

exp VII CONGRESO EXPERIENCIA DEL PACIENTE

BILBAO 2026
27 DE NOVIEMBRE

ORGANIZAN



COLABORAN



Secretaría Técnica: Azul Congresos S.L.
Unia. 76 - 3º Dcha - 33003 Oviedo
Tfños: 984 051 604 - 984 051 671



Organizan:



Colaboran:





Organising Committee:

Arantxa Picón. Congress President. Managing Director, SJD Gipuzkoa.

Josep Pifarré. General Director, OHSJD.

Elena Urdaneta. Territorial Director, Hospitaller Order of Saint John of God.

Diego Núñez. Healthcare Deputy Director, UTE II, OHSJD.

Scientific Committee:

Ana Martí. Director of Strategy and Quality, Parc Taulí Health Corporation Consortium.

Cani Año. Regional Coordinator for Social Participation, SESCAM.

Carlos Bezos. CEO, IEXP – Patient Experience Institute.

Elena Seral. Healthcare Deputy Director, UTE III. Hospitaller Order of Saint John of God, Spain Province.

Esther Rey. Nursing Director, La Paz University Hospital.

Inés Gallego. Director of Health Transformation. Analysis, Planning and Citizen Participation. Basque Government.

José Ramón Sánchez. Vice-Dean for Academic Planning, Teaching Innovation and Quality. University of Deusto.

Manel Santiñà. Treasurer, Spanish Society for Healthcare Quality.

Mercedes Jabalera. Director of Quality and Patient Experience, Sant Joan de Déu Hospital, OHSJD.

Pedro Carrascal. General Director, Patient Organisation Platform.

Ricardo de Dios. Admissions and Clinical Documentation Physician. Central University Hospital of Asturias.

Sendoa Ballesteros. Assistant to the Nursing Director, Santa Marina Hospital, Osakidetza.

Vita Steina. Riga Stradins University.



VII Patient Experience Congress Bilbao, 27 November 2026

“Patient experience as a driver of transformation.”

08:30–09:00 h. Registration

09:00–09:30 h. Official Opening

- Juan José Etxeberria. University of Deusto.
- Alberto Martínez. Minister of Health of the Basque Government.
- Juan Mari Aburto. Mayor of Bilbao.
- Arantxa Picón. President of the VII Patient Experience Congress.
- Carlos Bezos. CEO, Patient Experience Institute.

09:30–10:00 h. Opening Lecture

Presented by:

- Josep Pifarré. General Director of the Hospitaller Order of Saint John of God.

Speaker:

- Meritxell Davins. *How AI will improve patient experience*. Germans Trias i Pujol Hospital, Badalona. Director of Innovation.

10:00–11:30 h. Session 1: Humanisation and safety: From fear to trust

Moderator:

- Arantxa Picón. Congress President. Managing Director, SJD Gipuzkoa.

Speakers:

- Teresa Marín Rubio. Director General for Humanisation and Socio-Healthcare. SESCOAM Humanisation Strategy.
- Diana Molina. Managing Director, Rodríguez Lafora Hospital. “Mental Health”.
- Teresa López Quesada. Deputy Nursing Director, La Paz Hospital. Supporting elderly and frail patients on their way to the operating theatre.
- Patricia Pagès. La Casa de Sofía. Organisational innovation. Sant Joan de Déu.



11:30–12:00 h. Coffee break and poster exhibition voting

12:00–13:30 h. Session 2: Making decisions with data that matter: AI, PREMs and personalised medicine

Moderator:

- David Cantero. Deputy Director for Quality, Directorate General of Osakidetza – Basque Health Service.

Speakers:

- Montserrat Esquerda. Ramon Llull University. AI and ethics.
- Patricia Cobos. Gynaecologist, Enkarterri-Cruces Integrated Healthcare Organisation. Breast cancer care with a value-based approach.
- Marta Cremadas. Transforming healthcare through digitalisation and AI: Fundación Jiménez Díaz.
- Marilyn Riveiro. Coordinator for Care and Citizen Participation. Use of PREMs in clinical decision-making and democratisation of information.

13:30–14:00 h. Presentation of scientific communications

Moderator:

- Sendoa Ballesteros. Assistant to the Nursing Director, Santa Marina Hospital, Osakidetza.

14:00–15:30 h. Break

- Lunch
- Poster viewing
- Awards ceremony

15:30–17:00 h. Session 3: Patient experience in organisational transformation

Moderator:

- Elena Urdaneta. Territorial Director, Hospitaller Order of Saint John of God.

Speakers:

- Iñaki Gutiérrez Ibarlucea. Patient participation in health technology assessment.
- Elisenda Serra Masip. Director of Citizenship, Innovation and User Experience.
- Mercedes Jabalera. Director of Quality and Patient Experience, Sant Joan de Déu Hospital, OHSJD.
- Sergio Rodríguez. Director of Institutional Relations and Market Access at Pfizer and President of the Pfizer Foundation. “Beyond clinical innovation: Patient experience and healthcare transformation”.
- Ainhoa Vilarrubias. Project Manager for user experience evaluation at Hospital de la Santa Creu i Sant Pau. Barcelona.



17:00–18:30 h. Session 4: Public participation, social value and health policies

Moderator:

- Inés Gallego. Directorate for Health Transformation, Planning and Digitalisation. Basque Government. Registry and coordination.

Speakers:

- María Tomé. Deputy Director, FEDER.
- Pedro Carrascal. General Director, Patient Organisation Platform.
- Itziar Ceballos. Manager, AVIFES.
- Ainhoa Fernández. Coordinator, Aspanovas.

18:30 h.

Presented by:

- Irene Tato. Director of Institutional Relations, IEXP.

Speaker:

- Closing Conference. Picker Institute UK.

19:00 h. Closing of the VII Patient Experience Congress