

## PROGRAM SPX 2020 | INTERNATIONAL COLLOQUIUM

### The Patient eXperience, a global response to a society in search of *high touch*

FREE

After a very long period characterized by an interpretative logic of patient needs, the importance of chronic diseases has highlighted the need for a more deliberative approach between health services and patients. Some people think that patients do not always know what is and is not right for them, but it is certain that patients know what they do not want.

Today, the whole society is looking for personalization of services and waiting for sincere empathy to be placed at the centre of interpersonal relationships. It is obvious that this phenomenon also impacts health services. Individual expectations for services have changed. Are health services in line with the values of patients today?

The 2020 edition of the Shared Patient Experience (SPX) international conference is called: "The Patient eXperience, a global response to a society in search of *high touch*" and will address themes where the promotion of the patient experience should bring about change, and touch upon how such change should be guided and realized. The colloquium 2020 will address six themes:

- 25/08 | Managing the change to the Patient eXperience culture
- 08/09 | How to develop the Patient eXperience in a context of isolation - Covid experiences?
- 22/09 | Design of infrastructures and teams taking into account the Patient eXperience
- 06/10 | Shared clinical decisions and patient participation in care and research
- 20/10 | How to integrate the Patient eXperience into non-face-to-face activity such as telemedicine?
- 03/11 | The Patient eXperience in integrated care

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## SESSION 1 | 25/08

### Managing the change to the Patient eXperience culture

The patient experience is a strong disruptive change, which requires a culture change. This is why the patient experience cannot be considered without the active participation and approval of management, executives and professionals. Certain turns are more complicated than others to negotiate, especially when they concern all the trades of the same organization. Supporting change has become obvious in healthcare institutions. But when it comes to changing the corporate culture by focusing on the patient only, experts in each profession feel rushed in their habits. How do organizations need to adapt and transform to introduce the patient experience? How to promote a new culture in healthcare institutions and create new procedures?

**Mrs. So Yung STRAGA**, Director of Patient Experience, Clinique Saint Jean, Director of SPX's assembly

**Mrs. Christine BENOIT**, Writer and trainer in health care institutions and author of the book 'The patient experience: Lifting a taboo for better patient care'

**Mr. Joan BARRUBES**, Associate Director, co-founder, Antares Consulting

**Mr. Jean-Guillaume MARQUIS**, Head of Service for User Experience and Spiritual Care, CHUS, Canada

Moderated by:

**Mr. Mikael DE RHAM**, CEO Ensemble hospitalier de la côte

## SESSION 2 | 08/09

### How to develop the Patient eXperience in a context of isolation - Covid experiences?

During the health crisis, patients saw their habits change. Non-emergency consultations have been cancelled; suddenly patients did not have the regular access to care they had experienced before. Moreover, hospitalized patients found themselves isolated from their loved ones; all visits became prohibited. Social contact has been interrupted for an indefinite period. For well-justified reasons, professionals have limited contact, and they have used means of protection which have anonymized them and limited their interactions with patients. In this context with multiple forms of isolation, how can we advance the patient experience?

**Dr. Antoni CASTELLS**, Medical Director, Hospital Clínic, Barcelona

**Mrs. Jessica DENNING**, Communications et Education, European Lung Foundation

**Dr. Antoni PLASENCIA**, Director General of the Institute for Global Health, Barcelona

Moderated by:

**Dr. Joan ESCARRABILL**, Director of the Chronic Care Program of the Hospital Clínic

## SESSION 3 | 22/09

### Design of infrastructures and teams taking into account the Patient eXperience

Health care facilities and equipment are the most visible part of health services and therefore have a great impact on the patient experience. Less visible are medical devices, which nevertheless have a significant impact on patients. The lack of resources available for building or transforming healthcare institutions forces designers to adapt the infrastructure as precisely as possible to health needs, as well as the acquisition of the most relevant medical devices. How can we learn from the patient experience to improve and guide the transformation of care spaces? How can the architecture and design of spaces and decoration improve the patient experience? How can the patient experience drive product design?

**Mr. Florian BOULANGER**, Experience Design Business Lead, Philips Experience Design

**Mr. Raimond PINTO ESTRADA**, Designer, Rai Pinto Studio

**Mr. Christophe ROSSO**, Associate Director, Exolis

**Mr. Dani RUBIO ARAUNA**, Designer, Arauna Studio

Moderated by:

**Mrs. Hadewig VIC DE CORTE**, CEO Clinique Saint Jean

## SESSION 4 | 06/10

### Shared clinical decisions and patient participation in care and research

The patient is no longer the passive being who confides in the doctor. Humans are professionals just as much as they are patients. Treatment and monitoring of chronic conditions have changed the dynamics and balance of the doctor-patient relationship, and asymmetry in reporting no longer appears to be the norm. A new relational framework characterized by clinical decisions shared with the patient is beginning to be highlighted. How to promote patient participation in clinical decisions? What procedures to enhance the patient's participation in decision-making?

**Dr. François BLOT**, Head of the Resuscitation Department, Institut Gustave Roussy

**Mrs. Nora FERDJAOUI-MOUMJID**, Associate Professor (MCU-HDR), Pharmaceutical Public Health Department, Claude Bernard Lyon 1 University

**Dr. Kevin SELBY**, Clinic director, University of Lausanne

**Prof. Chantal VAN AUDENHOVE**, Director of LUCAS, Centre for Care Research and Consultancy, KU Leuven

Modéré par :

**Mr. Julien CARRETIER**, Head of Information to the Public of Centre Léon Bérard, Lyon

## SESSION 5 | 20/10

### How to integrate the Patient eXperience into non-face-to-face activity such as telemedicine?

The technology necessary for non-face-to-face provision of healthcare is available, but its integration and usability is not yet widespread. During the pandemic, telemedicine with the support of numerous companies and start-ups traversed administrative barriers to quickly establish their use and become the essential model in providing care to patients. In this context characterized by uncertainty and complexity, we could not reflect on how to ensure empathy and the patient experience with the use of these technologies. How to integrate the patient experience into the design of the programs, instruments and care provided by telemedicine?

**Mrs. Carol MATZINGER**, General Manager, Soignez-moi

**Prof. Kristian KIDHOLM**, Professor of innovation, HU Odense, Denmark

**Prof. Gilles KEMOUN**, Professor of physical medicine and rehabilitation at the University of Poitiers

## SESSION 6 | 03/11

### The Patient eXperience in integrated care

Increasingly, continuity and integration of care are required in the organization of health services. The prevalence of chronic diseases, the high fragmentation of knowledge and management processes, and patient expectations are factors that justify these initiatives. Despite its advantages, the implementation of integraton is not easy and calls into question dominant and long-established conceptions and structures. The development of Value-Based HealthCare strategies could accelerate to bring about such change towards more integrated care.

**Mrs. Anne FESTA**, Director of Territorial Health Network AC Santé, France

**Dr. Marc NOPPEN**, CEO UZBrussels, Belgium

**Mr. Marc VAN UYTVEN**, Director of Antares Consulting, Belgium



## **ALWAYS ON SERIES | August to November 2020**

Each theme will be explored through a series of video presentations followed by a live webinar. Each speaker will provide a rich and multi-dimensional introduction to each theme and the webinar will create a space for discussion among experts to deepen and enrich our understanding of the topic collectively. Questions to the speakers can be submitted in advance, through the moderator and also during the webinar.

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