

**REPORT OF THE TRUSTEES AND
FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2018
FOR
EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE**

Charity number: 1159050

**CONTENTS OF THE FINANCIAL STATEMENTS
for the year ended 31 December 2018**

	Page
Charity Information	1
Report of the Trustees	2
Report of the Independent Examiner	12
Statement of Financial Activities	13
Balance Sheet	14
Statement of Cash Flows	15
Notes to the Financial Statements	16

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

for the year ended 31 December 2018

Charity Information

TRUSTEES:

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Nicola Diviani
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CHARITY OFFICES:

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

CHARITY NUMBER:

1159050

INDEPENDENT EXAMINER:

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Fawcetts LLP
Chartered Accountants
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EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2018

The Trustees of the charity present their report with the financial statements of the Charity for the year ended 31 December 2018.

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 508 members of EACH in 2018, from 43 countries worldwide. Membership fees were £125 including print version of the affiliated journal, *Patient Education & Counselling* (PEC) or £105 with online access only (with reductions for undergraduate and postgraduate students).

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. At the general meeting in Porto on September 2nd 2018, Marcy Rosenbaum was elected as the new President-Elect. There were no applications for Treasurer of EACH so this position remains vacant with our management company, SAS Event & Association Management, maintaining the day to day financial management with the Past-President of EACH taking on the temporary role of Treasurer until the position is filled.

The advisory committee 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. NRs have a deputy (DNR) who takes the role of the national representative in his/her absence.

2018 was an election year for EACH. The EACH elections were conducted electronically, every NR stepped down from their position and were asked to re-apply. The EACH constitution states that every NR can stand for a maximum of 3 terms (serving 6 years in total). As such two stepped down and were unable to re-apply: NR of Israel & The Netherlands.

There are currently NRs from 26 countries, of which 11 are non-voting NRs. Only voting NRs and executive members are trustees of EACH.

The full Advisory Committee (SC), 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.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2018

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, Rolleston Street
Salisbury, SP1 1DX UK
DDI: +44 (0)1722 415154
Fax: +44 (0)1722 331313
Email: info@each.eu

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

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.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2018

Effective health care 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 2018, the executive committee has worked further on the refinement of a strategic plan to expand the reach and influence of EACH, called 'TRANSFORMING EACH'. Specifically, it has worked on a) an assessment of the potential market and b) on an analysis of the membership offer and its pricing (including corporate membership). Overall, this strategic plan has informed EACH work on the following aspects: 1) an improvement of EACH website to make it more appealing to the target audiences; 2) A social media strategy to spread information from EACH and enables engagement with relevant stakeholders; 3) The identification of a course offer that can enrich courses and trainings already in EACH portfolio and 4) A refinement the membership quotes so that EACH becomes an accessible associations for all interested people in the world.

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. The market testing mentioned above is an additional strategy to minimize risks in the proposed changes to EACH

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

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.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2018

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 600 participants attended the last highly successful ACH-organised conference in Baltimore in 2017. This conference was also in partnership with the Health Literacy Annual Research Conference (HARC).

A hallmark of, EACH hosted, ICCH conferences is fostering interaction and exchange among participants. By doing so, the conference provides an excellent opportunity to reach one of the key objectives of EACH: to facilitate the exchange of ideas and products of teaching and research activities across a network of individuals and institutions around the world. EACH hosted, ICCH conferences capture both the research and teaching components of communication in healthcare as well as policy issues, and focus on all health professionals including doctors, nurses, pharmacists, physiotherapists, dentists, etc. The conferences are therefore of interest to trainers, teachers, health care professionals and researchers as well as policymakers. The conferences are a mixture of plenaries, oral paper presentations, workshops, posters, symposia and also include specific networking events and the more playful fringes.

The 2018 conference attracted 618 attendees from 45 different countries. Discounted rates were offered to EACH and ACH members with further discounts being offered to PhD, Scholarship and Undergraduate students. An early bird rate was also offered to both EACH / ACH members and Non-members to encourage early registration. The three-and-a-half-day event featured up to 14 parallel sessions, incorporating traditional oral presentations and symposia, alongside experiential workshops, innovative technology and inventive 'Fringe' sessions. Over 200 posters were displayed during two dedicated poster sessions, with time also allocated to networking, and roundtable discussions. With a focus on improving all aspects of communication in healthcare, the conference created a unique, communicative atmosphere for highlighting best practices and innovations in the field with the aim of both inspiring and challenging attendees through their involvement in the variety of activities available.

The Teaching Committee (tEACH)

tEACH is the committee of EACH that focuses on providing support, resources and sharing of expertise for communication teachers, whether about teaching, curriculum development or assessment. The aim of tEACH is to be a primary source of help for communication teachers everywhere. The committee at the end of 2018 comprised 35 working members representing a variety of health care disciplines and 19 different countries. In May 2018 and two co-chairs have been nominated through a standardized process.

In 2018, tEACH continued working through the following main project groups and aims:

Video bank: While videos of simulated and real patient encounters can be particularly powerful tools in teaching clinical communication skills, communication teachers often have difficulty finding appropriate videos that can be used in their teaching. The aim of this group is to develop a collection of videos that are available to EACH members to be used for communication teaching.

"Meeting Zone: Finding Colleagues" site for communication teachers: Many communication teachers have identified wanting to have access to colleagues to assist and advise them in developing and enhancing their communication teaching activities. This group has created a database of people involved in communication teaching and/or assessment who are willing to share their expertise with others.

Local courses support: Many countries do not have established evidence-based teaching programmes for the training of communication in healthcare teachers. tEACH has developed effective and evidence-based teaching courses and through this project group is producing a comprehensive framework for trainers of healthcare communication teachers to help guide the development and delivery of local courses in individual countries by local trainers under the auspices of tEACH.

Cross cultural communication teaching: Teaching about cross cultural clinical communication has become increasingly important and challenging due to global migration and complex multi-cultural populations. This group has conducted a needs assessment of communication teachers to identify both how these issues are being addressed in healthcare curriculum and what types of resources and tools could help address challenges in teaching these topics. In response, the group is producing a portfolio and map of cross cultural teaching tools and supportive literature to be available to communication teachers as they develop and enhance curriculum focused on this important topic.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2018

Workplace based teaching and assessment: While currently many undergraduate training programs in healthcare have substantial formal communication programmes, studies continue to demonstrate that healthcare students have difficulties in transforming the acquired competences into quality communicative behaviours in real clinical practice. The aim of this group is to collect and develop resources that enhance the transfer of skills from the classroom to the clinical workplace.

In addition to these project groups, tEACH also has several continuing working subgroups whose efforts support to work of communication teachers. These subgroups and highlights of some of their ongoing work include:

Assessment: The Assessment subgroup continues to collect communication assessment tools to be included in the searchable database as well as providing an annual course on assessment and is working on a summary paper related to the use of written assessment instruments.

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 is now offering a Certificate of In depth Study in Communication Skills Education in which participants apply the skills learnt in tEACH courses to a specific teaching, curriculum or assessment project with mentoring from a tEACH member. In addition, the group has provided local courses on these and related topics in a number of countries in the past year including Norway, Ireland, Poland, Austria, and others.

Networking: The aim of this subgroup is to support the establishment and enhancement of networks of communication teachers within individual countries and healthcare disciplines.

Curriculum: Ongoing efforts of this subgroup focus on evaluating and expanding the application of the Health Care Professions Core Curriculum (HPCCC), the consensus based objectives for communication curriculum, in several different countries and health care disciplines.

Teaching tools: This subgroup has spearheaded 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.

Some highlight examples of tEACH “outreach” activities during 2018 were:

- tEACH members worked together to present courses during the year and pre-conference workshop at the conference in Porto.
- Development of the rationale for a course on Challenges in experiential Communication Skills Teaching. This new two day course will focus on the common challenges faced when delivering experiential communication skills training.
- Courses on curriculum development and assessment were held in May in Vienna.
- In Austria, a new and innovative project was launched to establish a “Train-the-Trainer certificate program for workplace-based communication skills teaching”. This project is part of the wider implementation of a national strategy for improving healthcare communication in Austria.
- tEACH subgroup has focused on inter-professional communication education and conducted a survey among students in Medicine, Nursing, Dentistry and Psychology in various countries to identify core learning objectives for inter-professional teaching.

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 young researchers.

In 2018 the research committee (rEACH) has continued consolidating its activity by working the main pillars below:

1. **Funding:** concerned with providing advice and seeking collaborative funding. This group helps identify funding agencies to apply for research funding to promote the networking of health care communication research.
2. **Working with ‘yEACH’**, the special interest group composed of researchers. yEACH has a ‘liaison’ with rEACH.
3. **Communication in Healthcare Research Training:** working on exploring the topics, interests and expertise available to instigate training workshops. Specific activity has been focused on developing workshops on research methodology in the healthcare communication field.

Database/Sharing Information: designing a searchable database of interests among members. This has been adjusted to work with tEACH to develop a joint facility with the introduction of some additional fields of interest particularly for researchers.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2018

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

rEACH held an in-person meeting in Leiden, The Netherlands on Nov 30-Dec 1, 2018. It was attended by six members in person, and 3 other members (1 new) attended a part of the meeting online; it was a small but productive meeting. The group had decided to try and incorporate training in the upcoming in-person meetings. This first time, they started with a short workshop (external trainer) on how to conduct effective meetings. Main lessons learned included: prepare in advance what the outcome of meeting should be; decide in advance who should make decisions; during the meeting: allow time for fun, and consider swapping roles (chairing, minutes-taking, and timekeeping) if it works better for the process. They further spent time on brainstorming and prioritizing goals for rEACH. At this point the group decided to focus on: ways to promote rEACH/make better known what we do, getting to know better each other's expertise, and find ways to initiate research within rEACH. They further decided to rotate the location of the in-person meetings to make it overall easier for rEACH members to attend the meetings.

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 2018, 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 "bullet point" papers, 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", consists in the creating of full text papers that have a policy oriented framework and exploit further the content of the bullet point papers. 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.

Another main pEACH project conducted in 2018 was the National Engagement Pilot Project. Several studies are reporting that, while there is a vast amount of evidence at the academic level to show that effective communication in healthcare can improve patient outcomes and reduce costs for the healthcare systems; such evidence has not yet found pathways to change significantly the practice and policies. EACH is a scientific society that brings together a variety of experts working on communication issues in healthcare. In spite of this, it is not well known outside the academic domain and its wealth of evidence and expertise is not known to the majority of clinicians and policymakers.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2018

Therefore, pEACH proposed to organize a series of events on healthcare communication, tapping on EACH's resources (experts, research, evidence, expertise), with different aims: to make EACH known at local level as the 'place' to go to for evidence, expertise and know-how on healthcare communication issues; to disseminate contemporary evidence to the wider health sector and create new networks with health organisations, funding and policy bodies; to create a scalable "country by country" framework to increase knowledge translation and improve our role with mainstream health delivery. The first event that is being piloted in Italy has taken place on June 13, 2018 at Catholic University in Milano. The second event took place in Italy at the University of Rome on 29 November 2019.

In 2018 pEACH was composed of 31 members from ten countries. It has formed a new small advisory group to assist in setting its strategic priorities and to grow its presence at the international conferences.

Implementation of the Advisory Committee

In December 2017, the Steering Committee became the Advisory Committee, formed from all trustees of the Association. This successful transition has created a more sustainable framework for the Association. The change has enabled the Executive Committee to make more impactful decisions for the good of the association, led by non-binding suggestions from the Advisory Committee. The group has proved to be a platform for national representatives to discuss important issues for EACH within their own countries, share knowledge, and debate issues important to the development of EACH.

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 2018 have been as follows:

- Following a membership analysis report, the membership offer has been restructured to include a wider selection of options which will be available from the start of 2019. Most notably, two-year memberships will be introduced, along with institutional membership for five or more individuals from the same organisation.
- Oversaw the process of finalising the Strategic Plan, giving EACH a clear plan for development in the near future. The 'stepwise' approach included analysis of the member and non-member survey results, taking into account costings and potential outcomes.
- Further to the strategic plan being agreed, work has begun on a new website which SAS will be designing and restructuring in order to make information easier to navigate and access
- Planning for the EACH Forum in 2019 and ICCH 2020 conference is underway, 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.
- Administrative support was offered for the widening variety of courses offered by EACH, predominantly through the tEACH sub-committee. Contracts have been drawn up to enable EACH members to deliver courses to other organisations on behalf of EACH, with a small proportion of revenue being retained by the association.

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 £3,304 at the end of 2018. 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.

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

REPORT OF THE TRUSTEES for the year ended 31 December 2018

Project Funding

The Executive Committee agreed a total of £19,000 funding for projects in 2018, including the following:

- pEACH National Voices project
- pEACH Italian Knowledge Translation Project. First of the two workshops was conducted in Milan in June 2018, whilst the second took place in September in Rome
- rEACH online catalogue of coding instruments. Organisation for this has begun with implementation also underway.
- rEACH Research Writing Workshop, which took place with 6 participants immediately after the ICCH 2018 conference in Porto
- tEACH courses grants for attendance for EACH members from low income countries
- tEACH video production & translation/subtitling work
- tEACH course in Moscow during March 2018

FUTURE PLANS

Implementing the EACH restructuring plan

Over 2019, the association will continue to consolidate the changes that have been initiated in 2018. Specifically, EACH will focus on a number of key specific areas.

EACH has always had a membership structure without much variety in membership-fee for different groups of members. If it wishes to increase its membership numbers, the membership fee structure needs to change to enable EACH to become affordable for more people in low income countries and professions.

Another key-area is the visibility. EACH is not well-known outside of our organisation and for it to make more impact this needs to change. EACH will be focussing on its presence on social media and a more attractive and easier to navigate website, where people can easily find what they are looking for.

That leads to the next key area EACH will focus on: tangible products to benefit anyone who is interested in healthcare communication and comes looking for help. To attract new members and increase the benefit for current members, EACH will collect, develop and advertise a broader variety of products than it offers its members now. This will include materials and courses for teaching and research – regular face-to-face and online courses as well as courses to be delivered on demand and as requested in different countries.

Provision of conferences

EACH will continue to provide a major international conference every 2 years with an intervening summer event in the fallow year. The next conference will be held in Vienna in September 2020. The conference organisation will be led and facilitated by SAS Event and Association Management. Also, in September 2019 the EACH Forum will be held in Leiden: this event will offer a provision of high-quality workshops in the key areas of health communication, with a focus on research, teaching and policy.

FINANCIAL REVIEW

Total incoming resources for the year were £448,676 and its outgoings totaled £379,346. The association generated a surplus of £69,330 in the year which has increased the total funds at 31 December 2018 to £220,021. There were no capital asset additions or disposals during the year. The Association is in good financial health and a full breakdown of 2018 financial activity is shown on pages 12 to 19. 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. Its free reserves totaled £211,517.

**REPORT OF THE TRUSTEES
for the year ended 31 December 2018**

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:

Sara Rubinelli

Dated: 16 September 2019

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 31st July 2018 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: 30 September 2019

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

STATEMENT OF FINANCIAL ACTIVITIES
for the year ended 31 December 2018

CHARITY NUMBER: 1159050

	Notes	2018			2017
		£ Unrestricted	£ Restricted	£ Total	£ Total
INCOME AND EXPENDITURE					
INCOME AND ENDOWMENTS FROM:					
Donations and legacies	2	-	747	747	54,805
Charitable activities	3	434,764	-	434,764	91,063
Investments	4	13,165	-	13,165	12,857
Total		<u>447,929</u>	<u>747</u>	<u>448,676</u>	<u>158,725</u>
EXPENDITURE ON:					
Charitable activities	5	379,346	-	379,346	164,244
Total		<u>379,346</u>	<u>-</u>	<u>379,346</u>	<u>164,244</u>
NET INCOME/(EXPENDITURE) FOR THE YEAR		68,583	747	69,330	(5,519)
Funds brought forward at 1 January		148,134	2,557	150,691	156,210
TOTAL FUNDS CARRIED FORWARD AT 31 DECEMBER		<u>216,717</u>	<u>3,304</u>	<u>220,021</u>	<u>150,691</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 2018**

CHARITY NUMBER: 1159050

		<u>2018</u>		<u>2017</u>	
	Notes	£	£	£	£
FIXED ASSETS:					
Tangible	7		5,200		6,090
CURRENT ASSETS:					
Debtors	8	9,995		12,099	
Cash at bank and in hand	9	<u>221,593</u>		<u>171,991</u>	
		231,588		184,090	
CREDITORS: Amounts falling due within one year	10	<u>(16,767)</u>		<u>(39,489)</u>	
NET CURRENT ASSETS:			<u>214,821</u>		<u>144,601</u>
TOTAL ASSETS LESS CURRENT LIABILITIES:			<u>220,021</u>		<u>150,691</u>
FUNDS:					
Unrestricted funds	11		216,717		148,134
Restricted funds	11		<u>3,304</u>		<u>2,557</u>
			<u>220,021</u>		<u>150,691</u>

ON BEHALF OF THE TRUSTEES:

Sara Rubinelli - President

Approved by the trustees on: 16 September 2019

The notes form part of these financial statements

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

STATEMENT OF CASH FLOWS
31 December 2018

		2018	2017
		£	£
	Notes		
Cash flows from operating activities:	13	36,437	22,330
Cash flows from investing activities:			
Royalty income and bank interest		13,165	12,857
Purchase of tangible fixed assets		<u>-</u>	<u>(833)</u>
Cash provided by (used in) investing activities		13,165	12,024
Change in cash and cash equivalents for the year		49,602	34,354
Cash and cash equivalents brought forward at 1 January		171,991	137,637
Cash and cash equivalents carried forward at 31 December	9	<u>221,593</u>	<u>171,991</u>

**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2018**

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 2018

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 £	2018 £	2017 £
Donations	-	747	747	1,340
Membership subscriptions	-	-	-	53,465
	<u>-</u>	<u>747</u>	<u>747</u>	<u>54,805</u>

3. CHARITABLE ACTIVITIES

	Unrestricted £	Restricted £	2018 £	2017 £
Training income	87,556	-	87,556	52,203
Summer event income	-	-	-	38,420
Conference income	<u>347,208</u>	<u>-</u>	<u>347,208</u>	<u>440</u>
	<u>434,764</u>	<u>-</u>	<u>434,764</u>	<u>91,063</u>

4. INVESTMENT INCOME

	Unrestricted £	Restricted £	2018 £	2017 £
Royalties	13,165	-	13,165	12,857
Bank interest	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
	<u>13,165</u>	<u>-</u>	<u>13,165</u>	<u>12,857</u>

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2018**

5. EXPENDITURE ON CHARITABLE ACTIVITIES

	Membership Benefits £	Research, Teaching Events and Courses £	2018 Total £	2017 Total £
Professional subscriptions	10,881	-	10,881	12,000
Training & research courses costs, including Events/conferences	-	292,938	292,938	98,866
Governance costs	150	1,350	1,500	1,502
Support costs	-	74,027	74,027	51,876
	<u>11,031</u>	<u>368,315</u>	<u>379,346</u>	<u>164,244</u>

The support costs relate to the two key charitable activities and these are split between outsourced administration of £66,418 (2017 - £41,995) and general office costs of £7,609 (2017 - £9,881).

Governance costs represent accountancy fees.

6. NET INCOME/(EXPENDITURE)

This is stated after charging:

	2018 £	2017 £
Independent examiners fee	1,500	1,502
Depreciation	<u>890</u>	<u>973</u>

7. TANGIBLE FIXED ASSETS

	2018 £
Cost	
As at 31 December 2017 and 2018	<u>9,733</u>
Amortisation	
As at 31 December 2017	3,643
Charge for the year	<u>890</u>
As at 31 December 2018	<u>4,533</u>
Net book value at 31 December 2018	<u>5,200</u>
Net book value at 31 December 2017	<u>6,090</u>

EACH: INTERNATIONAL ASSOCIATION FOR COMMUNICATION IN HEALTHCARE

**NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2018**

8. DEBTORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2018	2017
	£	£
Trade debtors	9,548	10,443
Other debtors	<u>447</u>	<u>1,656</u>
	<u><u>9,995</u></u>	<u><u>12,099</u></u>

9. CASH AND CASH EQUIVALENTS

	2018	2017
	£	£
Cash at bank and in hand	<u><u>221,593</u></u>	<u><u>171,991</u></u>

10. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR

	2018	2017
	£	£
Trade creditors	4,830	4,520
Other creditors	1,975	1,975
Accruals and deferred income	<u>9,962</u>	<u>32,994</u>
	<u><u>16,767</u></u>	<u><u>39,489</u></u>

11. FUNDS

	Balance at 1 January 2018 £	Movement in funds Incoming resources £	Resources expended/transfers £	Balance at 31 December 2018 £
Unrestricted funds	148,134	447,929	(379,346)	216,717
Restricted funds	<u>2,557</u>	<u>747</u>	<u>-</u>	<u>3,304</u>
	<u><u>150,691</u></u>	<u><u>448,676</u></u>	<u><u>(379,346)</u></u>	<u><u>220,021</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.

NOTES TO THE FINANCIAL STATEMENTS
for the year ended 31 December 2018

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: 3 trustees paid £9,670 in total (2017: 3 trustees £1,400).

Expenses received for accommodation, travel and subsistence: 7 trustees paid £6,165 in total (2017: 12 trustees £18,195).

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

	2018	2017
	£	£
Net income/(expenditure) for the year as per the Statement of Financial Activities	69,330	(5,519)
Add back amortisation	890	973
Less investment income	(13,165)	(12,857)
(Increase)/decrease in debtors	2,104	23,581
Increase/(decrease) in creditors	<u>(22,722)</u>	<u>16,152</u>
Net cash provided by/(used in) operating activities	<u>36,437</u>	<u>22,330</u>