

# ESC 365

**Strategic decisions to support HCP during the COVID-19 pandemic**

Marketing Team March-June 2020

## Decision #1:

**Offer access to all resources in ESC 365, the world's largest online CV library, to all healthcare professionals for 3 months, free of charge, to support them in the fight against COVID-19**

- Opens up 125,000 ESC CV resources (congress resources + the new Essentials 4 You + HFA Discoveries): **Unmatched by any other global cardiology society**
- Open-access from 1 May 2020 to 31 July 2020
- Only a free sign-in required (for traffic analysis)
- Followed by communication campaigns to subsequently engage new users year round

## This supports ESC's position as mission-focused

- Aligned with ESC purpose of helping healthcare professionals to provide the best possible care for their patients
- Elevates ESC as a global leader in this crisis, at a time when ACC are offering only limited resources from their current Virtual Congress
- Enhances ESC brand image (for current & prospective members)
- Boosts current members' pride in belonging to such an altruistic Society (& encourages word of mouth)
- Enhances the visibility of the science presented at ESC Congresses (good for authors/presenters) and through ESC (Essentials 4 You + HFA Discoveries)
- Benefits industry sponsors of ESC 365 (associated with a mission-focused initiative) and sponsors are encouraged to promote this initiative through their own communications channels

## Decision #2:

### **Add non congress-related ESC educational resources on ESC 365**

- A source of new scientific content to drive traffic and encourage resource consultations
- A convenient platform for users to find most ESC resources online at a single location
- Uploads on ESC 365:
  - Webinars (137 webinars already added on ESC 365 early June 2020, 200 more to come)
  - ACNAP Essentials 4 You (79 resources)
  - ACVC Essentials 4 You (549 resources)
  - EAPC Essentials 4 You (623 resources)
  - EHRA Essentials 4 You (915 resources)
  - HFA Discoveries (435 resources as of 9 June 2020)
- ESC 365 tag line updated accordingly: “All ESC ~~congress~~ resources in one online library”

## Decision #3:

### **Set up an ambitious new communication plan**

- The limited-time offer (3 months) is being largely promoted in all ESC communication media during this period months (web site, all newsletters/bulletins/emailings to all ESC audiences, Google Adwords campaign, ESC and non-ESC journal promotion)
- The addition of new educational content (Essentials 4 You and Discoveries) are widely promoted to specialty audiences and to the entire ESC database
- A major social media campaign promoted these initiatives and feedback are extremely positive

# Extremely positive feedback on social media



**Christopher Allen** • 2nd  
Head of Healthcare at HEART UK - The Cholesterol Charity

1mo ...

This is incredible! Such a wealth of information and resource.



**Christopher T. Watkins** • 2nd  
Senior Regional Medical Lead - Cardiomyopathy | Heart Failure at MyoKar...

1mo ...

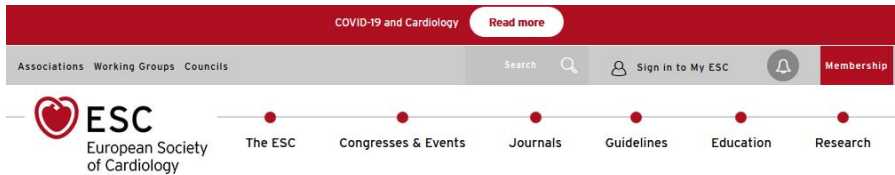
Thank You ESC..... Very generous and thoughtful.



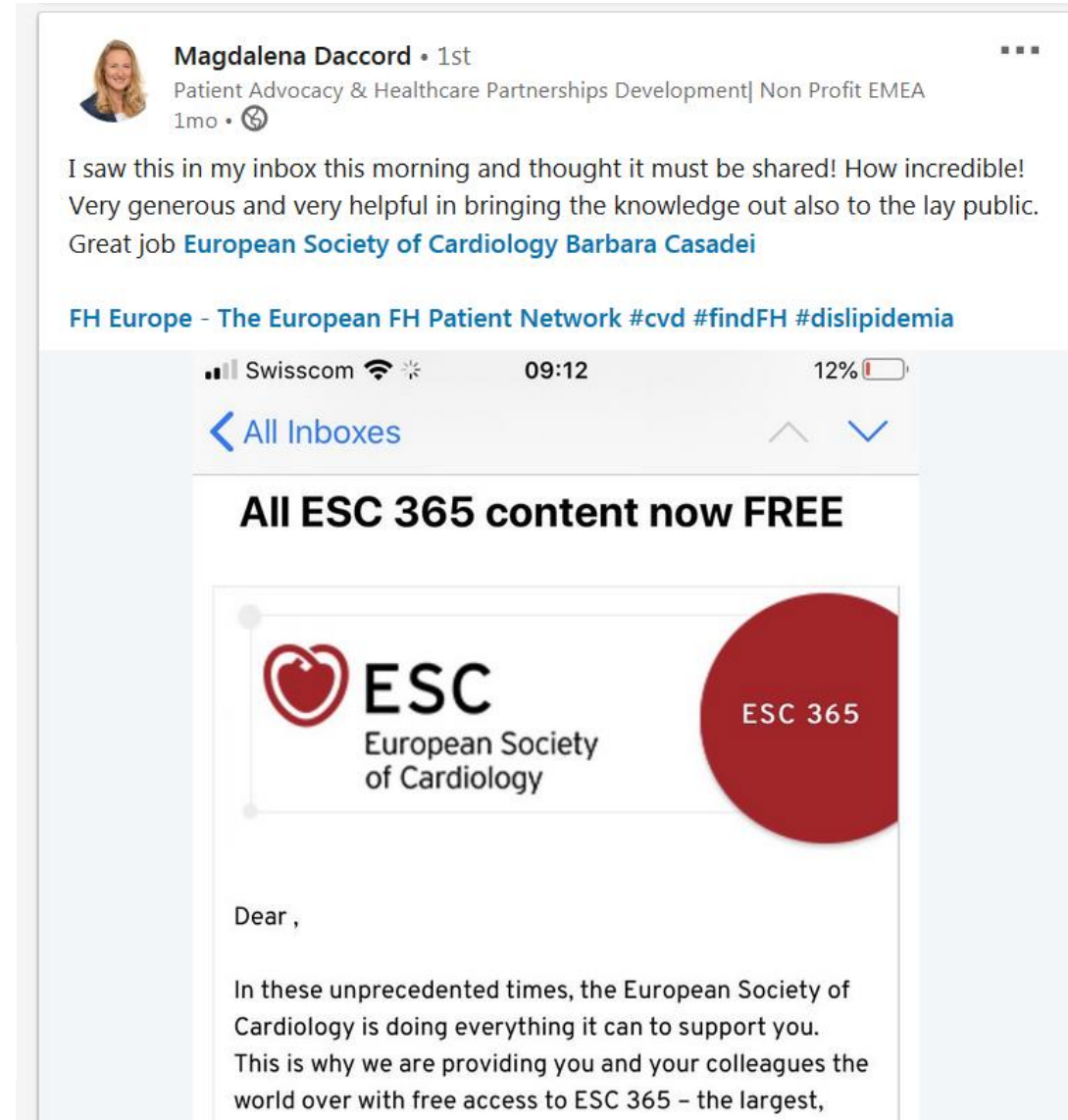
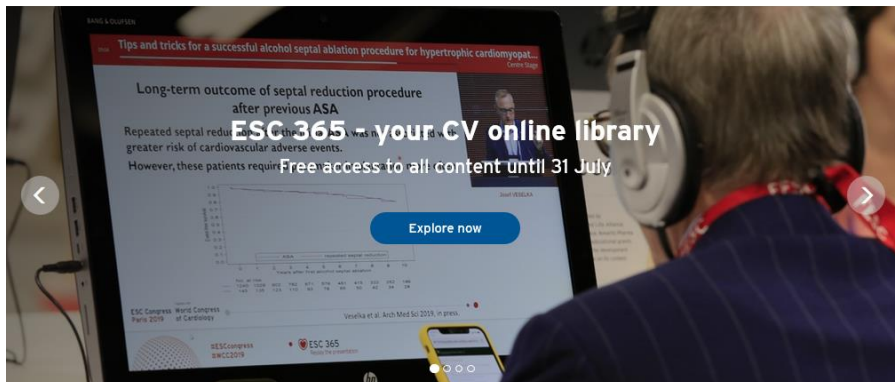
**Tassia Macedo Researcher** • 2nd  
PhD in Nursing | Assistant professor

1mo ...

Thank you so much for sharing this excellent initiative!!



Toàn Đặng



**These 3 major decisions will:**

- **Provide healthcare professionals with new scientific content online despite the cancellation of physical events**
- **Support professionals in their fight against COVID-19**