

iexp VII CONGRESO EXPERIENCIA DEL PACIENTE

ORGANIZAN

Orden Hospitalaria de San Juan de Dios Provincia de España

iexp INSTITUTO EXPERIENCIA PACIENTE

EUSKO JAURLARITZA GOBIERNO VASCO
OSASUN SAILA
DEPARTAMENTO DE SALUD

Osakidetza

BILBAO 2026
27 DE NOVIEMBRE

azul congresos
Secretaría Técnica: Azul Congresos S.L.
Uría, 76 - 3º Dcha - 33003 Oviedo
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COLABORAN

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Organising Committee:

Arantxa Picón. Congress President. Managing Director, SJD Gipuzkoa.
Josep Pifarré. Director General of the Hospitaller Order of Saint John of God (OHSJD).
Elena Urdaneta. Territorial Director, Hospitaller Order of Saint John of God.
Diego Nuñez. Deputy Healthcare 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. Deputy Healthcare Director, UTE III, Spanish Province of OHSJD.
Esther Rey. Director of Nursing, La Paz Hospital.
Inés Gallego. Director of Health Transformation, Analysis, Planning and Citizen Participation, Basque Government.
José Ramón Sánchez. Vice-Dean for Academic Affairs, Teaching Innovation and Quality, University of Deusto.
Manel Santiñà. Treasurer of the Spanish Society for Healthcare Quality.
Mercedes Jabalera. Director of Quality and Patient Experience, Sant Joan de Déu Hospital, OHSJD.
Pedro Carrascal. Director General, Platform of Patient Organisations.
Ricardo de Dios. Physician in Admissions and Clinical Documentation, Central University Hospital of Asturias.
Sendoa Ballesteros. Assistant to the Director of Nursing, 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

- **Nuria Ortiz**. Dean of the Faculty of Health Sciences.
- **Juan Mari Aburto**. Mayor of Bilbao.
- **Alberto Martínez**. Minister of Health of the Basque Government.
- **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**. Director General, Hospitaller Order of Saint John of God.

Speaker:

- **Meritxell Davins**. How AI will improve the 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:

- **Diana Molina**. Managing Director, Rodríguez Lafora Hospital. “Mental health”.
- **Teresa López Quesada**. Deputy Director of Nursing, La Paz Hospital. Accompanying older and vulnerable patients to the operating theatre.
- **Patricia Pagès**. La Casa de Sofía. Organisational innovation, Sant Joan de Déu.
- **Clara Caruana Hernández**. Healthcare and Projects Manager, Cancer Center, Clínica Universidad de Navarra. Integrating the patient voice through the Patient Committee at the Cancer Center, Clínica Universidad de Navarra.



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

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

Moderator:
David Cantero. Deputy Director of Quality at the Directorate General of Osakidetza, Basque Health Service.

Speakers:

- **Montserrat Esquerda**. Ramon Llull University. AI and ethics.
- **Patricia Cobos**. Gynaecologist, Enkarterri-Cruces Integrated Healthcare Organisation. A value-based approach to breast cancer care.
- **Marta Cremades**. Transforming healthcare through digitalisation and AI: Fundación Jiménez Díaz.
- **Marilyn Riveiro**. Coordinator for Care and Citizen Participation. Using PREMs in clinical decisions and democratising information.

12:30-13:30 h. BANDIARAN ROOM: Managing patient experience as a process

Results and challenges at Solimat, Hospitales Universitarios San Roque and Hospital Universitario de Gran Canaria Doctor Negrín, using the Patients First model.

Moderator:
Carlos Bezos Daleske. Director of the Patient Experience Institute (IEXP).

Speakers:

- **M.ª del Mar Liébana Barranco**. Head of User Experience, Solimat.
- **Yurena Rivero Trejo**. Head of Patient Experience and International Strategy, Hospitales Universitarios San Roque.
- **Fabio Colamarino**. Kaizen Office, Hospitales Universitarios San Roque.
- **Dr. Gorka Arcarazo Arrizabalaga**. Deputy Director of Quality, Teaching and Research, Hospital Universitario de Gran Canaria Doctor Negrín.



13:30-14:00 h. PARALLEL SESSIONS

AUDITORIUM: Scientific communications presentations

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

BANDIARAN ROOM: School for Families and Non-Professional Carers of People with Multiple Sclerosis

Moderator:
Tania Herrera. Vice-President of SEDENE. Neurology Nurse, OSI Donostialdea, Osakidetza.

Participants:
Dr. María Luisa Martínez Ginés. Neurologist and Coordinator of the Reference Centre for Demyelinating Diseases (CSUR). Neurology Department, Gregorio Marañón General University Hospital, Madrid.
Dr. María Luisa Martín Barbero. Specialist in Hospital Pharmacy. Pharmacy Department, Gregorio Marañón General University Hospital, Madrid.

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 healthcare assessment.
- **Mercedes Jabalera**. Director of Quality and Patient Experience, Sant Joan de Déu Hospital, OHSJD.
- **Ángel González**. Director of Market Access, Pfizer. “Beyond clinical innovation: Patient experience and healthcare transformation”.
- **Ainhoa Vilarrubias**. Head of user experience assessment projects, 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 of Health Transformation, Planning and Digitalisation, Basque Government. Registration and coordination.

Speakers:

- **Antonio Álvarez Martínez**. Trustee of the FEDER Foundation.
- **Pedro Carrascal**. Director General, Platform of Patient Organisations.
- **Itziar Ceballos**. Manager, AVIFES.
- **Ainhoa Fernández**. Coordinator, Aspanovas.

18:30 h.

Presented by:
Irene Tato. Director of Institutional Relations, IEXP.

Speaker:

- Closing lecture. **Phil Stylianides.** Chief Operating Officer, Picker.

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