Preliminary Agenda

ESC Advocacy Industry Forum

Renaissance Brussels Hotel
Rue du Parnasse 19 – Brussels 1050 - Belgium

10 January 2020
10.00 – 14.00

• Introduction & rationale for an ESC Advocacy Industry Forum
  Laurence Alliot & Aoife Delmas

• Perception and reality of cardiovascular disease (CVD) – why we need to advocate for CVD
  Lina Badimon, ESC Advocacy Chair and Board member
  Q&A

• ESC Advocacy – an overview
  Elisabetta Zanon, ESC Advocacy Director
  Q&A

• ESC shaping the regulatory framework for health technologies
  Ilaria Leggeri, ESC Principal Advisor for European Affairs
  Q&A

• The ESC Patient Forum – patients as advocates
  Inga Drossart, ESC Patient Engagement Officer
  Q&A