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photo: Mariona Ribó

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SYNERGY SATELLITE

Pitch Perfect: Healthcare Presentation Skills (session II)

Mastering the Art of Public Speaking: highlights from the Second Session of “Synergy Satellite – Pitch Perfect: Healthcare Presentation Skills” – sponsored by an educational grant from Baxter –

The second session of the **Pitch Perfect: Healthcare Presentation Skills** workshop took place on March 14, building on the foundational skills covered in the first session. Led by **Simon Hall**, this session focused on advanced techniques to refine research presentations, from effective slide design to mastering body language, voice control, and storytelling.

Through interactive discussions and live practice, participants learned how to make their presentations truly engaging. Hall emphasised simplicity in slide design, introducing the *T-shirt* rule: if there’s more text than what would fit on a T-shirt, it’s too much. A clean, simple slide allows the audience to focus on the speaker rather than getting lost in details.

Another major takeaway was what Hall called *the data trap* — the tendency to overload presentations with too much information. While scientific presentations often require large datasets, he recommended briefly displaying the full data before transitioning to a slide that highlights only the most relevant figures.

Confidence and presence were also central themes. Maintaining eye contact, standing with an open posture, and using natural movement help establish credibility. Even small techniques, like pausing with a sip of water, can help speakers gather their thoughts while appearing composed.

Beyond body language, voice modulation is key to keeping an audience engaged. Hall encouraged partici-

pants to slow down, use intentional pauses, and emphasize key words to enhance clarity and impact.

Finally, storytelling emerged as a powerful tool for making presentations more memorable. A well-told story creates an emotional connection, captures attention, and makes complex information easier to retain.

With these insights, participants left equipped with practical strategies to ensure their research presentations are not just heard but truly remembered.

Marina Santiso – EAHP Team



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SOCIAL MEDIA

Engage in the social media debate using the hashtag **#EAHP2025**



KEYNOTE 2 | REVIEW

Navigating the Challenges of Disinformation in Healthcare



photo: Mariona Ribó

Misinformation and disinformation continue to be among the biggest global challenges due to their powerful influence on public discourse, their potential to restrict civil rights, and the general risk of alarmist rhetoric. During the second keynote speech at the 29th EAHP Congress, **Dr. Lena Frischlich**, a leading expert in digital communication and democracy, and Associate Professor and Vice-Director of the Interdisciplinary Digital Democracy Centre at the University of Southern Denmark, shared an overview of the impact of disinformation in healthcare. Disinformation, in general, can be understood as claims that, whether intentionally or not, contradict the best available evidence.

In today's digital age, disinformation in healthcare can originate from various sources, including social media, unverified online content, and misinterpretations of scientific studies. It can lead to misunderstandings about medical treatments, influence health-related behaviors, and erode public trust in healthcare systems. Additionally, it can be difficult to verify the accuracy of such information. Disinformation campaigns are often fueled by malicious actors using various techniques of science denial, such as fake experts, unrealistic expectations, or conspir-

acy theories, to create deception within seemingly credible environments. The information may then be amplified by influential individuals and spread beyond its original source. While determining the exact prevalence of misinformation is challenging and its effects on individuals are complex, the problem is expected to grow exponentially, especially with the widespread access to generative artificial intelligence, which makes it easier to create realistic images or videos.

Hospital pharmacists, as trusted healthcare professionals, have a crucial role in clarifying complex medical information and promoting reliable health communication. Developing strong communication skills, improving digital literacy, and fostering collaboration — while critically evaluating information sources and ensuring that patients receive clear, evidence-based guidance — are key to addressing this issue. To help attendees counter disinformation, Dr. Frischlich shared the “fact sandwich” method. This technique involves first presenting the fact, followed by warning about the misinformation or issue, clearly explaining the reasoning behind it, and concluding by repeating the fact. This approach helps ensure that the correct information is more easily assimilated.

Disinformation in healthcare will remain a persistent challenge. To better tackle it, healthcare professionals and patients must understand how it works and have the tools to address it. Throughout her keynote speech, Dr. Frischlich provided a toolbox of strategies to help attendees navigate disinformation in their daily activities.

James Evans – EAHP Policy Officer



photo: Mariona Ribó

2025 SHORTAGES SURVEY

Share your views on medicine and medical device shortages

During the 29th Congress held in Copenhagen, **EAHP launched its 7th Shortages Survey** to gather essential data on medicine and medical device shortages across Europe. In EAHP's 2023 survey, 95% of hospital pharmacists indicated shortages as a serious concern.

To continue addressing this issue, **we encourage hospital pharmacists, other healthcare professionals working in hospital settings, and patients to participate.** Your input will help us providing concrete data to policymakers and driving solutions.

Translations in other languages are available on the EAHP website, with more to come.
Thank you for your valuable contribution.

Take the survey (English version) here:



KEYNOTE 3 | REVIEW

Digital Health – Patient Experiences and Expectations

The third and last keynote speech of the 29th EAHP Congress was delivered by **Tommy Whitelaw**, an advocate for person-centred care and the National Lead for the ALLIANCE's Person-Centred Voices Project which works to promote person centred practices in public sector organisations. During his powerful keynote speech, Tommy shared his personal experience as a full-time caregiver for his late mother who was diagnosed with vascular dementia in 2007. For the next few years following the diagnosis, Tommy dedicated his time to support his mother and then his career to amplifying the voices of patients and caregivers.

Tommy quickly discovered how difficult it was to understand how to help his mother and began a blog to find out how other caregivers managed. He travelled around Scotland to directly discuss with people and shared their story online. Through this process, he also began receiving many messages from people across the world sharing their own journeys and he quickly identified a common

thread from caregivers, one of love but also of loneliness and isolation. His “Tommy on Tour” blog has then continued to raise awareness of the challenges faced by caregivers and the importance of listening to individual experiences in healthcare. Through his extensive outreach, Tommy has engaged with thousands of healthcare professionals across the UK, Europe, and North America, emphasising the values of kindness, active listening, and personalised care.

Indeed, Tommy also aimed to demonstrate the importance of healthcare professional for the patient and caregiver journeys through values of kindness, active listening, and personalised care. He explained his experience with thoughtful healthcare workers who supported him in his journey with his mother and the lasting impact it had on him. He then provided tools to attendees to help them turn good intentions into purposeful actions such as the five “must do with me!” steps to patient centred care and the three steps to identify what “matters to me” as only once

you know what matters to people then your relationships with them can change.

Furthermore, Tommy concluded his impactful speech by recognising the difficult environment healthcare workers face in the workplace which can have direct impact to patients. Indeed, mental health is a growing concern amongst healthcare professionals and must be addressed to reduce the risk of burnouts. A first step is to ensure an enabling work environment through active listening, thoughtful teamwork, close connection to the purpose of healthcare, and a level of autonomy throughout their work.

The Keynote ended with a very emotional touch. Tommy showed a video with young patients showing their strength and resilience and the whole auditorium stood up and clapped with the song “Roar” by Katy Perry.

James Evans – EAHP Policy Officer



photo: Mariona Ribó



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YOUNG PROFESSIONALS

Training pathways for Hospital Pharmacists in Europe: challenges and opportunities!

This year's Young Professionals Session, dedicated to **hospital pharmacy training**, was a resounding success, with over 70 participants coming together in a dynamic and interactive atmosphere. In addition to the five speakers' presentations, the session actively engaged attendees, who shared valuable insights into the training systems in their respective countries.

Three primary models of hospital pharmacy education emerged from the discussion:

- a **structured post-graduate specialization**, often based on a formal residency program;
- a **hands-on, “learning-by-doing” approach**, with no specific hospital pharmacy training required;
- a **hybrid model**, where pharmacists receive general education with specialized training opportunities tailored to different areas of practice.

Participants expressed a strong desire for greater harmonization of these training models. Despite differences in the programs, there was agreement on several key themes, such as the importance of promoting research within hospital pharmacy education, fostering international exchanges, providing mentorship, and ensuring student well-being during training. During the session, the **Early Career Network** was officially introduced. This new initiative, launched by the European Association of Hospital Pharmacists (EAHP), aims to support and connect young hospital pharmacists across Europe.

While there is a shared ambition to establish a common training framework across Europe, the diversity of systems makes this a complex task. The EAHP has been advocating for this cause for several years, but before moving toward

harmonization, it is crucial to first conduct a comprehensive mapping of training programs and hospital pharmacists' roles in each country.

The Early Career Network seeks to bring together students, recent graduates, and early-career hospital pharmacists to facilitate networking, professional development, and knowledge exchange. By encouraging discussions and initiatives tailored to young professionals, the Early Career Network will play a pivotal role in shaping the future of hospital pharmacy in Europe.

If you are interested in joining this new network and contributing to the future of hospital pharmacy training in Europe, please don't hesitate to contact the co-chairs: Chiara Lamesta (Italy) and Alexis Plan (France).

This session marked the beginning of an exciting journey — stay tuned for what's to come!

*Clément Delage
– Scientific Committee Member*



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