

**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.

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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.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

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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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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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.

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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.

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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

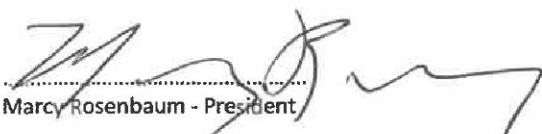
Law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year, which give a true and fair view of the Charity's financial activities during the year and of its financial position at the end of the year.

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

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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

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

CHARITY NUMBER: 1159050

	Notes	2021			2020
		£ 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		93,074	1,553	94,627	130,381
EXPENDITURE ON:					
Charitable activities	5	112,807	-	112,807	173,794
Total		112,807	-	112,807	173,794
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		112,061	7,335	119,396	137,576

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

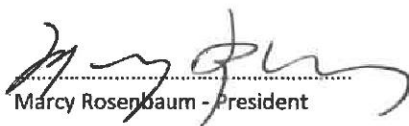
EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

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>119,396</u>		<u>137,576</u>
FUNDS:					
Unrestricted funds	10		112,061		131,794
Restricted funds	10		<u>7,335</u>		<u>5,782</u>
			<u>119,396</u>		<u>137,576</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).