<u>149,929</u>	
		145,490		174,624	
CREDITORS: Amounts falling due within one year	9	<u>(28,624)</u>		<u>(40,468)</u>	
NET CURRENT ASSETS:			<u>116,866</u>		<u>134,156</u>
TOTAL ASSETS LESS CURRENT LIABILITIES:			<u><u>119,396</u></u>		<u><u>137,576</u></u>
FUNDS:					
Unrestricted funds	10		112,061		131,794
Restricted funds	10		<u>7,335</u>		<u>5,782</u>
			<u><u>119,396</u></u>		<u><u>137,576</u></u>

ON BEHALF OF THE TRUSTEES:


Marcy Rosenbaum - President

Approved by the trustees on: 20 October 2022

The notes form part of these financial statements

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

STATEMENT OF CASH FLOWS
31 December 2021

		<u>2021</u>	<u>2020</u>
		£	£
	Notes		
Cash flows from operating activities:	a	(23,268)	(35,060)
Cash flows from investing activities:			
Royalty income and bank interest		-	-
Purchase of tangible fixed assets		-	-
Cash provided by (used in) investing activities		-	-
Change in cash and cash equivalents for the year		(23,268)	(35,060)
Cash and cash equivalents brought forward at 1 January		149,929	184,989
Cash and cash equivalents carried forward at 31 December	b	<u>126,661</u>	<u>149,929</u>

a) Reconciliation of net income/(expenditure) to net cash flow from operating activities

	<u>2021</u>	<u>2020</u>
	£	£
Net income/(expenditure) for the year as per the Statement of Financial Activities	(18,180)	(43,413)
Add back amortisation	890	890
Less investment income	-	-
(Increase)/decrease in debtors	5,866	19,442
Increase/(decrease) in creditors	<u>(11,844)</u>	<u>(11,979)</u>
Net cash provided by/(used in) operating activities	(23,268)	(35,060)

b) Analysis of cash and cash equivalents

	<u>2021</u>	<u>2020</u>
	£	£
Cash at bank and in hand	<u>126,661</u>	<u>149,929</u>

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

NOTES TO THE FINANCIAL STATEMENTS for the year ended 31 December 2021

1. ACCOUNTING POLICIES

Basis of accounting

The financial statements have been prepared under the Charities Act 2011 on the historical cost convention, except investment assets that are carried at market value. The financial statements are prepared in accordance with applicable accounting standards and the Statement of Recommended Practice on Accounting and Reporting by Charities: Charities SORP 2016 FRS102.

EACH: International Association For Communication In Healthcare meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

The accounts are presented in Sterling (£) which is the functional currency of the charity and are prepared on a going concern basis. In the opinion of the trustees the charity will be able to operate for the foreseeable future.

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Incoming resources

All incoming resources are included in the statement of financial activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Voluntary income and donations are accounted for as received by the charity.

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

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.

In accordance with the Charities SORP (FRS102), general volunteer time is not recognised in the accounts. On receipt, donated professional services and donated facilities are recognised as income on the basis of the value of the gift to the charity which the charity would be willing to pay to obtain services or facilities of equivalent economic benefit on the open market. A corresponding amount is then recognised in expenditure in the period of receipt.

Resources expended and irrecoverable VAT

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of the resources.

Expenditure on charitable activities includes the costs of delivering training courses and events undertaken to further the purposes of the charity and their associated support costs.

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

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2021**

1. ACCOUNTING POLICIES continued

Tangible 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

Debtors

Debtors are measured at their recoverable amount.

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Foreign currency

Transactions are carried out primarily in euros and pounds sterling. Foreign currency balances at the year end are translated into pounds sterling at the rate ruling at the balance sheet date. Transactions in foreign currencies are translated at the actual rate on the day of the transaction.

2. VOLUNTARY INCOME

	Unrestricted	Restricted	2021	2020
	£	£	£	£
Donations	-	1,553	1,553	1,482
Membership subscriptions	<u>44,577</u>	<u>-</u>	<u>44,577</u>	<u>36,866</u>
	<u>44,577</u>	<u>1,553</u>	<u>46,130</u>	<u>38,348</u>

3. CHARITABLE ACTIVITIES

	Unrestricted	Restricted	2021	2020
	£	£	£	£
Training income	47,547	-	47,547	41,663
Sponsorship income	950	-	950	-
Conference income	<u>-</u>	<u>-</u>	<u>-</u>	<u>50,370</u>
	<u>48,497</u>	<u>-</u>	<u>48,497</u>	<u>92,033</u>

4. INVESTMENT INCOME

	Unrestricted	Restricted	2021	2020
	£	£	£	£
Royalties	-	-	-	-
Bank interest	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2021**

5. EXPENDITURE ON CHARITABLE ACTIVITIES

	Membership Benefits £	Research, Teaching Events and Courses £	2021 Total £	2020 Total £
Professional subscriptions	(10,833)	-	(10,833)	10,833
Training & research courses costs, including Events/conferences	-	66,866	66,866	111,575
Governance costs	150	1,350	1,500	1,500
Support costs	-	55,274	55,274	49,886
	<u>(10,683)</u>	<u>123,490</u>	<u>112,807</u>	<u>173,794</u>

The support costs relate to the two key charitable activities and these are split between outsourced administration of £44,264 (2020 - £43,979) and general office costs of £11,010 (2020 - £5,907).

During the year professional subscription cost provided in 2020 was credited following discussions with the supplier and therefore the current year shows a credit of £10,833. No other such costs were incurred during 2021.

Governance costs represent accountancy fees.

6. NET INCOME/(EXPENDITURE)

This is stated after charging:

	2021 £	2020 £
Independent examiners fee	1,500	1,500
Depreciation	<u>890</u>	<u>890</u>

7. TANGIBLE FIXED ASSETS

	2021 £
Cost	
As at 31 December 2020 and 2021	<u>9,733</u>
Amortisation	
As at 31 December 2020	6,313
Charge for the year	<u>890</u>
As at 31 December 2021	<u>7,203</u>
Net book value at 31 December 2021	<u>3,420</u>
Net book value at 31 December 2020	<u>2,530</u>

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2021**

8. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021	2020
	£	£
Trade debtors	6,136	9,830
Other debtors	<u>12,693</u>	<u>14,865</u>
	<u>18,829</u>	<u>24,695</u>

9. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2021	2020
	£	£
Trade creditors	15,298	19,361
Other creditors	1,951	1,951
Accruals and deferred income	<u>11,375</u>	<u>19,156</u>
	<u>28,624</u>	<u>40,468</u>

10. FUNDS

	Balance at 1 January 2021 £	Movement in funds		Balance at 31 December 2021 £
		Incoming resources £	Resources expended/transfers £	
Unrestricted funds	131,794	93,074	(112,807)	112,061
Restricted funds	<u>5,782</u>	<u>1,553</u>	<u>-</u>	<u>7,335</u>
	<u>137,576</u>	<u>94,627</u>	<u>(112,807)</u>	<u>119,396</u>

Unrestricted funds

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

Restricted funds

Specific donations collected from members can be used to assist people who may require financial assistance to attend EACH activities.

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 which is in agreement with the constitution of the charity.

Services provided: No trustee were paid during 2021 (2020: none).

Expenses received for accommodation, travel and subsistence: No trustees made claims for such costs (2020: none).

Accounts

**REPORT OF THE TRUSTEES AND
FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2020
FOR
EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE**

Charity number: 1159050

**CONTENTS OF THE FINANCIAL STATEMENTS
for the year ended 31 December 2020**

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EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

for the year ended 31 December 2020

Charity Information

TRUSTEES:	Marcy Rosenbaum Arwen Helena Pieterse Maria Elorza Maria Helena Brouwers Evelyn Van Weel-Baumgarten Nicola Diviani Marlene Sator Lode Verreyen Sandra Winterburn Emanuela Mazza	Eva Doherty Margarida Carvalho Figueiredo Ferreira Braga Maria Stubbe Hilde Eide Conor Gilligan Lorraine Noble Richard Brown Eva Bitzer Michael Kaffman Sarah Bigi
CHARITY OFFICES:	SAS Event Management The Old George Brewery Rollestone Street Salisbury SP1 1DX	
CHARITY NUMBER:	1159050	
INDEPENDENT EXAMINER:	Nicholas Jones FCCA Fawcetts LLP Chartered Accountants Windover House St Ann Street Salisbury SP1 2DR	

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2020

The Trustees of the charity present their report with the financial statements of the Charity for the year ended 31 December 2020.

LEGAL STATUS

EACH: International Association for Communication in Healthcare (EACH), originally called the European Association for Communication in Healthcare, was established in 2001 as an unincorporated entity and entered into the register of charities on 3rd November 2014 as a Charitable Incorporated Organisation (CIO). On the 14th November 2016 EACH held an AGM where the resolution to change the name of the charity was agreed and passed by the members. The resolution was accepted by the Charity Commission by email on the 9th December 2016.

TRUSTEES

Trustees are appointed and removed in accordance with the constitution.

STRUCTURE, GOVERNANCE AND MANAGEMENT

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 and patient-centred healthcare communication between patients, relatives and healthcare practitioners throughout the world.

There were 427 members of EACH in 2020, from 40 countries worldwide. Membership fees were £130 including print version of the affiliated journal, *Patient Education & Counselling* (PEC) or £110 with online access only. Reduced members fees were offered to undergraduate and postgraduate students; over 65 year old members; members who renewed for 2 years and institutional membership.

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

- Research (through the rEACH subcommittee)
- Teaching (through the tEACH subcommittee)
- Policy and Practice (through the pEACH subcommittee)

The executive committee consists of the President, President-Elect, Past-President, chair of rEACH, chair of tEACH, chair of pEACH, chair of the Advisory Committee, chair of the Networking Group and the Treasurer.

The executive committee is the highest decision-making body of EACH and makes all decisions concerning finances, general strategy, future development etc. The three Presidents meet monthly with the full executive meeting every other month by videoconference.

A general meeting of the members is held annually in accordance with the association's constitution. The annual general meeting was due to be held in Vienna during the ICCH 2020 conference, however, due to the COVID-19 pandemic the AGM was held online on the 23rd September 2020 and attended by 39 members ensuring the quorum of 23 members was met. During the meeting Sara Rubinelli stepped down as President and Marcy Rosenbaum started her role as President, Lorraine Noble was elected as the new President-Elect and Maddalena Fiordelli was re-elected as the Treasurer of EACH. The membership also heard reports from tEACH, rEACH, pEACH, Advisory Committee, Executive Committee & yEACH as well as a report on membership, finances and future plans for the association.

The Advisory Committee (AC) of EACH consists of voting National Representatives (NR) of countries with at least five members, non-voting NRs of countries with less than five members and all members of the executive committee. The AC has a Chair and two Co-Chairs. NRs have a deputy (DNR) who takes the role of the national representative in his/her absence.

2020 was an election year for EACH. The EACH elections were conducted electronically for the positions of President-Elect and Treasurer. Ordinarily the elections would also appoint new NRs and DNRs for the Advisory Committee, however due to the increased pressure and stress from the global pandemic it was felt that it would not be appropriate to conduct elections in 2020. The NRs and DNRs were all asked if they would agree to remain in their positions for an extended period of 6 months so that the elections could be held in January 2021 for handover in April 2021. All NRs and DNRs agreed to this via an electronic survey.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2020

There are currently NRs from 27 countries, of which 12 are non-voting NRs. Only voting NRs and executive members are trustees of EACH.

The full AC meet once a year face to face at EACH hosted events. The NRs and DNRs of the Advisory Committee meet a further 2-3 times per year via videoconference to continue their work.

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, advisory 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
DDI: +44 (0)1722 415154
Fax: +44 (0)1722 331313
Email: info@each.international

STRATEGY

EACH is a worldwide organisation with the overall aim of improving effective evidence-based patient-centred healthcare communication through the engagement of all who are active in communication research, teaching and policy-making.

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

- promoting the development of healthcare research and health professional education to improve the quality of communication in healthcare globally and hence improve the health outcomes of the general public
- enabling the exchange of teaching and research methodologies and resources within the community of healthcare communication researchers and teachers, to enhance the quality of communication in healthcare and thereby improving patients' and relatives' experience
- Influencing policy through the dissemination of knowledge about effective communication between patients, relatives and health professionals, extolling best practices and improvements in education and healthcare organisations 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 in the world, committed to improving the patient experience in the field of communication in healthcare
- building national capacity in healthcare communication in individual nations

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2020

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 strongly 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 healthcare 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.

In 2020, the Executive committee responded to the global pandemic and subsequent need of its members and the general public for guidance and support in best practice healthcare communication. The Executive did this by creating a dedicated webpage to share resources for healthcare communication during the COVID-19 pandemic. Some of these resources were created by EACH and some were resources shared by members.

In addition, EACH produced a free e-learning course entitled 'How to Deal with Misinformation and Disinformation during Public Health Emergencies' and also offered a live Q&A tutorial for participants to attend.

Alongside these additional efforts, the Executive committee continued to work on delivering the strategic plan for the association to expand the reach and influence of EACH. Work during 2020 focussed on a) appointing social media officers to run the existing EACH social media account on Twitter as well as create new accounts on Facebook, Instagram and LinkedIn with the aim of improving engagement with stakeholders and the public b) increasing the variety of courses and training workshops offered by EACH to the membership and wider public; and c) improving the EACH website to make it more aesthetically pleasing and user friendly to target audiences.

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 continues to undertake the following activities:

- organises major international conferences on health care communication research, teaching, policy & practice to bring together the community of healthcare researchers, educators and practitioners
- provides workshops, courses and meetings on specific research, teaching and policy and practice components of healthcare communication for teachers, researchers and policy makers
- develops and supports active networks of teachers, researchers and policy makers 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, research and policy and practice with the wider community of healthcare practitioners, researchers, teachers, practitioners and policy makers
- 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 the world 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 around the world without established health care communication research and teaching programmes
- promotes best practice in health care communication to other local and national organisations
- responds to requests from government and their healthcare organisations to review key policy documents from a healthcare communication perspective

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2020

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, teachers, policy makers and practitioners as possible. Networks are established in individual countries throughout the world.

When researchers, teachers, policy makers and practitioners contact the organisation, it attempts to provide bespoke advice and solutions to their teaching or research issues. It is this education, research, policy and practice activity that lead to improvements in health care communication and therefore to public benefit.

ACHIEVEMENTS AND PERFORMANCE

Conferences and courses

International conference: EACH and the Academy of Communication in Healthcare (ACH) collaborate in organising the annual International Conferences on Communication in Healthcare (ICCH). In the even years, EACH is the main organiser of ICCH and in the odd years, ACH is the main organiser. Over 500 participants attended the last highly successful ACH-organised conference in San Diego in 2019. The EACH hosted 2020 ICCH conference was due to take place in Vienna from the 9-12th September 2020. Due to the COVID-19 pandemic the face to face conference was replaced with a virtual conference. The planning committee decided to divide the event content in half and run the conference in two parts with half the content being offered online in September 2020 and the other half to be delivered face to face in Leuven, Belgium and postponed until April 2021. The September online conference was run using a professional virtual event platform and budgeted to run at a loss. The event was very successful with over 350 attendees and high engagement throughout. In December 2020 it became apparent that trying to hold the second half of the ICCH 2020 conference in person was not going to be possible due to the ongoing pandemic and so the decision was made to run ICCH 2020 Part 2 also online in April 2021.

EACH Forum on Healthcare Communication: Due to the decision taken to split the ICCH 2020 conference into two halves with the second half taking place in 2021 the EACH Forum on Healthcare Communication will not take place in 2021 as normal. It is anticipated that the next EACH Forum on Healthcare Communication will take place in 2023.

EACH Courses: A number of EACH courses had been developed to deliver in 2020 as part of the EACH strategic plan to increase the breadth of training offered by the association. Two new courses were scheduled to take place in May and April 2020: 'Workplace-Based Communication Skills Teaching and Learning' and 'Person-Centred Research in Communication in Healthcare (PREACH)'. These were both cancelled due to the pandemic restrictions as well as the regular tEACH courses on What to Teach and How to Teach scheduled to take place in May 2020.

In addition the following courses were developed to take place as pre-conference courses at the ICCH 2020 conference in Vienna:

- Curriculum Development for healthcare communication
- End of Life care conversations: identifying patients' goals, values and preferences
- Observational coding of healthcare communication: how and what?
- Shared Decision Making: Strengths and limitations of choices of definitions and measures for your research
- Knowledge translation and dissemination for health promotion

A decision will be made on how best to offer these courses in the near future either as online courses or post-pone their delivery until face to face courses are possible again.

The Teaching Committee (tEACH)

tEACH is the committee of EACH that aims to provide expertise, support, resources and networking opportunities for healthcare communication teachers across Europe and beyond. The tEACH committee at the end of 2020 consisted of 34 working members representing a variety of health care disciplines and 19 different countries.

In 2020, tEACH organized its work through the following 4 main project groups and aims:

Teaching tools: This subgroup leads the development of the searchable database of teaching tools available on the EACH website. This group will continue to collect teaching tools from communication teachers and refine the functions of this database. The Teaching Tools group is currently focusing on extending the database by sourcing videos of simulated or actual consultations that can be used to supplement teaching, particularly online.

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REPORT OF THE TRUSTEES for the year ended 31 December 2020

Cross cultural communication teaching: Teaching about Cross-cultural communication has become increasingly important due to an increase of diversity and multiculturalism in societies and with regards to enhanced migration of patients and health care providers. There are 5 tEACH members from five countries involved in this group.

Six month goals are:

1. To develop courses and workshops on how to teach cross cultural communication
2. To provide teaching tools in the area of cross-cultural communication
3. To finalise a scoping review in the form of a publication to reflect the international and multi-professional healthcare perspectives and educational outcomes of cross cultural communication teaching
4. To provide the theoretical, and practical tips on cross cultural communication teaching.

Assessment: This group offers support and training for trainers and teachers regarding the assessment of communication skills in health care across all professional groups.

For this purpose, the group has been collecting assessment tools and related resources to support teachers to organise their assessments of communication skills.

The group has also published an article about the general principles of assessing communication skills and recently finished a scoping review about the written assessment of communication skills in health care professions

Courses and support for trainers: This subgroup provides annual “Train the Trainer” courses on What to Teach, How to Teach, Curriculum Development and Assessment (in collaboration with the Assessment group).

The group has worked hard to expand its portfolio of courses during the global pandemic, with many courses being delivered virtually during 2020. New courses such as Teaching clinical communication skills online and Teaching Shared Decision Making will be added to the course offer for 2021.

Some highlight examples of tEACH activities during 2020 include:

- The support and further development of two new special interest groups namely Interprofessional education and Nursing Network for healthcare communication teaching and research.
- Please note that due to Covid-19 the Teaching Award will be postponed until the EACH hosted ICCH 2020 Part 2 Conference in April 2021.

The Research Committee (rEACH)

The aim of rEACH is to promote good quality communication research within EACH and to support the development of high quality researchers. These aims can be pursued by promoting networking, quality of research, international research collaboration and encouraging the development of new early-career researchers.

In 2020 the research committee (rEACH) continued consolidating its activity by working on the main pillars below:

1. Working with ‘yEACH’, the special interest group composed of researchers. yEACH has a ‘liaison’ with rEACH.
2. Training in Research on Communication in Healthcare: As was planned, rEACH is developing two courses, one on Coding tools to assess communication in healthcare, and another on conducting research on Shared decision making (SDM). The SDM course is being developed in collaboration with tEACH and designed to be offered partly together. Both courses will be offered pre-conference courses prior to ICCH 2020 Part II in April 2021. They are planned to be further developed into in-person courses. rEACH is further organizing a Summer School to be held online in September 2021.
3. Database/Sharing Information: rEACH is involved in conducting an updated and extension of a review on coding tools. Results will be incorporated in the online searchable database of research tools to code healthcare communication.
4. Write on research topics: rEACH is in the process of developing a plan for concise papers on research methodology (e.g., a brief overview of inductive and deductive methods to analyse communication) and research topics (e.g., introduction to nocebo/placebo effects) to be published in Patient education & Counseling
5. Networking: rEACH held a session during ICCH 2020 to discuss views on how to further promote networking among and support for EACH researchers. Plans are being made to foster connectivity between researchers, e.g. by raising awareness amongst EACH members about the possibilities for connection that already exist within EACH (i.e. Forums)

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2020

and encourage participation (i.e. profile completion) (including exploring barriers for use), and organizing a series of seminars/webinars.

6. Social media presence: Plans are being made in collaboration with the Social Media Officers to increase rEACH output on Twitter and other channels, such as by weekly sharing articles and by providing evidence-based tips for communication to healthcare professionals.

All group leads have met with the chair and co-chairs via ZOOM conferences approximately every six weeks. The subgroups have led work on their project development and have had teleconferences as appropriate.

rEACH held one online full committee meetings in June 2020, attended by 19 members, and plans to meet again in February 2021. During the meeting, we have allowed time for fun (e.g., celebrating rEACH milestones, have a quiz) and swapping the roles of chairing, minute-taking, and timekeeping. We further dedicated time to work together on ongoing projects, and in break-out groups held in parallel (e.g., run a first draft proposal for the content of the rEACH SDM course; ask input for the format of the Summer School and for a possible peer-feedback platform). Finally, we prioritized projects and defined tasks and actions for the next 6 months. Members who do not actively contribute to rEACH work and meetings continue to be a challenge for achieving progress. We will discuss whether we should continue having one of the two meetings per year online, after covid-19 does not put restrictions on travel and meetings anymore. We had already included the possibility to attend in-person meetings via video-conferencing for selected parts of the in-person meetings, including work time, and will continue to do so.

rEACH was involved in the planning committee of ICCH 2020 and the current rEACH Chair and one of the Co-Chairs will be on the planning committee for ICCH 2022. rEACH will chair the Jozen Bensing Award committee. In consultation with the ICCH 2020 planning committee, the Research Award will be postponed to 2021 and awarded during ICCH 2020 Part II in April 2021.

Looking forward, rEACH plans to finalize the election process for Chair and Co-Chair in order that it can seek to replace the current leadership in 2021. A staggered approach to leadership transition is planned, in which one of the two current Co-Chairs will stay on for three month after the new Chair and Co-Chair have been installed, before stepping down.

The practice and policy committee (pEACH)

Current research originating from the field of implementation sciences emphasizes the limited ability of health systems to improve the quality of care by translating research evidence into health care practice and policy. This limitation also concerns the implementation of findings from health communication, a discipline that has successfully identified several health care areas where the improvement of communication and the use of evidence-based communication education can lead to optimal patient-centred care. pEACH is the EACH committee that targets policy-making and clinical practice in health communication. Its specific mission is to foster the application of health communication education and research into healthcare practice, professional educational programs, everyday clinical practice and policy. In 2020, pEACH continued to work on the following main projects:

Networking EACH and its activities: Knowledge dissemination and implementation are not isolated processes, but they presuppose an integrative exchange between research findings and the different stakeholders, i.e. creators and users of evidence. Engaging in networking activities is an important mechanism for knowledge dissemination as it results in the exchange of views and the creation of synergies for the improvement of professional practice. To prepare EACH for engaging in networking, pEACH delineated the profile of EACH as the leading International association for promoting effective communication between patients, relatives and health providers, as well as to identify what EACH can offer to enhance health communication at different levels of the health care system.

Knowledge creation: The second main activity of pEACH was to create a body of evidence on the value of specific interventions of health communication in relevant areas of health care practice. Scientific publications alone often cannot be directly translated in practice. Knowledge syntheses in a user-friendly format are important to address the needs of end-users. pEACH identified areas of healthcare where communication problems can negatively impact healthcare practice, and illustrated how health communication theories, models and tools (in their multifaceted format) and teaching approaches can be used to help solving these problems. In particular, there are two main projects in progress. The first one, called 'Evidence Snapshots', consists in the production of comprehensive but usable texts based on evidence from key areas of health communication research (e.g. shared-decision making). The second one, called "Position Papers Series", consists in the creation of full text papers that have a policy oriented framework and exploit further the content of the bullet point papers.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2020

All together, these texts and proposed publications aim at informing and enhancing policy making in the field and being able to speak to key health stakeholders external to the healthcare communication sector.

More specifically, in the course of 2020, within the 'Evidence Snapshots' project more topics have been added on the EACH website and their layout restyled. Each topic has also been enriched by an infographic, which is shared on the EACH Twitter account. Within the 'Position Papers Series', full articles have begun to appear regularly on the journal 'Patient Education and Counseling'.

Learning from experience: In pEACH there is a strong awareness that implementation projects should be led by theory and research, but when it comes to designing interventions previous experience is also fundamental. Given also the challenge of providing useful insights globally, while interventions are realized locally, the initiative started in 2019 called "Lessons from Implementation" has been further developed in 2020. The aim of this project is to produce resources that will allow all EACH members to learn from each other when designing and implementing projects that aim to impact healthcare systems by improving communication skills and practices. The first phase of this project has produced a publication on PEC. In 2020, work has continued on the development of a core evaluation framework for implementation projects, creating a repository of experiences, and identifying key steps to maintain the effects of the intervention in the long term.

In 2020 pEACH was composed of 26 members from eleven countries.

The Advisory Committee (AC)

In 2020 the AC held two online meetings, one linked at the ICCH 2020 online conference in September and one at the end of December. Items we worked on:

- The Porto Document was finalized: This contains the views of all national representatives on how the AC should function concerning content, process and relationships within EACH. This document also serves as a guide to new national and deputy national representatives, who become member of the AC.
- An article on the structure and function of the AC to be published in PEC in 2021.
- Guidelines for national and deputy national representatives, put together by the representatives themselves.
- Incorporating the Networking Committee (NC) into the AC. The reason why is that networking on a local or wider level is seen as a task for all country representatives, as stated in their guidelines. This NC in the AC will be guided by the chairs, and will be populated by members voluntarily on a needs based.
- Due to the current pandemic, the plan is to work in the future with online meetings on two separate timings. This will allow all members from different time zones to participate on the AC work.

The Networking Committee (NC)

The NC originated out of the subgroup work from tEACH, and became an independent committee with representation in the EC. As stated under 'strategy' and 'activities', networking in the world of communication in healthcare is key to the success of this organisation.

As networking on a local or wider level is seen as a task for all country representatives, as stated in the representatives' guidelines, the NC becomes part of the AC. It will be guided by the chairs, and will be populated by members voluntarily on a needs based.

The first action that needs to be undertaken will be networking during the upcoming ICCH 2020 part two in April 2021.

In 2020 the NC organized the networking activities at the ICCH online conference in September, with good feedback afterwards.

Administrative infrastructure and website

The administrative infrastructure of the association has continued to progress under our management company - SAS Events & Association Management. SAS provide full financial administration, membership administration, project management, event management, governance and procedure advice, meeting administration and communication with members.

Developments in administration over 2020 have been as follows:

- Administering the new membership offer including management of institutional membership applications and membership grant applications.
- Further work was done on creating a new website for EACH. The purpose of the new website is to improve the members area to enable greater interactivity between members & working groups, as well as making the main pages of the website more accessible & easier to navigate creating a fresh, new look.

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- Administrative support for the development of more courses from EACH through the creation of a small committee who meet every 6-8 weeks. This committee was disbanded in September 2020.
- Planning for the ICCH 2020 conference in conjunction with EACH members who form the planning committees. SAS will participate in planning meetings, and undertake all logistical planning/budgeting for the events.
- Social media support, monitoring the EACH Twitter account & posting about EACH events and other items requested by EACH committees as well as attending the social media committee meetings to discuss how to improve EACH's online profile & engagement. This role was passed on to the social media officers in October 2020 and the social media committee disbanded.
- Administer the EACH election process for President-Elect and Treasurer.
- Create monthly adverts for the Patient Education & Counseling journal at the request of the President-Elect

Donation fund

A donation fund was established in 2014, enabling members to provide financial assistance for people to attend EACH activities including conferences and workshops. Members have been able to donate to this fund when renewing their membership and when booking onto events. The fund stands at £1,482 at the end of 2020. 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.

Project Funding

During 2020 the Executive agreed to fund the following projects:

- tEACH courses grants for attendance for EACH members from low income countries (not applicable in 2020 as all courses were cancelled due to the COVID-19 pandemic)
- Work to re-design and restructure the EACH website for implementation in early 2020
- Development of 6 new courses to increase the breadth of topics offered by EACH
- An honorarium for two Social Media officers to manage and develop the EACH social media accounts

FUTURE PLANS

Implementing the EACH strategic plan

Over 2021, the association will continue to work on delivering its strategic plans, predominantly focussing on the following areas:

- **Website:** With the completion of the new website in 2020, feedback from EACH members and other stakeholders has revealed opportunities to enhance the new appearance and structure. The President-elect has been tasked to oversee this next phase of website refinement that will increase the functionality of the members only sections of the website as well as the user friendliness and accessibility of the public areas of the website. EACH has committed to paying an outside consult to help complete this website work.
- **Courses:** Given the ongoing restrictions on face to face meetings and international travel, course development and implementation efforts for 2021 will focus on adapting previously planned courses to be online offerings as pre-conference courses for the online ICCH 2020 part 2 meeting schedule for April 2021. Pre-conference online courses will include: Workplace-based Communication Skills Teaching & Learning; Observational Coding of Healthcare Communication; combined research and teaching courses on Shared Decisionmaking; and Knowledge Translation and Dissemination for Health Promotion course. Directors of the two other courses in development, Person-Centered Research in Communication in Healthcare (PREACH) and End of Life Conversations, felt these would not be amenable to being presented virtually so development completion and implementation will be postponed until face to face meetings are resumed. In addition, in Spring 2021 EACH will offer two addition courses: 1) a series of course sessions on How to Teach about Communication Online; and 2) an online offering of the existing What to Teach in Communication Skills Education course. Social Media: The EACH social media committee which includes the newly appointed Social Media officers will continue to meet periodically to try and increase EACH's online profile through Twitter, Facebook and other venues. This group will also increase their engagement with core EACH committees to generate consistent content of interest to be featured in social media posts.

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Provision of conferences

EACH will continue to provide a major international conference every 2 years with an intervening EACH Forum in the fallow year. The 2021 conference will be hosted by ACH and is not yet confirmed if this will be a hybrid or fully virtual event in October 2021. The 2022 ICCH conference will be hosted by EACH and the venue search for this conference is still underway. The conference organisation will be led and facilitated by SAS Event and Association Management.

FINANCIAL REVIEW

The association made a loss of £43,413 in the year which has decreased the total funds at 31 December 2020 to £137,576. There were no capital asset additions or disposals during the year. The Association is in good financial health and a full breakdown of 2020 financial activity is shown on the following pages. EACH continues its policy of holding £90,000 in reserve to ensure the association is able to continue its basic functions in the event of loss of income for one year.

Responsibilities of the Trustees

Law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the Charity's financial activities during the year and of its financial position at the end of the year.

In preparing those financial statements, the trustees are required to

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards and statements of recommended practice have been followed subject to any departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Charity will continue in business.

The Trustees are responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the Charity and to enable them to ensure that the financial statements comply with applicable law and regulations. They are also responsible for safeguarding the assets of the Charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

ON BEHALF OF THE TRUSTEES:



.....
Marcy Rosenbaum - President

Dated: 29-11-2021.....

INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES

I report to the charity trustees on my examination of the accounts of the charity for the year ended 31 December 2020 which are set out on pages 12 to 19.

RESPONSIBILITIES AND BASIS OF REPORT

As the charity's trustees of the trust you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of your charity's accounts as carried out under section 145 of the Act and in carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the Act.

INDEPENDENT EXAMINER'S STATEMENT

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable accounting requirement concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a "true and fair" view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Nicholas Jones FCCA
Fawcetts LLP
Chartered Accountants
Windover House
St Ann Street
Salisbury
SP1 2DR

Date: 11 November 2021

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

STATEMENT OF FINANCIAL ACTIVITIES
for the year ended 31 December 2020

CHARITY NUMBER: 1159050

	Notes	2020			2019
		£	£	£	£
INCOME AND EXPENDITURE		Unrestricted	Restricted	Total	Total
INCOME AND ENDOWMENTS FROM:					
Donations and subscriptions	2	36,866	1,482	38,348	42,111
Charitable activities	3	92,033	-	92,033	130,481
Investments	4	-	-	-	12,693
Total		<u>128,899</u>	<u>1,482</u>	<u>130,381</u>	<u>185,285</u>
EXPENDITURE ON:					
Charitable activities	5	173,794	-	173,794	224,317
Total		<u>173,794</u>	<u>-</u>	<u>173,794</u>	<u>224,317</u>
NET INCOME/(EXPENDITURE) FOR THE YEAR		(44,895)	1,482	(43,413)	(39,032)
Funds brought forward at 1 January		176,689	4,300	180,989	220,021
TOTAL FUNDS CARRIED FORWARD AT 31 DECEMBER		<u>131,794</u>	<u>5,782</u>	<u>137,576</u>	<u>180,989</u>

The Statement of Financial Activities includes all gains and losses recognised in the period.

All incoming resources and resources expended derive from continuing activities.

The notes form part of these financial statements

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

**BALANCE SHEET
31 December 2020**

CHARITY NUMBER: 1159050

		<u>2020</u>		<u>2019</u>	
	Notes	£	£	£	£
FIXED ASSETS:					
Tangible	7		3,420		4,310
CURRENT ASSETS:					
Debtors	8	24,695		44,137	
Cash at bank and in hand	9	<u>149,929</u>		<u>184,989</u>	
		174,624		229,126	
CREDITORS: Amounts falling due within one year	10	<u>(40,468)</u>		<u>(52,447)</u>	
NET CURRENT ASSETS:			<u>134,156</u>		<u>176,679</u>
TOTAL ASSETS LESS CURRENT LIABILITIES:			<u>137,576</u>		<u>180,989</u>
FUNDS:					
Unrestricted funds	11		131,794		176,689
Restricted funds	11		<u>5,782</u>		<u>4,300</u>
			<u>137,576</u>		<u>180,989</u>

ON BEHALF OF THE TRUSTEES:



.....
Marcy Rosenbaum - President

Approved by the trustees on: ...29-11-2021.....

The notes form part of these financial statements

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

STATEMENT OF CASH FLOWS
31 December 2020

		2020	2019
		£	£
	Notes		
Cash flows from operating activities:	13	(35,060)	(49,29)7
Cash flows from investing activities:			
Royalty income and bank interest		-	12,693
Purchase of tangible fixed assets		-	-
Cash provided by (used in) investing activities		-	12,693
Change in cash and cash equivalents for the year		(35,060)	(36,604)
Cash and cash equivalents brought forward at 1 January		184,989	221,593
Cash and cash equivalents carried forward at 31 December	9	<u>149,929</u>	<u>184,989</u>

**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2020**

1. ACCOUNTING POLICIES

Basis of accounting

The financial statements have been prepared under the Charities Act 2011 on the historical cost convention, except investment assets that are carried at market value. The financial statements are prepared in accordance with applicable accounting standards and the Statement of Recommended Practice on Accounting and Reporting by Charities: Charities SORP 2016 FRS102.

EACH: International Association For Communication In Healthcare meets the definition of a public benefit entity under FRS102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy notes.

The accounts are presented in Sterling (£) which is the functional currency of the charity and are prepared on a going concern basis. In the opinion of the trustees the charity will be able to operate for the foreseeable future.

Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

Restricted funds are funds which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for particular purposes. The cost of raising and administering such funds are charged against the specific fund. The aim and use of each restricted fund is set out in the notes to the financial statements.

Incoming resources

All incoming resources are included in the statement of financial activities when the charity is legally entitled to the income and the amount can be quantified with reasonable accuracy.

Voluntary income and donations are accounted for as received by the charity.

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

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.

In accordance with the Charities SORP (FRS102), general volunteer time is not recognised in the accounts. On receipt, donated professional services and donated facilities are recognised as income on the basis of the value of the gift to the charity which the charity would be willing to pay to obtain services or facilities of equivalent economic benefit on the open market. A corresponding amount is then recognised in expenditure in the period of receipt.

Resources expended and irrecoverable VAT

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to the category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of the resources.

Expenditure on charitable activities includes the costs of delivering training courses and events undertaken to further the purposes of the charity and their associated support costs.

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

NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2020

1. ACCOUNTING POLICIES continued**Tangible 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

Debtors

Debtors are measured at their recoverable amount.

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Foreign currency

Transactions are carried out primarily in euros and pounds sterling. Foreign currency balances at the year end are translated into pounds sterling at the rate ruling at the balance sheet date. Transactions in foreign currencies are translated at the actual rate on the day of the transaction.

2. VOLUNTARY INCOME

	Unrestricted £	Restricted £	2020 £	2019 £
Donations	-	1,482	1,482	996
Membership subscriptions	<u>36,866</u>	<u>-</u>	<u>36,866</u>	<u>41,115</u>
	<u>36,866</u>	<u>1,482</u>	<u>38,348</u>	<u>42,111</u>

3. CHARITABLE ACTIVITIES

	Unrestricted £	Restricted £	2020 £	2019 £
Training income	41,663	-	41,663	68,519
Forum 2019 income	-	-	-	61,962
Conference income	<u>50,370</u>	<u>-</u>	<u>50,370</u>	<u>-</u>
	<u>92,033</u>	<u>-</u>	<u>92,033</u>	<u>130,481</u>

4. INVESTMENT INCOME

	Unrestricted £	Restricted £	2020 £	2019 £
Royalties	-	-	-	12,693
Bank interest	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
	<u>-</u>	<u>-</u>	<u>-</u>	<u>12,693</u>

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2020**

5. EXPENDITURE ON CHARITABLE ACTIVITIES

	Membership Benefits £	Research, Teaching Events and Courses £	2020 Total £	2019 Total £
Professional subscriptions	10,833	-	10,833	9,256
Training & research courses costs, including Events/conferences	-	111,575	111,575	162,027
Governance costs	150	1,350	1,500	1,500
Support costs	-	49,886	49,886	51,534
	<u>10,983</u>	<u>162,811</u>	<u>173,794</u>	<u>224,317</u>

The support costs relate to the two key charitable activities and these are split between outsourced administration of £43,979 (2019 - £43,641) and general office costs of £5,907 (2019 - £7,893).

Governance costs represent accountancy fees.

6. NET INCOME/(EXPENDITURE)

This is stated after charging:

	2020 £	2019 £
Independent examiners fee	1,500	1,500
Depreciation	<u>890</u>	<u>890</u>

7. TANGIBLE FIXED ASSETS

	2020 £
Cost	
As at 31 December 2019 and 2020	<u>9,733</u>
Amortisation	
As at 31 December 2019	5,423
Charge for the year	<u>890</u>
As at 31 December 2020	<u>6,313</u>
Net book value at 31 December 2020	<u>3,420</u>
Net book value at 31 December 2019	<u>4,310</u>

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2020**

8. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020	2019
	£	£
Trade debtors	9,830	23,725
Other debtors	<u>14,865</u>	<u>20,412</u>
	<u>24,695</u>	<u>44,137</u>

9. CASH AND CASH EQUIVALENTS

	2020	2019
	£	£
Cash at bank and in hand	<u>149,929</u>	<u>184,989</u>

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2020	2019
	£	£
Trade creditors	19,361	30,516
Other creditors	1,951	1,951
Accruals and deferred income	<u>19,156</u>	<u>19,980</u>
	<u>40,468</u>	<u>52,447</u>

11. FUNDS

	Balance at 1 January 2020 £	Incoming resources £	Movement in funds Resources expended/transfers £	Balance at 31 December 2020 £
Unrestricted funds	176,689	128,899	(173,794)	131,794
Restricted funds	<u>4,300</u>	<u>1,482</u>	<u>-</u>	<u>5,782</u>
	<u>180,989</u>	<u>130,381</u>	<u>(173,794)</u>	<u>137,576</u>

Unrestricted funds

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

Restricted funds

Specific donations collected from members can be used to assist people who may require financial assistance to attend EACH activities.

NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2020

12. 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 which is in agreement with the constitution of the charity.

Services provided: No trustee were paid during 2020 (2019: 1 trustees £625).

Expenses received for accommodation, travel and subsistence: No trustees made claims for such costs (2019: 5 trustees £7,346).

13. RECONCILIATION OF NET INCOME/(EXPENDITURE) TO NET CASH FLOW FROM OPERATING ACTIVITIES

	2020	2019
	£	£
Net income/(expenditure) for the year as per the Statement of Financial Activities	(43,413)	(39,032)
Add back amortisation	890	890
Less investment income	-	(12,693)
(Increase)/decrease in debtors	19,442	(34,142)
Increase/(decrease) in creditors	<u>(11,979)</u>	<u>35,680</u>
Net cash provided by/(used in) operating activities	<u>(35,060)</u>	<u>(49,297)</u>