

Objectives 2024

ANNUAL REPORT 2023



INTRODUCTION



Dear members, partners and friends of SPX,

Over the course of 2023, our efforts to enhance the patient experience have been strengthened, and the results achieved confirm our collective efforts. Together, we have succeeded in reaching an ever-growing community, as demonstrated by the diversity of participants at the Annual Colloquium held in Marseille.

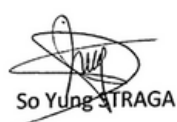
Internally at SPX, we have strengthened our Executive Board, surrounding ourselves with committed and willing individuals in order to consolidate the foundations of our association. This new Board has drawn up SPX's Vision 2030 and shared it with the active members, who have approved it.

We continue to operate in a spirit of transparency and accountability to our members and partners, and remain open to suggestions and feedback from our community.

The year 2023 has also been a period of significant achievements, growth and collaboration with partners newly committed to the patient experience.

You can count on SPX, as our commitment grows over time, so does your enthusiasm.

SPX is you and us;
come and share, learn and push back
the boundaries of the patient
experience. Get in touch with us!



So Yung STRAGA

Presidente



Nathalie DELBRASSINE

Secretary

BOARD OF DIRECTORS



**Frédéric
Addor**
Switzerland



**Gilbert
Bejjani**
Belgium



**Nathalie
Delbrassine**
Belgium



**Mikael
De Rham**
Switzerland



**Ron
Embrechts**
Belgium



**Joan
Escarrabill**
Spain



**Eduard
Portella**
Spain



**Christophe
Rosso**
France



**Guillaume
Rousson**
France



**So Yung
Straga**
Belgium

They joined the Board of Directors in 2024:



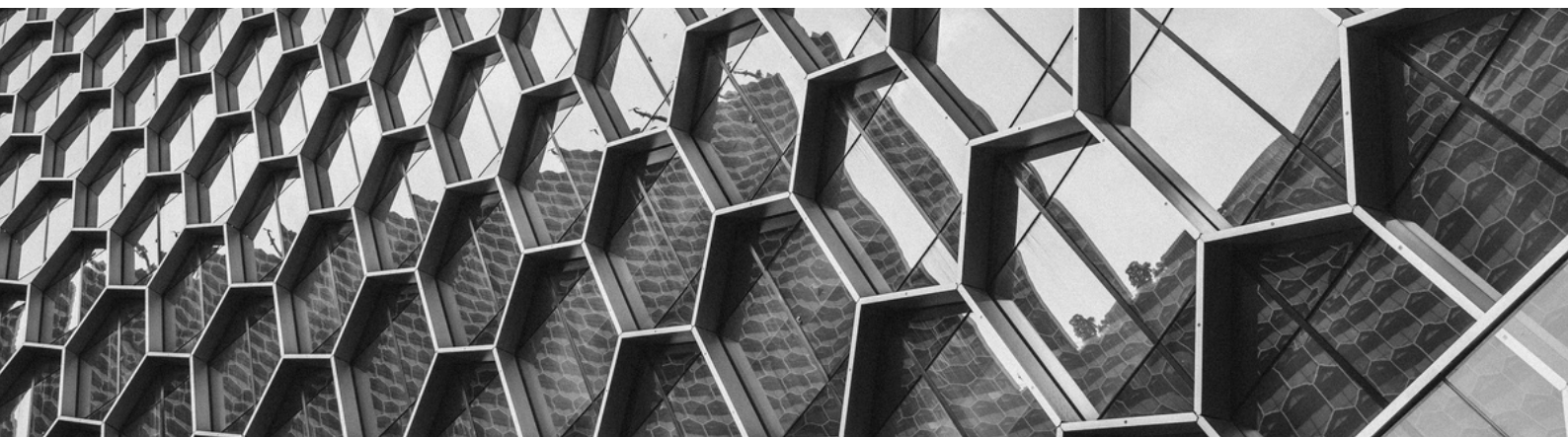
**Tom
Coolen**
Belgium



**Céline
Orhond**
France



**Joep
Paemen**
Belgium



ACTIVITY REPORT

SPX disseminates and raises awareness of the importance of the patient experience, in particular the importance of increasing value, through the provision of tools, teaching and the sharing of experiences; with the aim of changing the culture of healthcare organisations.

This is why:

- SPX influences by acting directly on management teams, local managers, clinical leaders.
- SPX promotes the adoption of experience and the incorporation of the patient perspective within healthcare organisations.
- SPX engages organisations to visualise their results in terms of the added value in the services delivered by their professionals.



01 – SPX Awards

The third edition of the SPX Awards was marked by a growing number of projects received and the opening of 2 new categories in addition to the hospital institutions category: healthcare start-ups and medico-social organisations.

The SPX awards ceremony took place at Barcelona's Hospital Clínic on 9 June 2023, in the presence of Carme Betral, Secretary for Health and Participation at the Generalitat de Catalunya's Department of Health.

A total of **51 initiatives** from 7 different countries (Spain, Belgium, France, Switzerland, the United Kingdom, Iceland and Algeria) were submitted. Of these, 12 projects were shortlisted by the SPX jury.



Photo credits: Francisco Avia

ACTIVITY REPORT

The 3 winners (as voted by the public and the professional jury) are :

- The **Hospital Clínic de Barcelona** with the project "Endomway: participation in improving health services, the case of endometriosis" - Hospital category
- The **Helmo association** with its project "When patients train future nurses" - Category: Medical and social institutions
- **Xploro** for its initiative of the same name - Start-ups Category

As well as receiving a prize of €5,000 each, the winners will also take part as professional judges in the next edition of the SPX Awards 2024.

This third edition has received the support of the UZ Brussel Foundation, MSD and the Hospital Clínic de Barcelona.



Photo credits: Francisco Avia



Photo credits: Francisco Avia



Photo credits: Francisco Avia

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02 – International Colloquium

The 4th SPX International Colloquium, which took place from **10 to 12 October 2023** at the prestigious **Palais du Pharo** in Marseille, successfully concluded its three days of intense debate, knowledge sharing and discussion around the importance of the patient experience in structuring healthcare services.

This international event attracted **317 participants** from a wide range of medical disciplines and 10 countries (France, Belgium, Switzerland, Luxembourg, Italy, Spain, Monaco, Portugal, Canada and the United Kingdom). A total of 83 speakers took part in the programme of activities on offer. The diversity of the participants' profiles, coming from 111 different organisations in the healthcare sector, encouraged the exchange of views and practices.



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Among the highlights of the event, **4 plenary sessions** captured the attention of participants by addressing crucial topics related to the patient experience and its impact on healthcare services. In addition to these 4 plenary sessions, **15 shared communication sessions** took place on 11 and 12 October, covering a wide range of topics related to the patient experience, such as the role of patients in governance structures, involving patients in the design of solutions, taking the patient into account in care pathways, living labs, involving patients in the design of solutions, cultural change, involving patients in facilitating the pathways of their peers, and many others. Bringing together between 1 and 5 different contributors, these sessions provided an opportunity to share research and best practice in the field of patient experience. On 10 October, during the pre-colloquium day, 5 workshops were also offered to participants wishing to explore certain aspects of the patient experience in greater depth. The workshops were led by experts in the field, and provided an opportunity for constructive discussions in small groups.

At the same time, the Innovation Area enabled participants to meet companies and institutions actively working to improve the patient experience through the development of innovative solutions.



ACTIVITY REPORT



03 – Trainings

The training sessions took place from January to December 2023, in French and Spanish, with a total of 40 participants from Belgium, Switzerland, France, the Dominican Republic and Spain.

These training sessions focus on methodologies and tools that have demonstrated their added value for the implementation of patient experience projects. The course is structured into 6 sessions, enabling students to complete their learning with a PX project that has been built and can be implemented in their institution:

- The conceptual framework of the patient experience and the measurement of value, beyond satisfaction.
- The design thinking approach, a methodology centred on people's needs (human-centred) and aimed at the co-creation of solutions.
- Designing and prototyping solutions. An overview of the different methodological approaches. Comparative analysis of solutions: design thinking and Agile methodologies.
- Metrics for measuring, monitoring and evaluating the patient experience.
- Implementation strategy. How to take stock of the situation and define an action plan.
- Drawing up a situation report and action plan.
Synthesis, presentation and discussion of the students' work.

ACTIVITY REPORT



04 – SPX Virtual Contents

This initiative aims to identify documents, publications, videos, etc. that address key issues around patient experience. These documents are summarised, including the link to the original document, and made available online, and shared via a monthly newsletter. This newsletter is sent each month to members and subscribers to announce content updates.

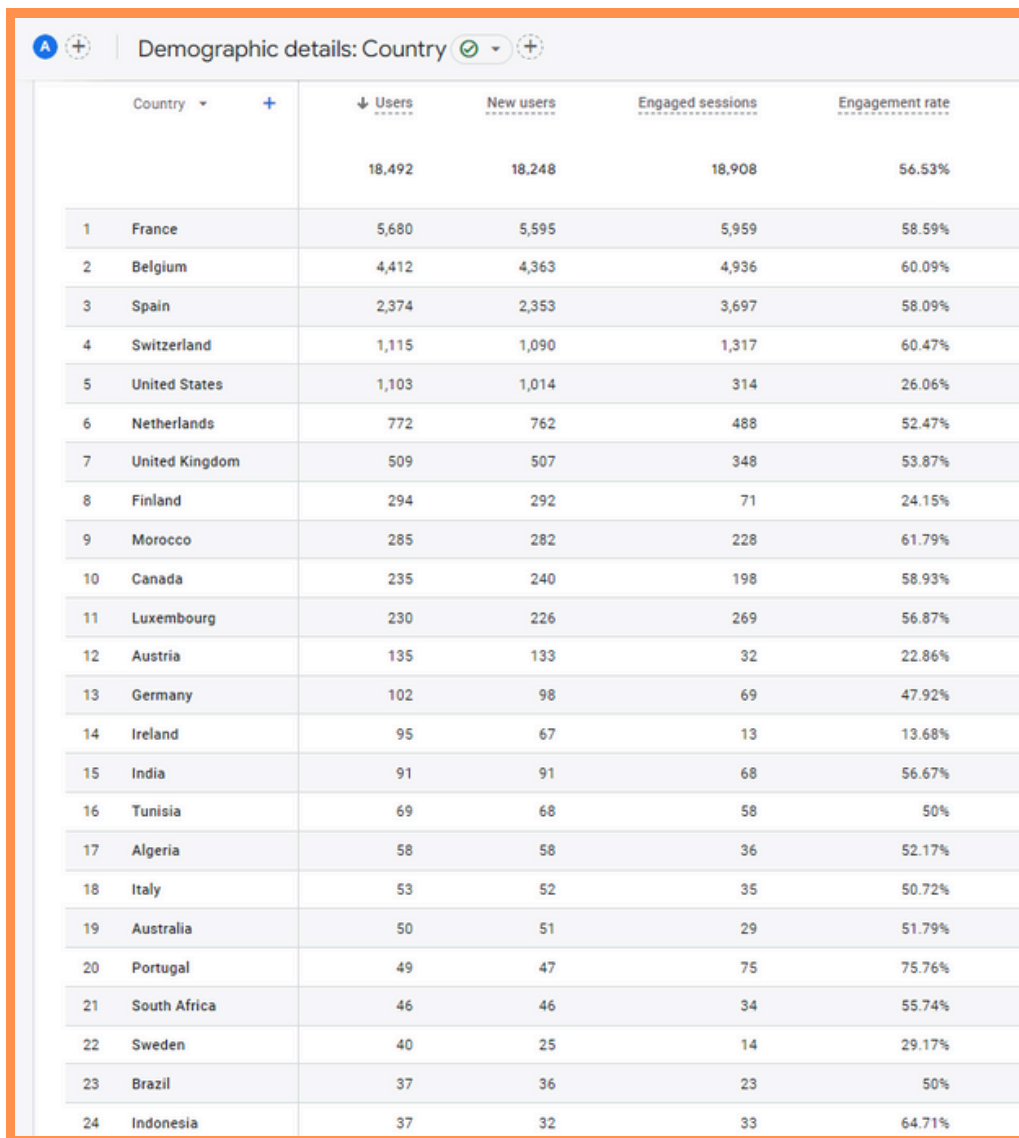
Over the course of 2023, more than 18,400 unique visitors logged on to the SPX Virtual Content page. They come mainly from Belgium, Spain and France, but also from other countries such as the Netherlands, the United States, Switzerland, Finland, England, Canada and Austria.

This year, we have decided to innovate by using another format, the podcast. We have launched a series of episodes with So Yung Straga interviewing various key players in the development and implementation of the patient experience.

ACTIVITY REPORT

Origin: an overview of our global presence. Diversity and engagement on the SPX website.

We're delighted to report an impressive 56.53% engagement rate on our website, demonstrating strong interest in the health issues we address and our activities. These figures also highlight the diversity of visitors to our site, reflecting our global reach. This success underlines our commitment to promoting English and French bilingualism within our association.



The screenshot displays a Google Analytics report titled 'Demographic details: Country'. It shows a table with 5 columns: Country, Users, New users, Engaged sessions, and Engagement rate. The data is sorted by engagement rate in descending order. The top 24 countries are listed, with France having the highest engagement rate at 58.59% and Indonesia at the bottom of the list at 64.71%.

Demographic details: Country				
Country	↓ Users	New users	Engaged sessions	Engagement rate
	18,492	18,248	18,908	56.53%
1 France	5,680	5,595	5,959	58.59%
2 Belgium	4,412	4,363	4,936	60.09%
3 Spain	2,374	2,353	3,697	58.09%
4 Switzerland	1,115	1,090	1,317	60.47%
5 United States	1,103	1,014	314	26.06%
6 Netherlands	772	762	488	52.47%
7 United Kingdom	509	507	348	53.87%
8 Finland	294	292	71	24.15%
9 Morocco	285	282	228	61.79%
10 Canada	235	240	198	58.93%
11 Luxembourg	230	226	269	56.87%
12 Austria	135	133	32	22.86%
13 Germany	102	98	69	47.92%
14 Ireland	95	67	13	13.68%
15 India	91	91	68	56.67%
16 Tunisia	69	68	58	50%
17 Algeria	58	58	36	52.17%
18 Italy	53	52	35	50.72%
19 Australia	50	51	29	51.79%
20 Portugal	49	47	75	75.76%
21 South Africa	46	46	34	55.74%
22 Sweden	40	25	14	29.17%
23 Brazil	37	36	23	50%
24 Indonesia	37	32	33	64.71%

Screenshot of Google Analytics data showing visitors to the SPX website from 22 out of a total of 115 countries.

ACTIVITY REPORT



05 – Institutional Members

Institutional Members take an active part in the life of the association. They share and disseminate the patient experience within their establishments and throughout their communities.

In 2023, the Institutional Members who have placed their trust in us are:

Belgium

AZ Maria Middelaers
CHC Liège
Clinique Saint-Jean
MS Center
UZ Brussel
Wit-Gele Kruis

Switzerland

EHC Morges
Hôpital Riviera-Chablais
IMAD

Luxembourg

Hôpitaux Robert Schumann
Rehazenter

France

Clinique mutualiste Saint Etienne
Calydial
Hôpital Foch
Institut mutualiste Montsouris
Unicancer

Spain

Hospital Clínic, Barcelona

ACTIVITY REPORT



06 – Partners and Strategic Members

ANAP

In early 2023, a collaboration agreement was signed between ANAP and SPX. It began with an awareness-raising webinar aimed at healthcare establishments throughout France. This collaboration then continued with ANAP's committed presence at the SPX International Colloquium.

EuroMedi International

The collaboration, which began in 2022, is continuing with the aim of producing a patient experience benchmark, scheduled to be available in 2024. Throughout 2023, work focused on developing this collaboration with a view to activating the SPX label.

RESAH

Aware that the patient experience has an impact on all healthcare professions and sectors, SPX is working with RESAH to raise awareness of the need to take patients' points of view into account in healthcare purchasing.

ACTIVITY REPORT



07 – Field activities

SPX was careful not to neglect any area, and organised a workshop on home dialysis in Belgium. SPX's approach was to place great emphasis on testimonials from patients and their relatives.

The discussion then moved on to homecare nurses, Belgian, Dutch and French nephrologists, a public health expert and a regulator.

FINANCIAL YEAR 2023

After two difficult years in terms of revenue due to Covid-19, we closed the 2023 financial year with a positive balance of €3,912.61.

RESULT : 3.912,61 €			
EXPENSES		REVENUE	
Structural costs		Structural income	
Operating support	37.800,00€ €	Individual memberships	1.770,00 €
Accounting and tax support	0,00 €	Institutional memberships	58.000,00 €
External memberships (Beryl, etc.)	1.352,47 €	Partners	19.320,00 €
Account charges (ING, etc.)	652,12 €		
Administrative costs (docusign, etc.)	338,95 €		
Internal catering costs	35,00 €		
Transport costs	1.466,96 €		
Tax	12.301,60 €		
Sub-total	53.947,10 €	Sub-total	79.090,00 €
Initiative costs		Revenue from initiatives	
Conference (venue, fees, etc.)	59.104,80 €	Colloquium (registrations, sponsors, etc.)	45.470,75 €
Training (fees, ccyc)	8.200,00 €	Training courses (registration)	12.840,00 €
SPX Virtual Contents	0,00 €	SPX Virtual Contents (sponsors)	0,00 €
Award (trophy, diploma, room)	22.236,24€	Award	10.000,00 €
Sub-total initiatives	89.541,04 €	Sub-total income from initiatives	68.310,75 €
Grand total	143.488,14€	Total income	147.400,75 €

OBJECTIVES 2024-2025



01 - Annual Colloquium

Following the huge success of the Colloquium in Marseille, we have decided to keep the same format, i.e. 3 days. In 2024, we are strengthening our international positioning by organising a bilingual event: FR/EN.

The 2024 colloquium will take place in Barcelona, with the conference workshops as a prelude, as well as visits to establishments committed to the patient experience.



02 - Training

The "Approach and tools for developing the patient experience in healthcare services" course continues to attract a steady stream of interest, and has been delivered in French and Spanish. We are now expanding our range to include more specific courses to take things even further:

- Patient empowerment
- The patient in research
- Incorporating the patient perspective
- Patient partner, Patient advisor, Pair aidant



03 - Best Practices & SPX European Awards

Presentation and dissemination of the collection of the Best Practices, in different formats, and perpetuation of the SPX European Awards initiative rewarding the initiatives of healthcare organisations that put patients first and work in a multidisciplinary way to satisfy patients, carers and professionals.

OBJECTIVES 2024-2025



04 - Vision 2030

By 2030, SPX will have played a major role in integrating the patient perspective by positioning the patient experience as an essential structuring element of healthcare systems. By that time, SPX will not only be internationally recognised, but also renowned for the added value that its initiatives bring to the healthcare sector.



05 - SPX Virtual Contents

We plan to enrich SPX Virtual Contents by producing more podcasts and video content, while improving the sharing platform on which this content is delivered. Our ambition is to transform SPX Virtual Contents into a benchmark platform for patient experience.



06 - Nouvelles collaborations

It's time for SPX to explore new partnerships to increase its visibility and recognition. Our aim is to push back the frontiers of patient experience beyond our current sectors, by raising awareness not only among hospitals' internal support teams, but also among our external partners.



07 - Specialised communication

As SPX has evolved and specialised, we have strengthened our identity across all platforms. Maintaining a high level of engagement in 2023, we consolidated our presence on Instagram, where an active and engaged community has developed. On LinkedIn, we also saw notable growth in the second half of the year, strengthening our impact and visibility in the sector.

In addition, we continue to expand our digital platforms as learning and experience-sharing spaces through dedicated SharePoints.

SUPPORTS

Once again this year, Shared Patient eXperience has benefited from invaluable support:

- The support and commitment of all our members.
- The rich collaboration with our partners.
- The support of Antares Consulting, which facilitates relations with its international network, as well as the provision of human support to maintain the initiatives.
- The support of CCYC, an international communications and marketing agency specialising in the health and social sector, which supports all SPX activities.

WE THANK YOU
FOR YOUR CONTINUED INTEREST!

CONTACT

Shared Patient eXperience

www.spexperience.org

info@spexperience.org

formation@spexperience.org

colloque@spexperience.org