

CONFERENCES  
IN FLANDERS



Flanders  
State of the Art



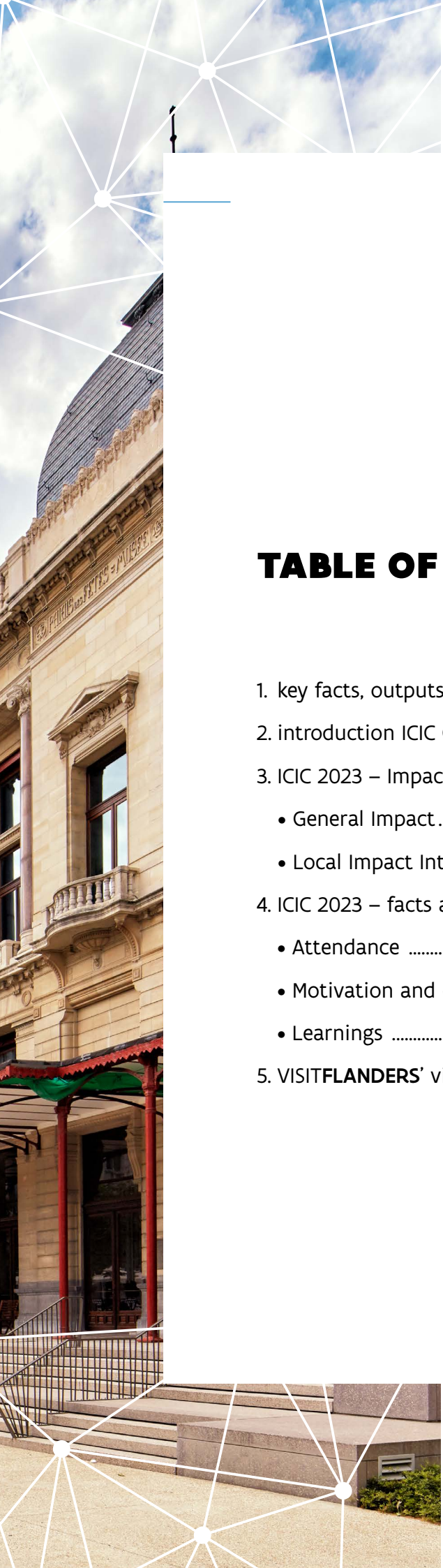
# ICIC23 Impact report

VISITFLANDERS









**ICIC23**  
INTERNATIONAL CONFERENCE  
ON INTEGRATED CARE  
22-24 May 2023  
Antwerp, Flanders

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# 1 KEY FACTS, OUTPUTS & OUTCOMES



**1232**

live attendees

**845**

people followed the sessions online



**2000+**

participants

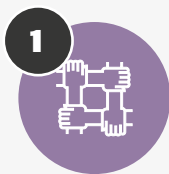


from

**90**

different countries

3 impact intentions positively influence 4 impact areas:



Human



Intellectual



Social



Political

and work towards two targets from SDG3 Good health & wellbeing



**High local engagement**

OVER  
**50%**

over 50% of submitted abstracts from **local experts & stakeholders**



**Increased participation of professionals**

from the field compared to previous editions

2 new **Special Interest Groups** were created:

**1**

**Leadership**

**2**

**Inclusion Health**





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INTERNATIONAL CONFERENCE  
ON INTEGRATED CARE  
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Antwerp, Flanders

## 2 INTRODUCTION ICIC CONFERENCE

The International Foundation for Integrated Care (IFIC) is a non-profit educational network, with as mission to be the leading international voice in integrated care, and to inspire, influence and facilitate the adoption of integrated care in policy and practice around the world.

The association aims to achieve this by encouraging collaboration between academics, researchers, managers, clinicians, policy makers, healthcare professionals and people with a need for care worldwide.

The association provides a forum to bring different perspectives together, with the ultimate goal of improving the care experience for patients, their families and caregivers, while striving for optimal effectiveness of health and care systems.

Since 2000, the association organises an annual International Meeting, the International Conference on Integrated Care (ICIC) with +/- 1,000 to 1,200 participants. The participants represent multiple disciplines in integrated care including researchers, clinicians, managers from the social and public health sector, representatives of patient associations and healthcare providers and representatives of industry.

**The congress took place from 22 to 24 May 2023 in Antwerp, on the initiative of the Flemish Agency for Care and Health – since June 2023 Department of Care.**



### 3 ICIC23 – IMPACT

International conferences are an important means of sharing knowledge and developing informal networks. But more important is the **societal value** and **positive impact** that a conference can create in the long term for the city/region where it takes place, in addition to the impact for the participants: the so-called '**legacy of a conference**'.

The **Flemish Agency for Care & Health** and **IFIC** co-created the 2023 conference (ICIC23) with the main objectives to (i) support the movement towards integrated care in the region, essential to develop a holistic approach of health & wellbeing for all people in Flanders and (ii) build an international community of practice around integrated care.

**The Flemish Agency for Care and Health (FACH) and IFIC determined the legacy of ICIC23 as follows:**

#### **FACH**

develop a holistic approach of health & wellbeing for all people in Flanders, Belgium

#### **ICIC**

build an international community of practice, that is composed of people with different backgrounds and perspectives that stands the test of time..

### 3.1 General Impact

In order to achieve the broad impact of developing a **holistic approach of health & wellbeing for all citizens** in Flanders, Belgium, the following impact intentions were defined:

- Population health management is recognised and used as a lever for integrated care
- A preventive health- and wellbeing policy, also in the (health)care sector
- Everyone involved in care and wellbeing works better together and with the people with a need for care in Flanders.





The overarching theme '**Care in action: how to work together, a participatory approach**' was detailed into **5 dimensions** aligned with the local priorities in health and care, and aimed at bringing innovative practices and experience from around the world.

- 1 **Change management implementation:** macro, meso and micro level
- 2 **Person-centred care:** focus on integration of goals and needs
- 3 **Collaboration:** factor for successful implementation of integrated care
- 4 **Engaging everybody:** caring neighbourhoods and compassionate communities
- 5 **Population health approach:** leverage for integrated care

New to ICIC23 was the creation of an **Impact Task Force** to design and implement the desired impact, and an **Engagement Task Force** to actively engage with the local community around the local needs and work on integrated care. Specific roles and objectives were defined for the 4 working groups:

1

**Impact Task Force:** to define & deliver on the intended impact

2

**Engagement Task Force:** to engage with local stakeholders

3

**Scientific Committee:** to deliver a program with international and local expertise

4

**Organising Committee:** collaboration between IFIC and the local host team focussing on practical organisation





This new approach resulted in **one of the most innovative conferences in the history of IFIC.**

### **Key highlights include:**

- The conference focused on creating long term impact, covering policy making, awareness building and education & training;
- Impact intentions and themes were based on local needs & gaps, and not just strengths;
- With +1.200 live and +800 virtual participants, ICIC23 was accessible and inclusive to all;
- An enhanced focus on learning and education through real life experiences was brought in through field trips and thematic walks in local neighbourhoods;
- Over 50% of the 800 abstracts were submitted by local experts and stakeholders, creating momentum and giving authors International publicity and credibility;
- The authors of the 20 best abstracts are invited to present a paper at next year's conference to present learnings and impact of the 2023 conference;

**While it is too soon to report on the long term impact, the following immediate results are good indicators that ICIC23 was a catalyst to deliver on the intended impact:**

- 2 new Special Interest Groups (Leadership and Inclusion Health) were created around the conference
- A potential third Special Interest Group is under consideration: Prevention.
- 30% of the participants indicated that they met between 10 and 20 new people, of which 1 out of 3 with a different job/role.
- 96% of participants find these new connections valuable (36%) to very valuable (60%), and 80% intends to stay in touch.
- Over 400 participants from Flanders work more closely together, and new collaboration deals have been realised.





## 3.2 Local Impact Intentions

### 1. Population health management is recognised and used as a lever for integrated care

<b>Need/Gap:</b>	Due to (actual and alleged) cultural differences and (pre)judgments, the different health & social care sectors do not know each other enough and language used between sectors and domains is not always clear or uniform. Data is (still) not used enough to stimulate a population-oriented approach (training, presentation of data, pushing policy priorities, user-friendliness...).
<b>Activity:</b>	<b>Workshop:</b> “What’s in a name: Population Health Management” (PHM) focusing on: <ul style="list-style-type: none"><li>• Work towards a definition of PHM</li><li>• Bringing together people that are occupied with PHM, and discussing how and in what way they work with PHM</li><li>• Clarify the possibilities and reflect on its own method of working</li></ul>
<b>Expected output:</b>	<ul style="list-style-type: none"><li>• There is a clear understanding of what PHM means, and basics about data collection for PHM is agreed upon</li><li>• The discussion on PHM is built upon further during a following conference on integrated care under the Belgian EU Presidency</li></ul>
<b>Achieved output:</b>	<ul style="list-style-type: none"><li>• At the end of the session, most participants indicated that they had gained new insights on PHM. About half feel that PHM is very important to crucial for the development of integrated care.</li></ul> <p>As a result of the attention given to the topic of population health before and during the conference, a multi-disciplinary and organisation-wide task force on population health was created.</p> <ul style="list-style-type: none"><li>• The discussion on PHM continues in preparation of a following conference on integrated care under the Belgian EU Presidency.</li></ul>





## 2. A preventive health- and wellbeing policy, also in the (health)care sector

<p><b>Need/Gap:</b></p>	<p>Integrated care is not considered broad enough: prevention and mental health and well-being are not sufficiently used as a lever for reducing the need for healthcare.</p>
<p><b>Activity:</b></p>	<p><b>1. Workshop:</b></p> <ul style="list-style-type: none"> <li>• Exchange of experiences on preventive health and wellbeing initiatives in primary care (NHS + private health systems)</li> <li>• Explore the opportunities, hurdles and policy needs for successful implementation</li> </ul> <p><b>2. Healthy activities during the conference:</b></p> <p>offer a range of activities at the conference to promote a healthy lifestyle amongst the attendees (e.g. a run in the zoo, yoga in the park, healthy nutrition, cycling to field trips ...)</p>
<p><b>Expected output:</b></p>	<p>Have better insight + understanding of the success factors for the implementation of preventive health and wellbeing policy</p>
<p><b>Achieved output:</b></p>	<ul style="list-style-type: none"> <li>• The vast majority of participants in the workshop indicated that they gained new insights about how to implement a preventive health- and wellbeing policy.</li> <li>• Almost all of these participant were convinced to implement their new insights after taking part in the workshop.</li> <li>• Collaboration was started between people who did not know each other before the conference</li> <li>• New stakeholders attended the conference, who typically did not participate</li> <li>• Flanders was able to showcase its strengths, receiving positive reactions from International participants</li> <li>• A walk in the Zoo was offered to delegates</li> <li>• Healthy food options were available to delegates</li> </ul>







### 3. Everyone ‘involved in’ care and wellbeing works better together and with the people with a need for care in Flanders.

<p><b>Need/Gap:</b></p>	<p>There is not yet enough interprofessional / cross-sector cooperation. There is no optimal interaction between care providers and between the members of the care team and the patient, in order to arrive at a better prepared/functioning care team.</p>
<p><b>Activity:</b></p>	<p>A wide range of activities aiming at connecting attendees with each other and foster network opportunities, such as:</p> <ul style="list-style-type: none"> <li>• Onboarding session/webinar before the conference</li> <li>• Networking tables, booths with specific information, corners to start conversations ...</li> <li>• Use of games and contests</li> </ul>
<p><b>Expected output:</b></p>	<ul style="list-style-type: none"> <li>• Flemish participants of the ICIC23 conference intend to retain the network created at ICIC23 and continue the interprofessional exchanges after the conference</li> <li>• Bridging different policy levels and domains in Belgium</li> </ul>
<p><b>Achieved output:</b></p>	<ul style="list-style-type: none"> <li>• As a result of the engagement track, more professional care givers attended, compared to previous conferences with a higher presence by academics</li> <li>• Topics during sessions were less purely academic research based and more practice based, and the sessions were more organised in a workshop format vs. standard (one-way) presentation</li> <li>• ICIC23 was a momentum, bringing together professional care organisations and government, giving renewed energy to stakeholders, new content and inspiration, which allows them to work better together</li> <li>• Bridges were built between policy makers at different levels (federal/ regional)</li> </ul>



# 4 ICIC23 – FACTS AND FIGURES

## Attendance

ICIC23 had a strong attendance. In total 2077 participated in the conference:



**1232**

live attendees

**845**

people followed the sessions online



**47%**

of the delegates were from the **public sector**

**17%**

from the **not-for-profit/ social sector**

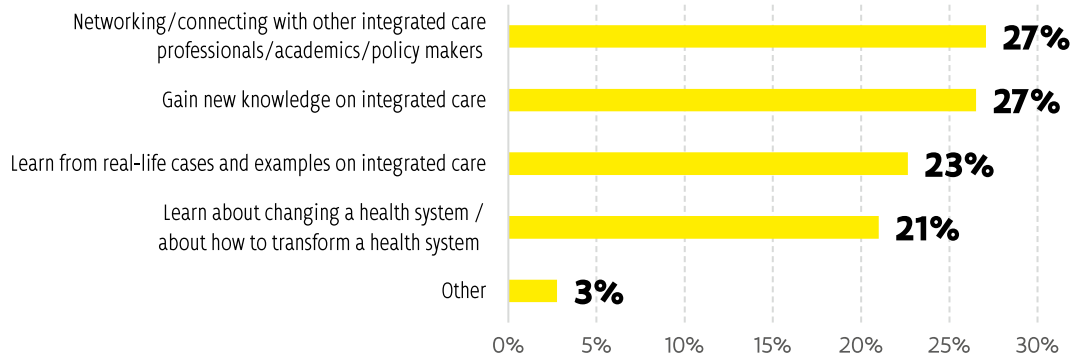
**3%**

from the **for-profit sector**

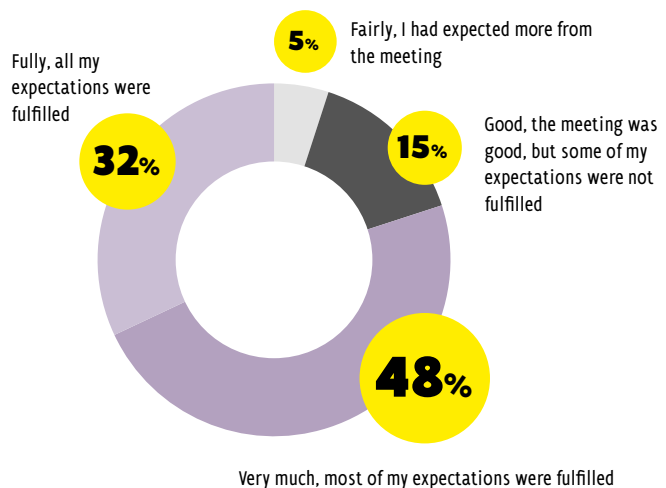
## Motivation and expectations

Networking with other professionals from the sector and gaining new knowledge on integrated care were the main motivators (27%) to participate in ICIC23.

Other motivators were also of importance: learning from real-life cases and examples (23% of participants) and learning about changing a health system (21%).



ICIC23 can be regarded as a success according to the delegates. A third of them state that all their expectations were fulfilled by the conference and almost half saw most of their expectations fulfilled.

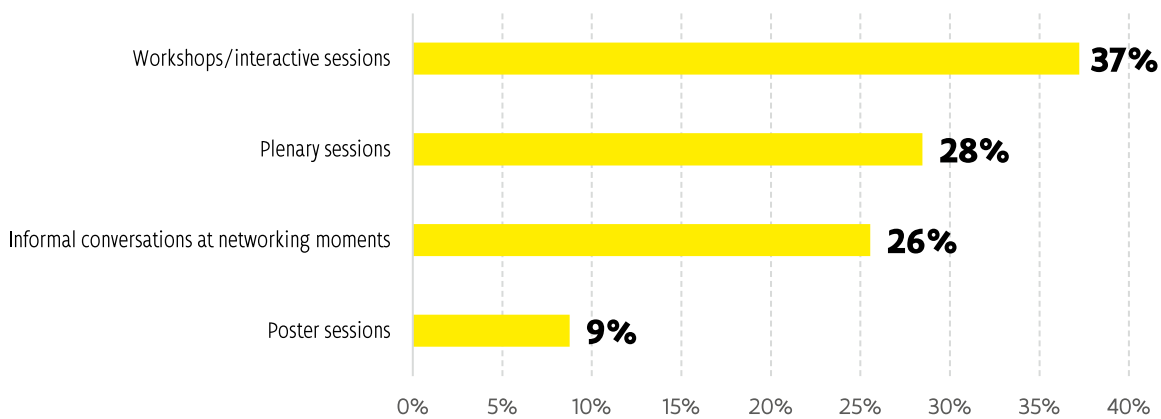






## Learnings

Learning is a crucial element for participants in the ICIC23 conference. It's also the first step in bringing about change. Delegates learned the most during workshops or interactive sessions (37%), Plenary sessions (28%) and informal conversations during networking moments (26%).



Additionally, 55% of participants indicate that they will implement most or all of the learnings gained during ICIC23.



## 5 VISITFLANDERS' VISION & STRATEGY ABOUT LEGACY

### Ambition

Conferences and events can be important drivers for growth, innovation and community building, but often these events are not leveraged to their full potential. VISITFLANDERS Convention Bureau wants to strengthen the positive power of conferences and events, so that Flanders can continue to flourish as an innovative, inspiring and high-quality travel, conference and event destination for residents, entrepreneurs and visitors.

The ambition of VISITFLANDERS Convention Bureau is to develop Flanders into an attractive and innovative destination for conferences within Europe, with a high-quality, sustainable and varied range of conference facilities and strong local expertise that offers added value to conference organizers and participants. The vision of the destination Flanders is to be known as the destination par excellence for the organisation of impactful and experiential conferences.

### Legacy methodology

VISITFLANDERS Convention Bureau has undertaken an intentional approach to developing event impact projects through actual events that will yield tangible social impact.

#### **The overall goals of this approach are to:**

- develop a systematic approach of seeking to maximise social impact creation
- catalyse a clear shift in the business strategy from 'more' to 'better' conferences and events that generate 'more' than just an economic impact and have a strong local anchoring from the thematic perspective.
- strengthen links with the local community by positioning itself as supporting the creation of social value for a broad range of stakeholders and clearly aligning with governmental priorities and contribution to the Sustainable Development Goals.

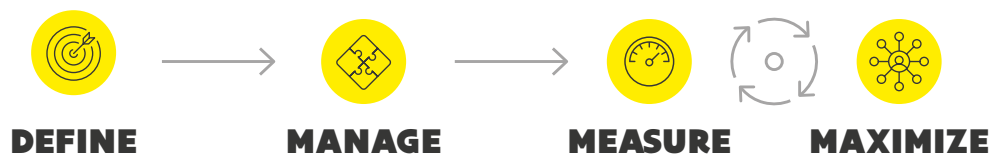






For that purpose, VISITFLANDERS Convention Bureau has entered into a collaboration with an external, specialised organisation #Meet4impact. The methodology for the systematic approach is based on research and cutting-edge industry practice, ensuring that each conference can realise its full potential as a catalyst for impact. We have carefully selected a small number of pilot projects to test and refine this methodology and to develop a suite of tools and materials that will be used across our events portfolio in the future.

The methodology, consists of 4 main steps, which offer a harmonised process for creating and measuring social impact generated by international conferences. Full details can be found in the annexes of this impact report.



# COLOPHON

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## LEGAL DEPOT

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## MORE INFORMATION

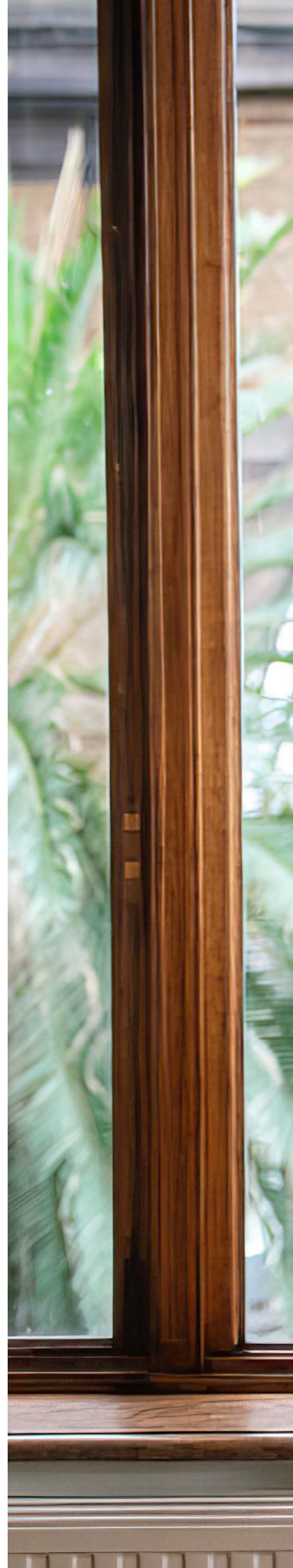
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