
FIRST ANNUAL CONFERENCE AND AWARDS CEREMONY OF THE EUROPEAN SOCIETY FOR PERSON CENTERED HEALTHCARE



MADRID 3 & 4 JULY 2014



WHO Collaborating Centre
Public Health Education and Training
Imperial College London



FIRST ANNUAL CONFERENCE AND AWARDS CEREMONY OF THE EUROPEAN SOCIETY FOR PERSON CENTERED HEALTHCARE

Dear Colleague

We are delighted to publish the programme of the First Annual Conference of the European Society for Person Centered Healthcare within this Third Announcement. The Society, operational from January 2014, is pleased to have made strong progress in a very short period of time and we look forward to welcoming a range of clinical, academic, government, health policy, patient advocacy and healthcare industry colleagues to this important event in Madrid on 3 & 4 July 2014. We are grateful to the range of distinguished colleagues who have agreed to speak at the Conference from across Europe, North America, Oceania and elsewhere.

The conference has a clear purpose and it is this. To begin by clarifying the conceptual basis and philosophical underpinnings of person-centered care. One of the 'problems' with person-centered healthcare is that we lack an intellectually rigorous and clinically meaningful definition of what it is (and what it isn't). How does it differ from what is termed 'patient-centered care', if at all? Does it have a 'base' or can it be described as essentially a 'practice', a human endeavour with a moral character, which does not rest on a single base, but rather draws on a variety of sources of knowledge, both objective and subjective, in its key concern to tailor care to the human person who is the individual patient? Are person-centered approaches to care associated with better healthcare outcomes as assessed by objective measurement and, pivotally, patient-reported outcomes? What do person-centered approaches to care cost? Are they associated with higher costs or indeed lower ones, as current, empirical data from health economic studies suggest? What changes are necessary to undergraduate and postgraduate educational curricula to promote a more person-centered *ethos* in clinical practitioner formation? Is there a 'science' to empathy, compassion and sympathy? What is the relationship between person-centered care and clinician burnout? What impact does person-centered care have on patient satisfaction? What do Governments think of person-centered care? What is the research *Agendum* for person-centered care? What innovations in clinical education, both undergraduate and postgraduate, are necessary?

All of these questions, and others, will be directly addressed by the forthcoming conference. The two days of the conference are punctuated by the Awards Ceremony and Dinner, where the Society's Platinum, Gold, Silver and Bronze medals will be conferred alongside the award of the Book Prize and Essay Prize. Delegate fees deriving from the conference will feed directly into the Society's funds for the award of part-time higher degree sponsorships for clinicians and scientists wishing to research key questions of central importance to the advancement of person-centered healthcare.

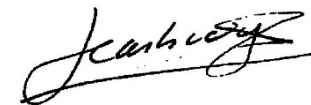
We very much hope that it will be possible for us to secure the benefit of your involvement in the conference. If you would consider forwarding this Conference Programme to all those of your colleagues likely to hold a definitive interest in this work, we would be deeply grateful indeed. Finally, we extend our deepest appreciation to Bupa (Global) for generous unrestricted educational sponsorship of the Society's work as a Platinum Sponsor.

With our kindest collegial regards, we remain,

Yours sincerely



Professor. Andrew Miles MSc MPhil PhD DSc (*hc*)
Senior Vice President & Secretary General



Professor Sir Jonathan Asbridge DSc (*hc*)
President and Chairman of Council

EUROPEAN SOCIETY FOR PERSON CENTERED HEALTHCARE: LONDON AND MADRID

	DAY ONE: 3 JULY 2014
	SESSION 1
	WELCOME, PRESIDENTIAL ADDRESS AND THE NEED FOR PERSON-CENTERED HEALTHCARE
08.00	REGISTRATION AND COFFEE
09.00	Early Morning Chairman Dr. Juan Perez Miranda , Vice Rector for International Affairs, Francisco de Vitoria University, Madrid, Spain
09.05	WELCOME Dr. Fernando Caballero Martinez , Dean of Medicine, Francisco de Vitoria University, Madrid, Spain
09.10	PRESIDENTIAL ADDRESS Professor Sir Jonathan Asbridge DSc (<i>hc</i>), President and Chairman of Council, European Society for Person Centered Healthcare, London and Madrid
09.20	The European Society for Person Centered Healthcare: aims, scope, mission and progress to date Professor Andrew Miles , Senior Vice President and Secretary General, European Society for Person Centered Healthcare, London and Madrid
09.50	Is a more personal approach in healthcare really necessary? On the modern epidemiological transition from acute disease to chronic long term/co-morbid illness Professor Salman Rawaf , Director, World Health Organisation Collaborating Centre for Public Health Education and Training, Faculty of Medicine, Imperial College London UK
10.20	Concepts in person-centered healthcare: what PCH is and what it isn't Dr. Stephen Buetow , Associate Professor, Department of General Practice and Primary Health Care, University of Auckland, New Zealand & ESPCH SIG Chairman for Person Centered Research
10.40	SPEAKER PANEL DISCUSSION WITH AUDIENCE PARTICIPATION (with invited Panel Discussant Dr. Michael Loughlin)

11.00	BREAK AND REFRESHMENTS
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	SESSION 2
	UNDERSTANDING AND RESPONDING TO THE PERSON AND HIS/HER ILLNESS – PHENOMENOLOGY, EPISTEMOLOGY AND GENERAL PHILOSOPHICAL CONSIDERATIONS
11.25	Late morning chairman Dr. Michael Loughlin , Reader in Applied Philosophy, Manchester Metropolitan University UK, Visiting Professor in Philosophy applied to Medicine, University of Buckingham UK & Guest Editor, Annual Thematic Edition on Health Philosophy of the <i>Journal of Evaluation in Clinical Practice</i>
11.30	Subject? Object? Patient? Complex Biological Machine? The phenomenology of 'person' and the person-centered approach to healthcare Dr. Maya Goldenberg , Associate Professor, Department of Philosophy & Bachelor of Arts and Science Program, University of Guelph, Ontario, Canada
11.50	Person-centered care: current epistemological and ontological considerations Professor Linn Getz , Professor in Behavioural Sciences in Medicine and Senior Researcher, General Practice Research Unit, Department of Public Health and General Practice, Norwegian University of Science and Technology, Trondheim, Norway
12.10	Strengthening the conceptual basis of person-centered healthcare: what can we learn from the personalist and non-foundationalist schools of thought? Dr. James Marcum , Professor of Philosophy, Baylor University, United States of America
12.30	Medicine is <i>not</i> science: guessing the future, predicting the past Mr. Clifford Miller , Former Lecturer in Law, Imperial College London UK
12.50	PANEL DISCUSSION WITH AUDIENCE PARTICIPATION (with invited Panel Discussant Professor Andrew Miles)

13.10	LUNCHEON
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	SESSION 3
	PELLEGRINO, HEALTH, ILLNESS AND THE PERSON-CENTERED HEALTHCARE LEXICON
13.55	Early afternoon chairman Professor Drozdtoj St. Stoyanov , Professor of Psychiatry, Medical Psychology and Person Centered Medicine, Deputy Director, University Center for Philosophy and Mental Health, Medical University of Plovdiv, Bulgaria; Vice Chairman, Philosophy SIG, The Royal College of Psychiatrists, UK and ESPCH Vice President (Eastern Europe)
14.00	The ‘fathers’ of 21st Century humanistic medicine: how Pellegrino’s wisdom underpins modern notions of person-centered healthcare Dr. Joseph Tham , Assistant Professor, School of Bioethics, Pontifical Athenaeum ‘Regina Apostolorum’, Rome, Italy
14.20	Health – Illness – Disease. A person-centered perspective Dr. Joachim Sturmberg , Associate Professor in General Practice and Primary Care, University of Newcastle and Monash University, Australia & Co-chairman, ESPCH SIG on Complexity.
14.40	If you want health, have a HEALTH system! Health as a driver for health system reform, where current rules need to change and therefore does the <i>Agendum</i> Dr. Joachim Sturmberg , Associate Professor in General Practice and Primary Care, University of Newcastle and Monash University, Australia & Co-chairman, ESPCH SIG on Complexity.
15.00	Developing the Lexicon of person-centered healthcare and the role of ‘master discourses’ in advocating PCH. Where are we now? Professor Andrew Miles , Editor-in-Chief, <i>European Journal of Person Centered Healthcare</i> & Editor-in-Chief, <i>Journal of Evaluation in Clinical Practice</i> , WHO Centre for Public Health Education and Training, Faculty of Medicine, Imperial College London UK & Medical School, Francisco de Vitoria University, Madrid, Spain.
15.20	PANEL DISCUSSION WITH AUDIENCE PARTICIPATION (with invited Panel Discussant Dr. Stephen Buetow)

15.40	BREAK AND REFRESHMENTS
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	SESSION 4
	COMPONENTS OF THE PERSON CENTERED HEALTHCARE APPROACH AND THE EVIDENCE FOR PCH
16.05	Late afternoon chairman & ESPCH Chairman for Person Centered Research Dr. Stephen Buetow , Associate Professor, Department of General Practice and Primary Health Care, University of Auckland, New Zealand
16.10	Components of the person-centered healthcare approach: <i>what</i> are they and <i>how</i> do they fit together in attending to the care of the individual person who is the patient? Professor Andrew Miles , Editor-in-Chief, <i>European Journal of Person Centered Healthcare</i> & Editor-in-Chief, <i>Journal of Evaluation in Clinical Practice</i> , WHO Centre for Public Health Education and Training, Faculty of Medicine, Imperial College London UK & Medical School, Francisco de Vitoria University, Madrid, Spain.
16.30	Mind the gap: a common formal basis for somatic and person-centered healthcare Dr. Thomas Frohlich , Psychotherapist, Paediatric Allergologist, CEO of Heidelberg, Germany
16.50	Patient involvement and shared clinical decision-making: an analysis of components, models and practical knowledge Professor Alan Cribb, Centre for Public Policy Research, Department of Education and Professional Studies, King’s College, University of London, UK
17.10	Clinical communication skills: the key to an effective, relationship-based healthcare Professor Roger Luis Ruiz , Professor of Medicine, Francisco de Vitoria University, Madrid, Spain
17.30	PANEL DISCUSSION WITH DELEGATE PARTICIPATION (With invited Panel Discussant Professor Drozdtoj St. Stoyanov)
17.50	Close of Day 1
19.30 - 22.30	AWARDS CEREMONY OF THE ESPCH AND THE CONFERENCE DINNER [Announcement of the winners and presentation of the Society’s Platinum, Gold, Silver and Bronze Medals and of the Society’s Book and Essay Prize]

	DAY TWO: 4 JULY 2014
	SESSION 5
	PERSON CENTERED HEALTHCARE: CLINICIAN PERSPECTIVES
08.00	REGISTRATION AND COFFEE
09.00	WELCOME TO DAY 2 Early morning chairman Professor Linn Getz , Professor in Behavioural Sciences in Medicine and Senior Researcher, General Practice Research Unit, Department of Public Health and General Practice, Norwegian University of Science and Technology, Trondheim, Norway
09.05	Balancing the welfare of physicians and patients: there are <i>at least two</i> persons at the centre of care Dr. Stephen Buetow , Associate Professor, Department of General Practice and Primary Health Care, University of Auckland, New Zealand
09.30	Person-centered approaches to healthcare are negatively correlated with clinician flame out and burn out syndromes Professor Drozdtoj St. Stoyanov , Professor of Psychiatry, Medical Psychology and Person Centered Medicine, Faculty of Medicine, Medical University of Plovdiv, Bulgaria
09.55	Tales from a medical apprenticeship: reflections on supporting empathy Dr. Elizabeth Davies , Reader in Cancer and Public Health, Cancer Epidemiology and Population Health and Research Oncology, King's College Medical School, London at Guy's Hospital, London UK
10.20	Person-centered care: should it be led by nurses working in multidisciplinary teams in the Community? Professor Sir Jonathan Asbridge DSc (hc), Inaugural President of the Nursing and Midwifery Council London UK.
10.40	PANEL DISCUSSION WITH DELEGATE PARTICIPATION (with invited Panel Discussant Dr. James Marcum)

11.00	BREAK AND REFRESHMENTS
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	SESSION 6
	SPECIFIC CLINICAL EXEMPLARS OF THE PERSON-CENTERED APPROACH: APPLYING PERSON-CENTERED HEALTHCARE PRINCIPLES IN EVERYDAY CLINICAL PRACTICE
11.25	Late afternoon chairman Professor Roger Luis Ruiz , Professor of Medicine, Francisco de Vitoria University, Madrid, Spain
11.30	Diabetes as the proto-chronic illness: from algorithms to the personalised and personal approach Professor Paolo Pozzilli , Professor of Endocrinology & Metabolic Diseases and Head of the Department at the University Campus Bio-Medico, Rome, Italy & Professor of Clinical Research (Diabetes) at the Centre for Diabetes, Bart's and The London School of Medicine & Dentistry, University of London, UK.
11.50	Person-centered Mental Health Care Professor Drozdtoj St. Stoyanov , Professor of Psychiatry, Medical Psychology and Person Centered Medicine, Faculty of Medicine, Medical University of Plovdiv, Bulgaria.
12.10	Child and family-centered care Professor Linda Shields , Professor of Nursing, James Cook University, Townsville, Australia; Member, International Nurse Researcher Hall of Fame of Sigma Theta Tau International And Phi Delta-at-Large Chapter and Chairman, ESPCH SIG for Child and Family Centered Healthcare.
12.30	HIV/AIDS To be announced
12.50	PANEL DISCUSSION WITH DELEGATE PARTICIPATION (with invited Panel Discussant Dr. Joachim Sturmberg)

13.10	LUNCHEON
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	SESSION 7
	PERSON-CENTERED HEALTHCARE: PRIORITIES FOR RESEARCH AND DEVELOPMENT AND THE GENERATION OF EVIDENCE DEMONSTRATING A SUPERIOR EFFECT PROFILE
13.55	Early afternoon chairman Professor Joaquin Casariego Garcia-Luben , Director of Development and International Affairs and Professor of Human Physiology and Internal Medicine, Francisco de Vitoria University, Madrid, Spain
14.00	Patient-centered medicine and patient-orientated research: improving health outcomes for individual patients Dr. Jose Antonio Sacristan , Medical Director, The Lilly Foundation, Spain
14.20	Person-centered healthcare research – I Dr. Stephen Buetow , Associate Professor, Department of General Practice and Primary Health Care, University of Auckland, New Zealand & Chairman, ESPCH SIG for Person-centered Research
14.40	Patient-centered healthcare research – II Dr. Amy Price , Neuro-cognitive Rehabilitation Consultant and Patient Advocate, Centre for Evidence-based Medicine, University of Oxford, UK
15.00	Is person-centered healthcare a superior approach to ‘care as usual’? An overview of empirical clinical and economic studies To be announced
15.20	PANEL DISCUSSION WITH DELEGATE PARTICIPATION (with invited Panel Discussant Professor Salman Rawaf)

15.40	BREAK AND REFRESHMENTS
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	SESSION 8
	PERSON CENTERED MEDICAL EDUCATION, CONFERENCE SUMMARY, A DECLARATION AND CLOSE OF CONFERENCE
16.10	Late afternoon chairman Professor Andrew Miles , Editor-in-Chief, <i>European Journal for Person Centered Healthcare & Journal of Evaluation in Clinical Practice</i> , Faculty of Medicine, Imperial College London UK and Medical School, Francisco de Vitoria University, Madrid, Spain,
16.15	Person-centered undergraduate and postgraduate medical education and training: opportunities and challenges Professor Salman Rawaf , Director, World Health Organisation Centre for Public Health Education and Training, Faculty of Medicine, Imperial College London UK
16.40	Developing a person-centered medicine course for use within the undergraduate medical curriculum: lessons from Eastern Europe Professor Drozdostoj St. Stoyanov , Professor of Psychiatry, Medical Psychology and Person Centered Medicine, Faculty of Medicine, Medical University of Plovdiv, Bulgaria.
17.00	Building a person-centered medical school: the example of Francisco de Vitoria University, Madrid, Spain Dr. Fernando Caballero , Director of Medicine, Francisco de Vitoria University, Madrid, Spain
17.30	SUMMARY OF PROCEEDINGS AND TOWARDS A DECLARATION ON THE NEXT STEPS FOR PERSON-CENTERED HEALTHCARE Professor Andrew Miles , Senior Vice President & Secretary General, European Society for Person Centered Healthcare WHO Collaborating Centre, Faculty of Medicine, Imperial College London UK and Medical School, Francisco de Vitoria University, Madrid, Spain
17.50	PANEL DISCUSSION WITH DELEGATE PARTICIPATION (with invited Panel Discussant Professor Sir Jonathan Asbridge DSc)
18.10	CLOSING ADDRESS Professor Sir Jonathan Asbridge DSc (hc) President and Chairman of Council, European Society for Person Centered Healthcare, London and Madrid
18.15	CLOSE OF FIRST ANNUAL CONFERENCE OF THE EUROPEAN SOCIETY FOR PERSON CENTERED HEALTHCARE

Speakers and chairmen



Professor Sir Jonathan Asbridge DSc (*hc*) has a long and distinguished record of achievement within the British healthcare system organisation, accreditation, re-configuration and regulation. Gaining appointment to the positions of Chief Nurse of the Oxford University and Cambridge University Teaching Hospitals early in his career, he moved to St. Bartholomew's and The Royal London Foundation NHS Trust as Chief Nurse and Executive Director of Quality, later to lead the Trust, one of the biggest and most complex in the UK, as Chief Executive. He was the Inaugural President of the UK Nursing and Midwifery Council with responsibility for the fitness for practice and regulation of the UK's 700,000 nurses and midwives. He is a previous Deputy Chairman of the UK Council for Healthcare Regulatory Excellence and has acted as a Government 'Tsar' for Patient Experience in Emergency Care and for Patient and Public Involvement in Healthcare. Sir Jonathan has been involved in the development of several major NHS policies and conducted several formal Inquiries both in the UK and overseas. He was appointed Foundation Professor of Nursing at the University of Buckingham UK in 2010 and was a Founding Board Member of the European Federation of Nursing Regulators and a Member of the International Council of Nurses Global Observatory on Licensure and Registration. Sir Jonathan was awarded the Degree of Doctor of Science *honoris causa* for services to healthcare by the City of London University in 2004 and was invested with the Honour of Knighthood by Her Majesty Queen Elizabeth II for services to Healthcare on the occasion of The Sovereign's 80th Birthday in 2006. Sir Jonathan is married with four children and is professionally based in Oxford, England.



Dr. Fernando Caballero Martínez is Dean of Medicine at Francisco de Vitoria University, Madrid, Spain. He graduated in Medicine in 1988 at the Complutense University in Madrid and specialized in Family and Community Medicine through the resident training program in Puerta de Hierro University Hospital, Madrid during 1988-1991. He completed a Master's degree in Biomedical Research Methods (DISMIC) at the Centre for Public Health of the Autonomous University of Madrid in 1997 (here he is currently completing a PhD in Medicine) and obtained a Diploma in Advanced Clinical Research Methodology (DAMIC) from the National Public Health School of the Carlos III Health Institute, Spanish Health Ministry in 1999. From 1991 to 1994 he worked as a General Practitioner in a University Primary Care Health Center (Pozuelo de Alarcón, Madrid). In 1994 he was appointed Academic Head of the Family Medicine Postgraduate Program in Puerta de Hierro University Hospital and Director of the Primary Care Research Unit in the 6th Area of the Madrid Health Service. There, he was made Director of Department of Research & Continuing Medical Education in 1998. In 2010 he joined Francisco de Vitoria, Madrid, as Dean of the School of Medicine, where he also works as a teacher, designing and managing a person-centered undergraduate program. He

has an extensive experience in clinical and epidemiological research and long experience and a distinguished track record in student teaching. Among his various awards are the National Medical Research Management Prize (1996) and the National Medical Education Management Prize (1999) conferred by the National Public Health School (Spain Health Ministry) & Arthur Andersen Consultants. His current professional interests include clinical effectiveness and clinical outcomes assessment, new methodologies for learning and medical education, professionalism, ethics and person-centered medicine. Dr. Caballero belongs to the Spanish Family and Community Medicine Society (SEMFyC), and to the WONCA International Society. At the ESPCH, Dr. Caballero is Chairman of the SIG on Person-Centered Undergraduate Medical Education and a Member of the Editorial Board of the *European Journal for Person Centered Healthcare*, the official journal of the Society



Dr. Stephen Buetow is an Associate Professor in the Department of General Practice and Primary Health Care, University of Auckland, New Zealand, having held academic positions in primary care in Australia (National Centre for Epidemiology and Population Health) and England (National Primary Care Research and Development Centre in Manchester). With a PhD in Demography from the Australian National University and a broad background in the humanities and social sciences, he produces health services research in diverse areas, with a particular focus on person-centred healthcare. He has published two books and over 130 peer reviewed papers in journals including the *Lancet* and *British Medical Journal*. He is an Associate Editor of the *Journal of Evaluation in Clinical Practice* and of the *European Journal for Person-Centered Health Care*. At the ESPCH, he chairs the SIG on person-centered healthcare research.



Professor Linn Okkenhaug Getz is Professor in Behavioural Sciences in Medicine and Senior Researcher, General Practice Research Unit, Department of Public Health and General Practice, Norwegian University of Science and Technology, Trondheim, Norway. Commencing her career in Norwegian general practice, she later became involved in ideology development and research. When resident in Iceland, she worked in psychiatry and occupational medicine, while continuing to cooperate with Norwegian GP colleagues. Her PhD thesis “Sustainable and responsible preventive medicine” (2006) focussed on ethical dilemmas related to the implementation of preventive, clinical guidelines. She has devoted considerable time and thought to the rapidly increasing body of evidence which links human existential experience to biological function and disease development. She is currently involved in research related to systems biology for general practice, multi-morbidity (studies based on the HUNT database, and what it means to encounter the patient as a person. She has lectured extensively in the Nordic countries and has also been a keynote speaker at WONCA Europe and at the RCGP in the UK. At the ESPCH, Professor Getz is Chairman of the SIG on Epistemology and Ontology.



Professor Joaquín Casariego is Director of Development and International Affairs & Professor of Human Physiology and Internal Medicine at the School of Medicine of Francisco de Vitoria University, Madrid, Spain. After gaining his MD degree from the Autonomous University of Madrid, he specialised in gastroenterology and hepatology. After working in clinical practice, he studied business administration, gaining an EMBA (Executive Master in Business and Administration) from the Gregorio Marañón University Hospital, Madrid, Spain and the IESE Business School, University of Navarra, Spain (???). He is Director General of ESPLORO, the National Clinical Research Network, Madrid, Spain and Chief Executive of the Aldebarán Foundation for Biomedical Research, Madrid, Spain. Previously, he was Global Medical Director, GlaxoSmithKline Urology Center of Excellence Europe, Emerging Markets, Asia Pacific, Japan and North America and Director General at the Spanish National Clinical Research Consortium Network (CAIBER), Carlos III National Institute of Health, Ministry of Economy and Competitiveness, Government of Spain, Madrid, Spain. He has been a Member of the Network Committee and the Project Development Board of the European Clinical Research Infrastructures Network (ECRIN) and Chairman of the OECD-Global Science Forum project “Towards International Cooperation in Non-Commercial Clinical Trials”. OECD (Organisation for Economic Cooperation and Development). At the ESPCH, he is the Director of International Relations.



Professor Alan Cribb is Professor of Bioethics and Education and Co-director of the Centre for Public Policy Research, King's College, University of London, UK. He began his career at the University of Manchester where he completed his PhD in philosophy and worked as Deputy Director of the Education and Child Studies Research Group in the Department of Epidemiology and Social Oncology and as a Fellow of the Centre for Social Ethics and Policy. He moved to King's in 1989. His research is focussed on applied philosophy and health policy, with a particular interest in developing interdisciplinary scholarship that links philosophical, social science and professional concerns. His research report on Involvement, shared decision-making and medicines, funded by the Arts and Humanities Research Council UK and sponsored by the Royal Pharmaceutical Society UK, was launched at the Health Foundation UK in 2011. Since then, he has, in partnership with Professor Vikki Entwistle, completed a Health Foundation knowledge exchange project on collaborative working, published as 'Enabling people to live well' (Health Foundation, 2013). With Professor Entwistle and other colleagues, he is currently undertaking a follow-on project for the Health Foundation focussed on the conceptual underpinnings of support for self-management. Professor Cribb's interests also extend to professional ethics and he has published extensively on ethics in public health, medicine, nursing and pharmacy. His most recent book is the Fourth Edition of *Nursing Law and Ethics* (with John Tingle, Wiley Blackwell, 2014). Other recent research projects include a five year Wellcome Trust Biomedical Ethics Strategic Award on 'Translational Ethics'. He was a founding editor and Editor-in-Chief of *Health Care Analysis: An International Journal of Health Care Philosophy and Policy* (1999-2006). He teaches on the MSc/Dip in Health Promotion and Health and Society course, on the EdD course (foundations of professionalism) and on the MSc in Nursing Studies at King's College London. At the ESPCH, Professor Cribb is Chairman of the SIG on Shared Clinical Decision-Making.



Dr Elizabeth Davies is Reader in Cancer and Public Health, Cancer Epidemiology and Population Health and Research Oncology, King's College, University of London, UK. She qualified in Medicine at University College and Middlesex Hospital School of Medicine, London, in 1989, also obtaining an MSc in Medical Sociology in 1986. Her PhD at Queen Mary College, University of London, studied the quality of life for patients with malignant cerebral glioma and she has developed clinical guidelines for care at the Royal College of Physicians, London. After working in clinical practice, she trained in public health in South Thames London and moved to King's College London in 2002 to co-edit WHO Guidance on Palliative Care. She gained a Commonwealth Fund Harkness Fellowship in 2003 at Harvard University, USA. She joined the Thames Cancer Registry London in 2004 as a Senior Lecturer where she engaged in epidemiological and health services research, produced information for local services and advised on national policy groups. She became Medical Director in 2008, Reader in Cancer and Public Health in 2009 and Director in 2012. She led the Registry into Public Health England (PHE), to become PHE Director of Knowledge and Intelligence for London in 2013. She now works on patient experience, cancer inequalities and end of life research between PHE and King's College London.



James A. Marcum is Professor of Philosophy, a Member of the Institute for Biomedical Studies and Director of the Medical Humanities Program at Baylor University in the United States of America. He earned doctorates in philosophy from Boston College and in physiology from the University of Cincinnati Medical College. He has published extensively in the philosophy of medicine and is author of *The virtuous physician: The role of virtue in medicine*. Philosophy and Medicine Series, volume 114. xiv + 241 pp. New York: Springer, 2012.



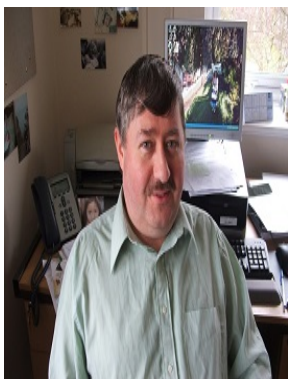
Dr. S. Joseph Tham LC was born in Hong Kong and emigrated to Canada at the age of fifteen. At the University of Toronto, he first majored in Mathematical Sciences and then graduated from Medical School. After several years of work as a family physician, he entered the seminary of the Legionaries of Christ and was ordained a Catholic priest in 2004. As a part of this preparation, Fr. Tham LC obtained his degrees in philosophy and theology at Rome's *Regina Apostolorum* Pontifical university, where he also completed his postgraduate studies in bioethics. He successfully defended his doctoral dissertation with high honours on "The Secularization of Bioethics - A Critical History" under the direction of Dr. Edmund Pellegrino, former Chairman of the President's Council on Bioethics. He presently teaches bioethics in *Regina Apostolorum*. He is the Editorial Coordinator of the journal *Studia Bioethica* and a Fellow of the UNESCO Chair in Bioethics and Human Rights. He is the author of *The Missing Cornerstone* (2004), *The Secularization of Bioethics* (2007) and *Bioetica al Futuro [Bioethics of the Future]* (2010) and *Religious Perspectives on Human Vulnerability in Bioethics* (2014).



Mr. Clifford Miller is an English commercial lawyer with international "top ten" City of London, England law firm experience. He has published academically on medical evidence and on complex technical evidence, having formerly taught evidence to MEng (Software Engineering) students at Imperial College, London UK in the context of the admissibility and reliability of computer generated evidence. Forthcoming papers include "Medicine is Not Science: Guessing the Future, Predicting the Past".



Dr. Thomas Fröhlich is a medically qualified psychotherapist working in Heidelberg, Germany. He initially studied biology at Freiburg University and Heidelberg University, Germany, before proceeding to study medicine and to complete theses in biophysics and medicine in 1978 and 1983, respectively, having graduated in medicine at the University of Heidelberg in 1980. From 1980 - 1986, he worked at the Paediatric Hospital, University of Heidelberg, being profoundly influenced by the teaching of Ulrich Wahn and Wolfgang Rebien. From 1973-1976 and 1986 - 1987, he worked at the Max Planck Institute for Medical Research, Heidelberg, conducting research in biophysics and human physiology. From 1986-1990, he studied the techniques involved with the psychoanalytic psychotherapy of children and adolescents at the Institute for Analytical Psychotherapy for Children, Heidelberg, Germany and has practised privately in paediatrics, allergy and psychotherapy since 1998. From 1997, he has collaborated in research at the Institute of Medical Biometry and Informatics, Heidelberg University, with the Technical University Braunschweig, Institute of Medical Informatics (Reinhold Haux), Hospital of Internal Medicine and Psychosomatics, Heidelberg University (Gerd Rudolf) and Psychosomatic Medicine, Klinikum rechts der Isar, Munich Technical University, with Peter Henningsen. Dr. Fröhlich has been awarded many research grants to develop understanding in his field and has published extensively. He has conducted ground breaking research on the mathematical representation of psychosomatic interactions in childhood asthma and on the prevalence, psychosomatics and treatment of childhood and adult asthma. He has lectured at the Institute of Medical Informatics Technical University Braunschweig and since 2001 has been CEO of Heidelberg Meta-systems GmbH, a research organization mainly focused on asthma prevalence and treatment issues and on IT-supported early detection of common chronic diseases in a family medicine private practice setting. He is currently developing a web-based IT tool for the treatment of self-reported stress and symptoms of psychic and organic diseases in paediatric and family medicine private practice contexts, which may be viewed at: www.medkids.de in beta-version.



Dr Michael Loughlin is Reader in Applied Philosophy at Manchester Metropolitan University, England, UK. In recent years he has been a Visiting Reader in Philosophy as Applied to Health Care at the University of London and a Visiting Professor of Philosophy as Applied to Medicine at the University of Buckingham, England UK. He has published extensively in a wide range of international journals including the *Journal of Evaluation in Clinical Practice* (JECP), *Philosophy*, *Psychiatry and Psychology*, *Philosophical Inquiry*, *Health Care Analysis*, *Philosophy of Management*, *Ethics and Social Welfare*, the *Journal of Medical Ethics*, the *International Journal of the Humanities* and the *European Journal of Person Centred Healthcare*. Since 2010 he has edited the regular thematic issues of the JECP in health philosophy and he sits on the editorial boards of several international journals. His 2002 book *Ethics, Management and Mythology* discussed the relationship between epistemology and ethics, criticised the role of management theory in undermining professional autonomy and raised methodological questions about quality measures, bioethics and the use of evidence in health policy. He has written for *The Philosopher's Magazine* and the *Times Higher Education Supplement* and addressed many professional audiences on the nature of rationality, knowledge, virtue, evidence, intuition and judgement in relation to practices in medicine, education, health and social care. In his most recent work on medical epistemology raises questions about the scope and limitations of scientific methodology in medicine, defending a humanistic conception of rationality and science in practice. At the ESPCH, he is Chairman of the SIG for Health Philosophy and is a Member of the Editorial Board of the *European Journal for Person Centered Healthcare*, the Society's official journal.



Professor Andrew Miles is Editor-in-Chief of the *European Journal for Person Centered Healthcare* and Editor-in-Chief of the *Journal of Evaluation in Clinical Practice*, currently based between the World Health Organisation Collaborating Centre for Public Health Education and Training, Faculty of Medicine, Imperial College London, UK and the Medical School of Francisco de Vitoria University, Madrid, Spain. Publishing his first book at the age of 24 and gaining his first Chair at the age of 30, he was formerly Professor of Clinical Epidemiology and Social Medicine & Deputy Vice Chancellor of the University of Buckingham UK, holding previous professorial appointments in the departments of primary care and public health medicine at Guy's, King's College and St. Thomas' Hospitals' Medical School, London and at St. Bartholomew's and The Royal London School of Medicine, London. He is a Visiting Professor at the University of Milan Italy, the Medical University of Plovdiv and at the National University of Bulgaria in Sofia, Bulgaria. He is a Distinguished Academician of the National Academy of Sciences and Arts of Bulgaria and at the New York Academy of Medicine USA. He trained in Biomedicine (and also in Catholic Theology) at the University of Wales, UK and holds two Master's degrees and two Doctorates, one of the two latter being awarded *honoris causa* for his contribution to the advancement of person-centered medicine internationally. He has co-edited 47 medical textbooks in his field and has organised and presided over more than 100 clinical conferences and masterclasses in London as part of a major and long term contribution to British postgraduate medical education. Professor Miles is widely accredited with having changed the direction of the global EBM debate away from scientific reductionism based on population-derived aggregate biostatistical data, towards the embrace of the complex and the personal within international medicine and health policy-making. At the ESPCH he is Senior Vice President and Secretary General and Editor-in-Chief of the *European Journal for Person Centered Healthcare*, the Society's official journal.



Professor Paolo Pozzilli is Professor of Endocrinology & Metabolic Diseases and Head of the Department at the University Campus Bio-Medico in Rome, Italy. He is also Professor of Clinical Research (Diabetes) at the Centre for Diabetes, Bart's and The London School of Medicine and Dentistry, Queen Mary College, University of London. He qualified in Medicine at "Sapienza" University in Rome and specialized in Endocrinology and Metabolic Diseases at the same University. He has participated in 4 Biomed projects of the European Union and 3 NIH projects. He is a Member of the Ancillary Study Committee for the TRIGR Study (NIH project), Chairman of the IMDIAB Group and Deputy Chairman of the ACTION LADA Project (EU). He coordinates the International PhD programme in Endocrinology and Metabolic Diseases between Queen Mary University of London, University Campus Bio-Medico in Rome and the University of Ulm, Germany. He is a Member of the Scientific Advisory Board of the Graduate School in Molecular Medicine, University of Ulm, a Member of the Advisory Board of the International Diabetes Federation and is the Delegate for University Campus Bio-Medico to the Permanent Conference of Rectors of the Italian Universities (CRUI). He is currently the European Editor of *Diabetes Metabolism*

Research & Reviews. He is the author of 387 peer reviewed articles and has an H-citation index of 48. Professor Pozzilli has received several awards including the Andrew Cudworth Memorial Prize of the British Diabetic Association (1986), the G.B. Morgagni Prize, the Young Investigator Award of the European Association of Metabolism (1989), the SID Prize 1994 (Italian Society of Diabetes), the Karol Marcinkowski Medal of the "Poznan Academy of Medicine" Poland (1997), the Mary Jane Kugel Award, Juvenile Diabetes Research Foundation, USA (2003 and 2006), the Diabetes *Honoris Causa*, Paulescu Foundation and Romanian Society of Diabetes (2007), the Convictus Prize, Rome, Italy (2011) and the Celso Prize of the Italian Society of Diabetes. At the ESPCH, Professor Pozzilli is Chairman of the SIG on Diabetes and Nutrition.



Dr. Maya J. Goldenberg is Associate Professor of Philosophy at the University of Guelph, Canada. Her research in the philosophy of medicine addresses the fundamental epistemic question, “How do we know what to believe?” or when are knowledge claims justified in healthcare? She also studies influential healthcare movements, including evidence-based medicine, breast cancer activism and person-centered medicine. Her publications appear in highly influential journals in the philosophy of medicine and science studies. She is currently writing a book on vaccine hesitancy in the industrialized north



Dr. Juan Perez-Miranda is currently Vice-rector for International Relations at Francisco de Vitoria University, Madrid, Spain and was formerly Vice-Dean for Institutional Relations within the university’s School of Medicine. He holds a PhD Degree in Medicine and Surgery from the University of Extremadura, Spain and a Master’s degree in Business Administration from IESE Business School, Barcelona, Spain. He was previously Dean of the Biomedical Sciences School at the Universidad Europea de Madrid, Spain and Medical Director at the International Health Foundation (IHF) based in Madrid, Spain. IHF’s main objectives are the promotion of excellence in the Spanish health care system and international relationships with healthcare institutions and companies. Dr. Perez-Miranda was responsible for scientific programs and international projects. Dr. Perez-Miranda has also worked for two pharmaceutical companies in marketing and medical positions and has been Managing Director of Infanta Cristina University Hospital, Badajoz, Spain as well as Board Member of the University Hospital of the University of Navarra, Spain. He has collaborated regularly as a lecturer and speaker in numerous University health related Academic Programs and as a speaker at international forums and conferences.



Dr. Amy Price is a Neuro-cognitive Rehabilitation Consultant, a patient advocate, former patient and a Doctor of Philosophy student at The University of Oxford. She is working on ‘ThinkWell’ with her supervisor Professor Amanda Burls. Through ‘ThinkWell’ and her project PLOT-IT (Public-Led Online Trials Infrastructure and Tools), people can learn about clinical trials and research by doing research together with researchers. ‘ThinkWell’ provides a platform for ordinary people and patients to engage in health research to address the questions that are most important to them. ‘ThinkWell’ turns health research on its head by enabling the public to lead health research (with support from health researchers and professionals to ensure that the research is valid and reliable) instead of health researchers and professionals setting the research agenda, with patients and the public simply being the subjects of, or participants in, the research. She is a firm advocate of the guidance: *“Tell me and I will forget. Teach me and I will remember. Involve me and I will learn.”* Through her ‘ThinkWell’ research, she aims to change the understanding of health science and deliver a Platform that is accessible for all.



Professor Salman Rawaf is Director of the WHO Collaborating Centre for Public Health Education and Training, Faculty of Medicine, Imperial College London, UK and is well known for his international work and contribution to global health. He is an adviser to the World Health Organisation on primary care, public health, health systems, medical education and human resource for health development. The Collaborating Centre supports several WHO Regions and their Member States. Professor Rawaf is a Fellow of The Royal College of Physicians, London and the UK Faculty of Public Health and Member of the Faculty of Public Health Medicine, Ireland. He is the UK Faculty of Public Health Global Health Adviser, an Executive Member of the International Committee of the UK Academy of the Royal Medical Colleges, a Member of the WHO Advisory Committee for Health Research and Programme Leader of the Postgraduate Diploma/MSc in Family Medicine at Middlesex University. He is an Honorary Professor at Ghent University, Belgium. His contributions to public health and primary care in research and service delivery are internationally recognised. He is likewise recognised for his work in supporting countries to strengthen their health systems and service development, including Bahrain, Brazil, Iran, the Kingdom of Saudi Arabia, the State of Kuwait, Libya, Malaysia, Maldives, Malta, Oman, Poland, Tunisia, Uzbekistan, Iraq, Palestine,

Qatar and Yemen. Among the many innovative approaches is ‘Staying Healthy’: a programme to assess risk factors for chronic diseases in community settings and enable individuals to engage in their own health. Professor Rawaf is the Founder and Editor-in-Chief of the journal *Public Health Medicine* and a member of a number editorial boards and has published several scientific papers, two books and many international reports. At the ESPCH, he is a Member of the Editorial Board of the *European Journal for Person Centered Healthcare*, the Society’s official journal.



Professor Roger Ruiz Moral is Professor of Medicine and Clinical Communication at Francisco de Vitoria University, Madrid, Spain. He is a Specialist in Family Medicine and has researched and published extensively in the fields of clinical communication and shared decision-making. Prior to moving to Francisco de Vitoria University Madrid, he was, from 1990 - 2013, Associate Professor of Medicine within the Faculty of Medicine at the University of Cordoba, Spain. His clinical activity has been mainly in emergency and primary care. He has been involved in the design of the teaching program of the specialty of Family Medicine (teaching and communication areas) and actively involved in several research groups related with primary healthcare and communication. During the last years he has led various research projects about mainly: 1. different aspects of communication among specialists and primary care physicians with patients and their influence in clinical outcomes and 2. the effectiveness of some educational approaches for teaching clinical communication to students and residents. He has published many papers, several books and chapters on these topics. At the ESPCH, he is Chairman of the SIG on Clinical Communication.



Dr. José Antonio Sacristán del Castillo is Medical Director of Lilly, Spain and Director of the Spanish Lilly Foundation. He is an Associate Professor, Faculty of Medicine, University Cardenal Herrera- CEU. Having been awarded his MD degree at the University of Salamanca, he gained his PhD at the Autonomous University of Madrid. He also holds a Master's degree in Business Administration from IESE, the Graduate Business School of the University of Navarra, Spain. He teaches at the Department of Epidemiology, Faculty of Medicine, Autonomous University of Madrid and is an Honorary Professor in the Department of Pharmacology at the Alcalá de Henares University. He is Professor of the Master in Administration and Direction of Health Services, Universidad Pompeu Fabra and Professor of the Master on Evaluation and Access to the Market in the Pharmaceutical Sector, Universidad Carlos III, Madrid. He has published extensively and is the author of more than 150 publications in the areas of drug development, health economics and the methodology of clinical research. He has published 16 book chapters. He is a Member of the Board of the Spanish Society of Clinical Pharmacology, a Member of the Spanish Association of Health Economics, DIA, International Society of Pharmacoeconomics and Outcomes Research. He is

Chairman of the Lilly Global Committee of Studies Initiated by investigators in the area of Internal Medicine. He acts as a reviewer for several national and international medical journals, including *Annals of Internal Medicine* and *Clinical Pharmacology and Therapeutics*.



Professor Linda Shields is Professor of Nursing in the School of Nursing, Midwifery and Nutrition, James Cook University, Townsville, Queensland, Australia and is one of the world's pre-eminent experts in family-centred care (FCC) research. She has delivered 23 international keynote addresses on FCC. In 2011, she was inducted into the Sigma Theta Tau International Nurse Researcher Hall of Fame in recognition of her research on FCC. Both her Doctor of Medicine and Doctor of Philosophy degrees focussed on FCC internationally and, in 2000, she won a Churchill Fellowship to study FCC in Europe. She has over 300 publications, including several books, the latest being one on nurses' and midwives' roles in the "euthanasia" programmes of Nazi Germany. She was awarded the Vitae Lampada Medal of the Royal Children's Hospital for her contribution to children's nursing in 2005 and the Surgeon-General's Medal (Australian Defence Force) for her contribution to ethics and paediatrics in 2005. She is a Life Member of the Australian College of Children and Young People's Nurses, Fellow of the Australian College of Nursing, Fellow of the Royal Society of Medicine (UK), Member of the Australian Institute of Company Directors, Member of the Board of Directors, Australian Association for the Wellbeing of Children in Healthcare, Member of the Board of Directors, TJ Ryan Foundation, and the organisations listed above. Her current research focusses on measuring

FCC in various settings - acute hospitals, community health, emergency medicine and in other countries (USA, Portugal, Solomon Islands). She is investigating FCC in the delivery of care to CF families living in rural and remote areas of Australia. At the ESPCH, she chairs the SIG on Child and Family Centered Care.



Professor Drozdtoj (Drossi) Stoyanov was appointed a Full Professor of Psychiatry, Medical Psychology and Person Centered Medicine within the Faculty of Medicine of the Medical University of Plovdiv, Bulgaria at the age of 33 years. He received his MD and PhD from the Medical University of Sofia in 2002 and 2005, respectively and was Board Certified in 2007. Prior to his appointment to the full professorship, Professor Stoyanov was a tenured Associate Professor in the Medical University of Plovdiv in 2008 and Vice Dean for International Affairs of its Faculty of Public Health from 2009 to 2011. He is currently Special Advisor for Strategic Partnerships to the Vice Rector for International Affairs and is Co-Director of University Center for Philosophy and Mental Health. Professor Stoyanov practises clinically as psychiatrist at the 'St. Ivan Rilski' State Psychiatric Hospital. Professor Stoyanov is also Vice Chairman of the Philosophy Special Interest Group of the UK Royal College of Psychiatrists and a Member of its Executive Committee. He is Chairman of the Conceptual Group within the Global Network for Diagnosis and Classification launched by the World Psychiatric Association (2008). He was elected Visiting Fellow to the Center for Philosophy of Science of the University of Pittsburgh, USA, in 2009. He has published more than 150 scholarly papers, including five monographs and three textbooks. Since 2007, Professor Stoyanov has acted as a member of the Editorial Board, Secretary-Co-ordinator and Deputy Editor-in-Chief of the *International Annual for the History and Philosophy of Medicine*. He is also an Editorial Board member of *Frontiers in Psychiatry*, *Dialogues in Philosophy, Mental and Neurosciences*, *Folia Medica* and the *European Journal for Person Centered Healthcare*, among others. At the ESPCH, he is the Society Vice President for Eastern Europe and Chairman of the SIG on Burnout Syndrome.



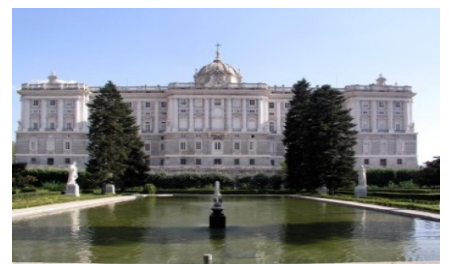
Dr. Joachim Sturmberg is Conjoint Associate Professor of General Practice in the Department of General Practice, The Newcastle University, Australia. He graduated from Lübeck Medical School, Germany, where he also completed his PhD. Since 1989 he has worked in an urban group practice on the NSW Central Coast, with a particular interest in the ongoing patient-centered care of patients with chronic disease and the elderly. In 1994 he has pursued systems and complexity research, investigating the effects of continuity of care on care processes and outcomes. Since then, his research has expanded and includes studies aimed at generating a greater understanding of the complex notion of health, healthcare and healthcare reform, demonstrating that health is an interconnected multi-dimensional construct encompassing somatic, psychological, social and semiotic or sense-making domains, that healthcare has to embrace the patient's understanding of his/her health as the basis for effective and efficient care and that an effective and efficient healthcare system ought to put the patient at the center. He has published extensively on these topics. He is joint editor-in-chief of the Handbook of Systems and Complexity in Health and joint Editor-in-Chief of the Forum on Systems and Complexity in Medicine and Healthcare which is published within the *Journal of Evaluation in Clinical Practice*. Together with Drs. Carmel Martin and Jim Price he chairs the Complexity Special Interest Group (SIG) in the World Organization of National Colleges, Academies and Academic Associations of General Practitioners/Family Physicians, WONCA. Together with Dr Howard Federoff he is organising the 1st International Conference on Systems and Complexity in Health which will be held in November at Georgetown University, Washington DC. At the ESPCH, Dr. Sturmberg co-chairs the SIG on Complexity.

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GENERAL INFORMATION

ABOUT THE CONFERENCE

The current event is the First Annual Conference of the European Society for Person Centered Healthcare (ESPCH), the Society being created in 'shadow' form in late 2013 and becoming fully operational from January 2014. The aims and purpose of the Conference are described in detail in the *Opening Letter* of this Announcement from President and Senior VP of the Society and the reader is referred to that letter for the associated detail.

WHO SHOULD ATTEND?

The Conference is aimed at all members of the multidisciplinary clinical team of all grades of seniority. The Conference is also likely to prove of pivotal interest to healthcare academics, managers and commissioners of healthcare services, healthcare economists, healthcare policymakers, patient advocacy groups and members of the pharmaceutical industry with responsibility for patient support, education, advocacy and empowerment and the development of value added services across Europe.

VENUE

Aula Magna, Francisco de Vitoria University, Madrid, Spain

FEES AND PAYMENTS

The fee for attendance on either or both days and at the Awards Ceremony and Dinner is shown on the Registration Form (see below). Fees include luncheon, mid-session refreshments and all conference materials. Payment can be made by **Bank Transfer**, *via Credit/Debit card* *via* the **PayPal** function of the ESPCH Website www.pchealthcare.org.uk or by **Cheque**, drawn on a UK Bank and made payable to **Person Centered Healthcare Ltd** and sent to **European Society for Person Centered Healthcare, c/o 77 Victoria Street, London, SW1H 0HW, UK**. To be **Invoiced** for the fee contact: Mr. Rudolf Raducan: rudolf.raducan@pchealthcare.org.uk

ENQUIRIES

All enquiries in relation to the administrative aspects of this conference should be made to Mr. Rudolf Raducan: rudolf.raducan@pchealthcare.org.uk Enquiries of an academic or clinical nature or sponsorship nature should be made to Professor Andrew Miles, Senior Vice President & Director General of the ESPCH: andrew.miles@pchealthcare.org.uk

CANCELLATIONS

Cancellations will only be accepted in writing by e-mail. A refund less an administrative charge of €25 will be given on cancellations made by 20 June 2014. Thereafter, the full fee is payable. Substitutions may be made at any time. No refunds can be given after 20 June 2014 for cancellations arising from industrial action or acts of terrorism. The right to make minor changes to the programme in the event of operational necessity (e.g., speaker illness, withdrawal, *etc.*) is reserved.

DATA PROTECTION

Your name, current postal and hospital address (or correspondence address given) will be included in the list of participants which will be issued to delegates and speakers.

ACCOMMODATION

Details of a range of good quality 2*, 3* and 4* hotels within easy reach of the Conference Venue will be provided to delegates on receipt of successful registration.

REGISTRATION FORM

FIRST ANNUAL CONFERENCE OF THE EUROPEAN SOCIETY FOR PERSON CENTERED HEALTHCARE

[PLEASE READ THE SECTION ON GENERAL INFORMATION BEFORE COMPLETING THIS FORM]

REGISTRATION

SELECT YOUR CHOICE OF ATTENDANCE:

☐ **Days 1 & 2**

Medical Staff: €275
Non-medical clinical staff &
Academics: €175
Patients & Students: €100
Members of Industry: €500

☐ **Day 2**

Medical Staff: €150
Non-medical clinical staff &
Academics: €95
Patients & Students: €75
Members of Industry: €300

☐ **Day 1**

Medical Staff: €150
Non-medical clinical staff &
Academics: €95
Patients & Students: €75
Members of Industry: €300

☐ **Awards Ceremony, Drinks Reception
and conference dinner: €65**

SELECT YOUR CHOICE OF PAYMENT:

☐ **Bank Transfer**

Bank: HSBC
Person Centered Healthcare Ltd
Sort code: 40-02-16
Account No: 51663054
BIC: MIDLGB2115C

☐ **PayPal**

Payments can be made securely via the PayPal function on
the ESPCH Website: www.pchealthcare.org.uk

☐ **By Cheque drawn on a UK Bank**

Made payable to: **Person Centered Healthcare Ltd** and
send to: European Society for Person Centered Healthcare,
c/o 77 Victoria Street, London, SW1H 0HW, UK.

PLEASE COMPLETE THE FOLLOWING DATA REQUEST:

Title (Mr/Mrs/Ms/Dr/Prof/etc.) _____

Surname: _____

Forename(s): _____

Post: _____

Department: _____

Hospital/University/Institution: _____

Address for correspondence: _____

Town/City: _____

Postcode: _____

Country: _____

elephone: _____

E-mail: _____

Any special dietary requirements? _____

Please complete the following:

Registering for:	AMOUNT
Day 1 & 2	
Day 1 only	
Day 2 only	
Awards Ceremony, Drinks Reception and Dinner	
TOTAL TO PAY	

Please scan the form and email to: Mr. Rudolf Raducan: rudolf.raducan@pchealthcare.org.uk