

Annual conference

The place of the patient in the strategic management of health institutions

15 October, 2019

 TANGLA HOTEL BRUSSELS
Av. Emmanuel Mounier 5, 1200 Brussels

PROGRAM AND REGISTRATION

Financial pressure, socio-demographic evolution, chronicity of pathologies, shortage of professionals, adoption of new technologies... so many subjects that take up the time of the management committees! When do we think about the patient? What is the patient's place in the strategic management of health institutions? More informed and demanding, patient values and perceptions of health services have changed radically. After decades of searching for quality, after decades of searching for efficiency...here comes the era of patient first.

PROGRAM

- 08 :00 - 09 :00 **Registration and welcoming**
- 09 :00 - 09 :20 **Presentation and introduction**
Ms So Yung Straga, President of SPX
Mr Paul d'Otreppe, President of ABDH
- 09 :30 - 10 :45 **Session 1: The Patient Experience in Health Services - State of the art**
When illness or accident occurs, the individual becomes a "patient". This new state destroys any life project for a more or less long period of time. Vulnerable, the patient follows a path of care whose overall experience represents his or her personal experience. How can this experience be used in the design of services and professional practices, in the collaboration between teams that care for patients? Knowing the history of this evolution helps to make better use of the patient experience.
- [Patient experience: Implications for management \(FR\)](#)
Dr. Eduard Portella, International consultant
 - [From the care cycle to the life cycle... The place, role, contribution of the expert patient in care partnership relationship \(FR\)](#)
Mrs Nadia Peoc'h, Director of Care PREFMS-CHU of Toulouse, University of Toulouse Jean Jaurès
 - [Balancing between power and powerlessness: Patient empowerment as the basis for equivalence in the patient-doctor relationship \(NL\)](#)
Mr Edgard Eeckman, Communication Manager, PhD Media and Communication Studies - UZ Brussel
- Moderator: Dr. Ru-Yin Yeh, Ophthalmologist (FR)
- 10 :45 - 11 :00 **Break**

11 :00 - 12 :15

Session 2: Patient Experience Implementation Initiatives

Let us consider the patient as a simple user of the health system... The relationship he has with the health care provider becomes an essential opportunity to learn about his experience. Appropriating this interaction makes it possible to take corrective actions along the care pathway and to measure the benefits. A new perspective to be incorporated into local management.

- [PREM, what use in hospitals ? \(FR\)](#)
Mr Quentin Schoonvaere, Data & Improvement Officer - PAQS
- [Patient committees, an unsuspected asset for the hospital \(FR\)](#)
Mrs. Nathalie Delbrassine, Senior Health Executive - CHR Liège
- [Improving patient wellbeing: how personal experiences can drive real change \(EN\)](#)
Mrs. Nikla Lanckswert, Co-founder Inga Wellbeing - Belgium

Moderator: Mr Pierre Lisens, Member of the Patient Committee of the CHR Citadelle Liège

12 :15 - 13 :15

Meal break

13 :30 -15 :00

Round table: The patient experience, a strategy beyond branding...

Our period of time is characterized by uniformity: the standardization of care processes and services requires it. Differentiation becomes a major advantage in this way! Demonstrating a commitment to improving the patient experience is not a cosmetic gesture; it means a strong gesture that engages mutual trust between the patient and all the teams of the institutions he or she visits.

- [The patient experience in the strategy, hospital commitment \(EN\)](#)
Dr Manel del Castillo, CEO Hospital Sant Joan de Déu - Barcelona

Debate panel:

1. Mrs Hadewig de Corte, CEO Kliniek Sint-Jan - Brussels (Dutch)*
2. Dr Mikael De Rham, CEO Ensemble hospitalier de la côte - Switzerland (FR)

Moderator: Margot Cloet, Managing Director Zorgnet-Icuro (NL)

15 :00 - 15 :30

Break

15 :30 - 17 :00

Roundtable: The place of the patient experience manager in the management team. Roles, responsibilities and challenges

Hospitals have always adopted an organization that creates silos between the different professional corporations and responsibilities. Transversal collaboration was necessary when the care pathway was considered holistically. What is the real role of the CXO and how can this function share and cooperate with all stakeholders?

- Mrs So Yung Straga, CXO Clinique Saint-Jean - Brussels (FR)
- Mr Frank Staelens, Process and Quality Manager at OLV Aalst (NL)

Moderator : Mr Pascal Verdonck, Prof. University Ghent (NL)

17 :00 - 17 :15

Closing words

Mr Pascal Verdonck, Vice-President BVZD
Mrs So Yung Straga, President SPX

In collaboration with:



Association Belge des Directeurs d'Hôpitaux asbl
Belgische Vereniging van Ziekenhuisdirecteurs vzw
Belgische Vereinigung der Krankenhausedirektoren VoG