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1. General information

1.1 Quick facts & figures

5 552 participants
3 715 Active delegates
1 812 Exhibitors

96 countries represented

387 Faculty
679 Faculty roles
246 Chairpersons
363 Speakers
15 Judges
55 Discussants

101 Scientific Programme sessions
97 Scientific and Educational Programmes
35 Abstract based Programmes

9 lecture rooms + 1 agora

1 403 abstracts submitted; 982 abstracts accepted

Industry sponsored sessions
18 Satellite Symposia

Exhibition
1 723 m² occupied

EHRA Certification exam held on Saturday and Sunday.

1.2 Introduction
EHRA 2019 is the annual congress of the European Heart Rhythm Association (EHRA) of the ESC. The congress became annual in 2018.
1.3 History

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<tbody>
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<td>Berlin, Germany</td>
<td>Madrid, Spain</td>
<td>Athens, Greece</td>
<td>Milan, Italy</td>
<td>Barcelona, Spain</td>
<td>Lisbon, Portugal</td>
</tr>
<tr>
<td>21-24 June</td>
<td>26-29 June</td>
<td>23-26 June</td>
<td>21-24 June</td>
<td>18-20 March</td>
<td>17 - 19 March</td>
</tr>
</tbody>
</table>

1.4 EHRA 2019 Scientific Programme Committee

Chair Prof. Haran Burri (CH) | Co Chair Prof. Katja Zeppenfeld (NL)

PM, ICD & HOME MONITORING
Dr. Mauro Biffi (IT)
Dr. Francesco Zanon (IT)
Prof. Christian Sticherling (CH)

CRT & LEAD EXTRACTION
Prof. Angelo Auricchio (CH)
Dr. Archana Rao (UK)
Prof. Francisco Leyva (UK)

AF ABLATION
Dr. Mattias Duytschaever (BE)
Prof. Jose Merino (SP)
Prof. Pascal Defaye (FR)
Dr. Philipp Sommer (DE)

VT ABLATION
Dr. Antonio Berruezo Sanchez (SP)
Prof. Gerhard Hindricks (DE)
Dr. Philippe Maury (FR)
Dr. Philipp Sommer (DE)

SVT
Prof. Andrea Sarkozy (BE)
Dr. Fransisco Moscoso Costa (PT)

SCD
Prof. Xavier Jouven (FR)

PEDIATRICS/GUCH
Prof. Jan Janousek (CZ)

RHYTHM DIAGNOSTICS & SYNCOPE
Dr. Daniel Scherr (AT)
Dr. Natalia Antonio (PT)

CLINICAL AF, STROKE & ANTICOAGULATION
Prof. Isabelle C. van Gelder (NL)
1.5 Venue

EHRA 2019 was held at the Lisbon Congress Centre (CCL) in Lisbon, Portugal.
1.6 Schedule

[Diagram of the schedule showing sessions, posters, exhibition, and registration for the days Sunday 17 March, Monday 18 March, and Tuesday 19 March.]
2. Scientific Programme

2.1 Overview

➢ 9 Lecture rooms + 1 Agora
➢ 1 Poster area divided into 2 zones
➢ 3 Moderated ePoster areas

In total 132 sessions

97 Scientific and Educational Programmes (doesn’t include special events)

<table>
<thead>
<tr>
<th>Session Type</th>
<th># Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Debate session</td>
<td>6</td>
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<tr>
<td>How-to session</td>
<td>19</td>
</tr>
<tr>
<td>Main session</td>
<td>33</td>
</tr>
<tr>
<td>Meet the trialists</td>
<td>2</td>
</tr>
<tr>
<td>Special session</td>
<td>20</td>
</tr>
<tr>
<td>Symposium</td>
<td>12</td>
</tr>
<tr>
<td>Featured symposium</td>
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<tr>
<td><strong>Grand Total</strong></td>
<td><strong>97</strong></td>
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</table>

35 Abstract based Programmes

<table>
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<th># Sessions</th>
</tr>
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<tr>
<td>Abstract Session</td>
<td>2</td>
</tr>
<tr>
<td>Moderated e Posters</td>
<td>15</td>
</tr>
<tr>
<td>Poster session</td>
<td>9</td>
</tr>
<tr>
<td>Rapid Fire Abstracts</td>
<td>7</td>
</tr>
<tr>
<td>YIA – Award session</td>
<td>2</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>35</strong></td>
</tr>
</tbody>
</table>

**Scientific submissions**

**Abstracts**
➢ 1403 abstracts submitted
➢ 982 abstracts accepted
➢ Acceptance rate: 70%
➢ Cut-off grade: 6

**Clinical cases**
➢ 228 clinical cases submitted
➢ 50 clinical cases accepted
➢ Acceptance rate: 21.9%
➢ Cut-off grade: 6.10
Total
➢ Total submitted: 1631
➢ Total accepted: 1032
➢ Total acceptance rate: 63.2%


New this year
➢ 3 stations of Moderated ePosters
➢ Meet the trialists: implemented this year to feature Late Breaking Science presentations already presented at ACC.
➢ “Meet my patient” sessions: 2 patient sessions – 4 patients with collaboration of patient physicians. It was a pilot session on ESC congresses.
➢ Tracings open: 3 tracing sessions identifying delegates. These differ from voting via the ESC Mobile App as each delegate was identified in the game with a username and an avatar.

The winners of each session (3 per session) were awarded a medal and a text book (only for the first winner).
➢ Innovation stage: implemented to reinforce the innovation track sessions.
Organized in a dedicated area and featuring the material submitted via the Call for Innovation. The winner and the 2 runners up were awarded a plaque.

Special initiative this year
WGCCE: EHRA hosting the Working Group on Cellular Cardiac Electrophysiology Congress every two years.
➢ 5 oral sessions and 2 poster sessions

2.2 Faculty

387 Faculty members (excluding Presenters and Industry)
679 Faculty roles (excluding Industry)
➢ 246 Chairpersons
➢ 363 Speakers
➢ 15 Judges
➢ 55 Discussants (including Young EP Poster discussants and session discussants. Higher number this year to increase interactivity with the audience).

Faculty overview

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<thead>
<tr>
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<th>2015</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
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</thead>
<tbody>
<tr>
<td>Total number of Faculty</td>
<td>454</td>
<td>469</td>
<td>343</td>
<td>387</td>
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<tr>
<td>Total number of Roles</td>
<td>843</td>
<td>860</td>
<td>701</td>
<td>679</td>
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Faculty roles

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<td>Chairperson</td>
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<td>292</td>
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<tr>
<td>Speaker</td>
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<td>490</td>
<td>404</td>
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<tr>
<td>Judges</td>
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<tr>
<td>Discussant</td>
<td>6</td>
<td>72</td>
<td>50</td>
<td>55</td>
<td>+5</td>
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<tr>
<td>Role Total</td>
<td>843 roles - 454 persons 48,5%</td>
<td>860 roles - 469 persons 51,3%</td>
<td>701 roles - 343 persons 52,2%</td>
<td>679 roles - 387 persons -22 roles +44 persons</td>
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Role distribution per faculty

<table>
<thead>
<tr>
<th>Role distribution per faculty</th>
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<th>2018</th>
<th>2019</th>
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<td>175</td>
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<td>8</td>
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<tr>
<td>Grand Total</td>
<td>454</td>
<td>469</td>
<td>343</td>
<td>387</td>
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Faculty by gender EHRA2019

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<thead>
<tr>
<th>Gender</th>
<th>Total</th>
<th>%</th>
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<tr>
<td>Female</td>
<td>67</td>
<td>17%</td>
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<tr>
<td>Male</td>
<td>320</td>
<td>83%</td>
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<tr>
<td>Grand Total</td>
<td>387</td>
<td>100%</td>
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</table>

Faculty origin
Distribution per Region
Comparison with previous years

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<thead>
<tr>
<th>Faculty by Region</th>
<th>2015</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>Variance 2018/2019</th>
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</thead>
<tbody>
<tr>
<td>ESC</td>
<td>391</td>
<td>388</td>
<td>278</td>
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<tr>
<td>North America</td>
<td>44</td>
<td>55</td>
<td>43</td>
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<td>Asia Pacific</td>
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<td>16</td>
<td>14</td>
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<td>South &amp; Central America</td>
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<td>8</td>
<td>7</td>
<td>5</td>
<td>-2</td>
</tr>
<tr>
<td>Total</td>
<td>454</td>
<td>469</td>
<td>343</td>
<td>387</td>
<td>+44</td>
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Top 10 countries of origin

<table>
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<tr>
<th>Country</th>
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<th>EHRA 2017</th>
<th>EHRA 2018</th>
<th>EHRA 2019</th>
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<td>Germany</td>
<td>53</td>
<td>69</td>
<td>45</td>
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<tr>
<td>United Kingdom</td>
<td>46</td>
<td>43</td>
<td>36</td>
<td>39</td>
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<tr>
<td>The Netherlands</td>
<td>38</td>
<td>33</td>
<td>30</td>
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<tr>
<td>Italy</td>
<td>59</td>
<td>47</td>
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<tr>
<td>United States of America</td>
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<td>Portugal</td>
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<td>Belgium</td>
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<td>15</td>
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## 2.3 Sessions

### Programme overview by type of sessions

<table>
<thead>
<tr>
<th>EHRA</th>
<th>Type</th>
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<th>2018</th>
<th>2019</th>
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<td></td>
<td></td>
<td>Austria</td>
<td>Spain</td>
<td>Portugal</td>
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<tr>
<td><strong>Abstract-based Programme</strong></td>
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<td>Moderated Posters</td>
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<tr>
<td>Young Investigators Awards Abstracts</td>
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<td><strong>Scientific and Educational Programme</strong></td>
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<td>Debate Session</td>
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<td>Featured Symposium – Sessions from WGCCE</td>
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<td>How-to Session</td>
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<tr>
<td>Meet the Trialists</td>
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<tr>
<td>Meet The Experts</td>
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<td>Special Event</td>
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<tr>
<td>How to Sessions</td>
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<td>6</td>
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<td>The PACE</td>
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<td>75</td>
<td>30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Practical Tutorials</td>
<td></td>
<td></td>
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<td>44</td>
<td>+44</td>
</tr>
<tr>
<td><strong>Total industry sessions</strong></td>
<td></td>
<td>103</td>
<td>54</td>
<td>70</td>
<td>+16</td>
</tr>
<tr>
<td><strong>Total sessions per Congress</strong></td>
<td></td>
<td>259</td>
<td>173</td>
<td>206</td>
<td>+33</td>
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</table>
### Special Sessions 2019 ordered by the head count peak

<table>
<thead>
<tr>
<th>Type</th>
<th>Title</th>
<th>Session date and time</th>
<th>Head count peak</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special Session</td>
<td>How to interpret difficult ECGs and intracardiac electrograms</td>
<td>18/03/2019 08:30</td>
<td>355</td>
<td>Senning</td>
</tr>
<tr>
<td>Special Session</td>
<td>Live case session - Mapping and ablation of left atrial macroreentrant tachycardias</td>
<td>18/03/2019 11:00</td>
<td>330</td>
<td>Mirowski</td>
</tr>
<tr>
<td>Special Session</td>
<td>Live case session - Direct His bundle pacing</td>
<td>17/03/2019 16:30</td>
<td>323</td>
<td>Mirowski</td>
</tr>
<tr>
<td>Special Session</td>
<td>Live case session - Ablation of atrial fibrillation</td>
<td>17/03/2019 11:05</td>
<td>300</td>
<td>Mirowski</td>
</tr>
<tr>
<td>Special Session</td>
<td>EHRA 2019 - Congress highlights</td>
<td>19/03/2019 14:00</td>
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<td>Sokolov</td>
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<tr>
<td>Special Session</td>
<td>The 12-lead ECG as a daily, indispensable, companion</td>
<td>17/03/2019 08:30</td>
<td>200</td>
<td>Sokolov</td>
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<tr>
<td>Special Session</td>
<td>Live case session - Ablation of ischaemic ventricular tachycardia</td>
<td>19/03/2019 11:00</td>
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<td>Mirowski</td>
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<td>Honorary lecture</td>
<td>18/03/2019 11:00</td>
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<td>Meet my patient 2</td>
<td>18/03/2019 10:00</td>
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<td>EHRA device tracings open</td>
<td>18/03/2019 14:00</td>
<td>129</td>
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<td>Sudden cardiac death in sports activities</td>
<td>18/03/2019 08:30</td>
<td>110</td>
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### Sessions by Topic (Excluding Industry sessions and Special Event)

<table>
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<tr>
<th>Topic</th>
<th>Total nb of sessions</th>
<th>Pre-arranged</th>
<th>Abstracts</th>
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<td>4 - Arrhythmias, General</td>
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<td>5 - Atrial Fibrillation</td>
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<td>7.6 - Syncope and Bradycardia - Clinical</td>
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<td>8 - Ventricular Arrhythmias and Sudden Cardiac Death (SCD)</td>
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<td>12</td>
<td>4</td>
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<td>9 - Device Therapy</td>
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<td>20 - Congenital Heart Disease and Pediatric Cardiology</td>
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<td>99 - Other</td>
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<td><strong>Total</strong></td>
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All lecture rooms were equipped with the Mobile App – Vote and Ask a Question functionality.

**Sessions by track**

<table>
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<tr>
<td>Mobile App - Vote and Ask a Question</td>
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<tr>
<td>Device implantation</td>
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<td>Joint Session</td>
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<td>Ventricular ablation</td>
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<tr>
<td>Working Group on Cardiac Cellular Electrophysiology Track</td>
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<tr>
<td>AF ablation</td>
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<td>Device programming</td>
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<td>Innovation Track</td>
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<td>Nursing and Allied Health Professionals</td>
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**Joint session**

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<th>2019</th>
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<td>WG CCE (Cellular Cardiac Electrophysiology)</td>
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<tr>
<td>Council for Cardio-Oncology</td>
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<tr>
<td>EACVI (European Association for Cardiovascular Imaging)</td>
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<td>X</td>
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<tr>
<td>APHRS (Asian Pacific Heart Rhythm Society)</td>
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<td>X</td>
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<tr>
<td>LAHRS (Latin American Heart Rhythm Society)</td>
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<tr>
<td>ECGen (European Cardiac arrhythmia GENetics)</td>
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<td>CASSA (Cardiac Arrhythmia Society of Southern Africa)</td>
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<td>AEPC Dysrhythmia WG</td>
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<td>JHRS (Japanese Heart Rhythm Society)</td>
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<tr>
<td>SOBRAC (Sociedade Brasileira de Arritmias Cardiacas)</td>
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<td>HRS (Heart Rhythm Society)</td>
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## 2.4 Occupancy of scientific sessions

### Attendance per time slot - Comparison with previous years

<table>
<thead>
<tr>
<th>Date</th>
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<td>Portugal</td>
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Session attendance – overview

Sunday attendance 2017 – 2019
Monday attendance 2017 – 2019

Tuesday attendance 2017 – 2019
### Top 10 sessions - ordered by head count peak

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<thead>
<tr>
<th>Type</th>
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<td>Main Session</td>
<td>Late-breaking trials 1</td>
<td>17/03/2019 14:00</td>
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<td>Main Session</td>
<td>Direct His bundle pacing - True physiological stimulation</td>
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<td>How to interpret difficult ECGs and intracardiac electrograms</td>
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<td>How-to Session</td>
<td>Syncope - Translation of guidelines into clinical practice</td>
<td>17/03/2019 11:05</td>
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<td>Live case session - Mapping and ablation of left atrial macroreentrant tachycardias</td>
<td>18/03/2019 11:00</td>
<td>330</td>
<td>Mirowski</td>
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<td>Live case session - Direct His bundle pacing</td>
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<td>Live case session - Ablation of atrial fibrillation</td>
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<td>Sudden cardiac death - Old and new questions</td>
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<td>Main Session</td>
<td>Recurrence of atrial fibrillation and all veins are still isolated - Now what?</td>
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<td>Mobitz</td>
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<td>Special Session</td>
<td>EHRA 2019 - Congress highlights</td>
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<td>261</td>
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### 2.5 Abstracts

#### Overview of submissions by type

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3. Registration and Attendance

3.1 Registration Overview

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<th>ACTIVITY</th>
<th>% / Event</th>
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<tbody>
<tr>
<td>Physician Cardiologist - Clinical Cardiologist</td>
<td>52.34%</td>
<td>Other - Press</td>
<td>0.16%</td>
</tr>
<tr>
<td>Physician Cardiologist - Interventional</td>
<td>9.29%</td>
<td>Nurse or Allied Professional - Paramedic</td>
<td>0.13%</td>
</tr>
<tr>
<td>Nurse or Allied Professional - Scientist/Researcher</td>
<td>6.10%</td>
<td>Physician (non-cardiologist) - Emergency Medicine</td>
<td>0.13%</td>
</tr>
<tr>
<td>Other - Other</td>
<td>2.84%</td>
<td>Nurse or Allied Professional - Administrator</td>
<td>0.11%</td>
</tr>
<tr>
<td>Nurse or Allied Professional - Technician</td>
<td>2.28%</td>
<td>Physician (non-cardiologist) - Nuclear Medicine</td>
<td>0.08%</td>
</tr>
<tr>
<td>Nurse or Allied Professional - Nurse</td>
<td>1.79%</td>
<td>Physician Cardiologist - Heart Failure</td>
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</tr>
<tr>
<td>Other - Other Healthcare Profession</td>
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<td>Nurse or Allied Professional - Advanced Nurse Practitioner</td>
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<td>Nurse or Allied Professional - Physiological Scientist</td>
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<td>1.18%</td>
<td>Physician Cardiologist - Acute Cardiac Care</td>
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</tr>
<tr>
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<td>Physician Cardiologist - Scientist researcher</td>
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<tr>
<td>Physician (non-cardiologist) - Internal Medicine</td>
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<td>Nurse or Allied Professional - Healthcare Scientist</td>
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<tr>
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<td>Physician (non-cardiologist) - Neurologist</td>
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</tr>
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<td>Physician (non-cardiologist) - Radiologist</td>
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</tr>
<tr>
<td>Physician (non-cardiologist) - General Practitioner / Family Medicine</td>
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<td>Physician (non-cardiologist) - Vascular Surgery</td>
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</tr>
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<td>Physician (non-cardiologist) - Intensive Care Medicine</td>
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<td>Physician Cardiologist - Paediatric cardiology</td>
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3.2 Delegate breakdown by activity

Statistics are based on information given on participant’s “My ESC” accounts. This information was available for 3 111 delegates.

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<th>% / Event</th>
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<td>Physician Cardiologist - Clinical Cardiologist</td>
<td>52.34%</td>
<td>Other - Press</td>
<td>0.16%</td>
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<tr>
<td>Physician Cardiologist - Interventional</td>
<td>9.29%</td>
<td>Nurse or Allied Professional - Paramedic</td>
<td>0.13%</td>
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<tr>
<td>Nurse or Allied Professional - Scientist/Researcher</td>
<td>6.10%</td>
<td>Physician (non-cardiologist) - Emergency Medicine</td>
<td>0.13%</td>
</tr>
<tr>
<td>Other - Other</td>
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<td>Physician (non-cardiologist) - Nuclear Medicine</td>
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<td>1.79%</td>
<td>Physician Cardiologist - Heart Failure</td>
<td>0.08%</td>
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<tr>
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<tr>
<td>Nurse or Allied Professional - Clinical Bioengineer</td>
<td>1.58%</td>
<td>Nurse or Allied Professional - Physiological Scientist</td>
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<tr>
<td>Physician Cardiologist - Electrophysiologist</td>
<td>1.18%</td>
<td>Physician Cardiologist - Acute Cardiac Care</td>
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<tr>
<td>Physician (non-cardiologist) - Card-Thoracic Surgery</td>
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<td>Physician Cardiologist - Scientist researcher</td>
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<tr>
<td>Physician (non-cardiologist) - Internal Medicine</td>
<td>0.78%</td>
<td>Nurse or Allied Professional - Healthcare Scientist</td>
<td>0.03%</td>
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<tr>
<td>Physician (non-cardiologist) - Other Specialty</td>
<td>0.78%</td>
<td>Physician (non-cardiologist) - Neurologist</td>
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<tr>
<td>Other - Industry Representative</td>
<td>0.24%</td>
<td>Physician (non-cardiologist) - Radiologist</td>
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<tr>
<td>Physician (non-cardiologist) - General Practitioner / Family Medicine</td>
<td>0.24%</td>
<td>Physician (non-cardiologist) - Vascular Surgery</td>
<td>0.03%</td>
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<tr>
<td>Physician (non-cardiologist) - Intensive Care Medicine</td>
<td>0.19%</td>
<td>Physician Cardiologist - Paediatric cardiology</td>
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### 3.3 Registration by origin

#### 3.3.1 Registration TOP 15

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<thead>
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<th>Vienna 2018</th>
<th>Barcelona 2018</th>
<th>Lisbon 2019</th>
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<td>Portugal</td>
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* Host country
### 3.3.2 Registrations by country

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</table>
3.3.3 Registration by Region

![Breakdown by region](chart.png)

3.4 Returning delegates

16 % (594 delegates) attended 2017, 2018 and 2019 Congresses

26 % (980 delegates) attended 2018 and 2019

32 % (1 184 delegates) attended 2017 and 2019

NB A third of delegates who attended EHRA- Cardiostim 2017 returned to EHRA 2019

3.5 Exhibitor attendance (comparison evolution since 2014)

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<tr>
<th>Congresses</th>
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<td>2016 Nice</td>
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<tr>
<td>2017 Vienna</td>
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</tr>
<tr>
<td>2018 Barcelona</td>
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<tr>
<td>2019 Lisbon</td>
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## 4 YIA & Grants

### 4.1 Project Description

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<thead>
<tr>
<th>EHRA Congress Educational Grants &amp; EHRA Congress Travel Grants</th>
<th>EHRA Congress Industry Sponsored Grants</th>
</tr>
</thead>
<tbody>
<tr>
<td>EHRA offered Congress Educational and Travel Grants to healthcare professionals and physicians who have limited access to funding or difficulties obtaining financial assistance to attend EHRA 2019.</td>
<td>This grant was made possible with the support of two Industry Partners: Boston Scientific and Medtronic.</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>How many were offered?</th>
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</thead>
<tbody>
<tr>
<td>425 Educational Grants /25 Travel Grants</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>What is included in the Grant?</th>
</tr>
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<tbody>
<tr>
<td>1. Free registration:</td>
</tr>
<tr>
<td>- The Congress badge was sent with the Programme at a Glance (inserted in the badge holder)</td>
</tr>
<tr>
<td>2. Travel</td>
</tr>
<tr>
<td>Return ticket, from chosen airport. An economy class, non-refundable and non-changeable E-Tickets.</td>
</tr>
<tr>
<td>3. Accommodation</td>
</tr>
<tr>
<td>3 nights stay in hotel on single occupancy basis.</td>
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<table>
<thead>
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<th>Proof of attendance-Mandatory</th>
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<td>For Educational and Travel Grants Winners:</td>
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<tr>
<td>Sign in and Sign out Mandatory at the 1st and last day of their attendance.</td>
</tr>
<tr>
<td>The grant payment occurs post congress is conditioned by the presence at the congress (for a minimum of 2 days)</td>
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<tr>
<td>For Industry Grants Winners: the proof of presence was requested if sign in and sign out not properly done onsite (for a minimum of 2 days)</td>
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### 4.2 Actual attendance

Educational Grants (425 offered)  
For EHRA Members

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<td><strong>Grand Total</strong></td>
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Travel Grant (25 offered)
For abstract submitters below 40 years old

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<td>Israel</td>
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Breakdown per gender

- Male
- Female

Breakdown per gender

- Below 40
- Above 40
## Industry Grants (150 offered: 120 Boston + 30 Medtronic)

### Actual attendance breakdown per Industry

- **Medtronic**: 111
- **Boston**: 28

### Attendees at the congress

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### Breakdown per gender

- Female: 103
- Male: 36

### Age breakdown

- Below 40: 76
- Above 40: 63
5 Industry

5.1 New this year

The European Society of Cardiology is committed to bridging gaps in education and offered the possibility for Industry to support grants through the EHRA INDUSTRY SPONSORED GRANTS programme for a second consecutive year.

These grants provide financial support and facilitate the attendance of delegates wishing to attend the leading congress in Electrophysiology for three-days.

To ensure diversity in attendance and high-quality interaction among delegates at EHRA 2019, the selection of grant recipients was made this year via the Criteria Mapping, a randomized automatic selection of the MyESC Database.

5.2 Industry summary

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<td>ZTS HAGMED</td>
<td>9</td>
<td>9</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1510.05</strong></td>
<td><strong>1432.75</strong></td>
<td><strong>1454.10</strong></td>
<td><strong>1477.25</strong></td>
<td><strong>1605.00</strong></td>
<td><strong>+100.75</strong></td>
</tr>
</tbody>
</table>
5.4 Sponsorship & advertisement

A wide range of services for congress attendees are available for sponsorship by our Industry Partners providing essential support for the Congress and opportunity for novel communication to the healthcare profession.

5.5 Exhibition

Stand space – evolution since 2013

<table>
<thead>
<tr>
<th>Account Name</th>
<th>Slot</th>
<th>Attendance</th>
<th>Room Size/Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abbott Vascular International BVBA</td>
<td>Monday 12:45-13:45</td>
<td>50%</td>
<td>350</td>
</tr>
<tr>
<td>Abbott Vascular International BVBA</td>
<td>Sunday 12:45-13:45</td>
<td>105%</td>
<td>350</td>
</tr>
<tr>
<td>Abbott Vascular International BVBA</td>
<td>Monday 12:45-13:45</td>
<td>70%</td>
<td>400</td>
</tr>
<tr>
<td>Abbott Vascular International BVBA</td>
<td>Sunday 12:45-13:45</td>
<td>110%</td>
<td>400</td>
</tr>
<tr>
<td>Biosense Webster Europe</td>
<td>Monday 12:45-13:45</td>
<td>100%</td>
<td>250</td>
</tr>
<tr>
<td>Boston Scientific International SA</td>
<td>Sunday 12:45-13:45</td>
<td>80%</td>
<td>300</td>
</tr>
</tbody>
</table>
### Satellite Symposia over the years

<table>
<thead>
<tr>
<th>Account Name</th>
<th>EHRA 2013</th>
<th>EHRA 2015</th>
<th>EHRA 2017</th>
<th>EHRA 2018</th>
<th>EHRA 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Satellite symposia</td>
<td>23</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
</tr>
</tbody>
</table>

#### 5.6.2 Practical tutorials

Biosense and Boston Scientific ran sessions from Sunday 17 to Tuesday 19 March. No attendance figures are available as the ESC was not involved in the organisation of these sessions.

<table>
<thead>
<tr>
<th>Account Name</th>
<th>Quantity</th>
<th>Room Size/Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biosense Webster Europe</td>
<td>1</td>
<td>47.5m²</td>
</tr>
<tr>
<td>Boston Scientific International SA</td>
<td>1</td>
<td>49m²</td>
</tr>
<tr>
<td>Boston Scientific International SA</td>
<td>1</td>
<td>52m²</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of Practical tutorials</th>
<th>EHRA 2013</th>
<th>EHRA 2015</th>
<th>EHRA 2017</th>
<th>EHRA 2018</th>
<th>EHRA 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>
5.6.3 Experts on the spot

These short style sessions arranged in the AGORA located in the vicinity of the exhibition are designed to ensure experts interact with delegates.

<table>
<thead>
<tr>
<th>Account Name</th>
<th>Slot</th>
<th>Attendance</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABBOTT</td>
<td>Experts on the Spot Sunday 15:45-16:15 - Exhibitor</td>
<td>100%</td>
<td>80</td>
</tr>
<tr>
<td>ABBOTT</td>
<td>Experts on the Spot Monday 10:15-10:45 - Exhibitor</td>
<td>125%</td>
<td>80</td>
</tr>
<tr>
<td>ABBOTT</td>
<td>Experts on the Spot Monday 15:45-16:15 - Exhibitor</td>
<td>100%</td>
<td>80</td>
</tr>
<tr>
<td>Medtronic</td>
<td>Experts on the Spot Tuesday 10:15-10:45 - Exhibitor</td>
<td>100%</td>
<td>80</td>
</tr>
<tr>
<td>Medtronic</td>
<td>Experts on the Spot Monday 10:15-10:45 - Exhibitor</td>
<td>100%</td>
<td>100</td>
</tr>
<tr>
<td>Pfizer Ltd</td>
<td>Experts on the Spot Monday 15:45-16:15 - Exhibitor</td>
<td>100%</td>
<td>100</td>
</tr>
</tbody>
</table>

5.7 Industry feedback

5.7.1 Industry Debrief

Feedback from Industry Partners on EHRA 2019

- Participation: Industry are very pleased with the increase in participation compared to the challenging year of 2018. Overall, the Industry congratulated ESC for the successful organisation of the congress. The exhibition was busy and Lisbon is an attractive destination.
- Sessions: All sessions were well attended
- Agora: The Agora is a successful format, with high demand and well attended. This year exceptionally, due to the limited time slots a room was set up outside the exhibition area to host two extra Expert on the Spot sessions. It was shared with the Industry that we will spend time looking at solutions to expand the Agora moving forward.
- Congress overlapping: Concerns were expressed on overlapping dates between ACC Congress and EHRA Congress.
- Registration: Needs to be more fluid in the future, especially on the first day of the congress.
- Badging: Leni badge scanners are considered as poor quality and old fashioned. Some Industry Partners experienced new badge systems and overall experience was better.

Feedback from Industry Partners mainly related to the venue

- Congress layout: Although Lisbon Congress Center was not a straightforward venue, the way the layout was arranged created fluidity and allowed good traffic flow throughout the congress.
- Lisbon Congress Center supplier: Industry faced many challenges with the local supplier (slow to react to requests). ESC was made aware and shared frustration of Industry Partners with the supplier in order to ensure a better quality of delivery in the future.
- Meeting rooms: Considered as too far from the exhibition area, they caused challenges to bring Industry prospects to the room. Signage was not sufficient. Industry partners request to have venues with meeting rooms closer to the Exhibition area.
6 Publications

6.1 Flyer (formerly called First announcement):

1st Print: March 2018 – 2 000 ex
2nd Print: May 2018 – 2 000 ex
3rd Print: August 2018 – 1 500 ex

6.2 Advance programme:

The advance programme was replaced by a marketing page, regularly updated according to the congress dates (congress programme, registration, attendance guide). The link was shared in emails and bulletins.

6.3 Final programme:

Launched 06/03/2019. Shared on escardio.org and in attendance guide email sent 8 March. Opened 2,341 times.

6.4 Programme at a glance:

Launched 14 -02-2019 6 000 ex

6.5 Congress News

Facts & Figures

- Production team: The agency involved in the design and medical writing: TMC/ wearetmc.co.uk/services 2 TMC team members; 1 editor-in-chief (Jan Steffel), 1 ESC staff
- 7,000 printed copies
- 24 industry inserts (9-11-4) and 4 ESC inserts (3-1-0)
- 6 ESC adverts slots (2 per day)
- 15 articles (5 per edition)
### Congress news

<table>
<thead>
<tr>
<th>Congress news</th>
<th>Format</th>
<th>Content</th>
<th>Audience</th>
<th>Qty</th>
</tr>
</thead>
</table>
| Printed edition — by day | A3 format / 4 Pages + industry adverts inserts | Scientific articles & Corporate and Industry Adverts | All onsite delegates | D1: 3,000 copies  
|                       |                 |                                      |                                 | D2: 2,500 copies  
|                       |                 |                                      |                                 | D3: 1,500 copies  
| E-congress news DAILY | emailing        | Scientific articles Corporate and Industry Adverts  
|                       |                 | On site activities Association & ESC news | All onsite delegates | D1: 2,527  
|                       |                 |                                      | Non attending EHRA members | D2: 2,548  
|                       |                 |                                      |                                 | D3: 2,568  
|                       |                 |                                      |                                 | D1: 1,217  
|                       |                 |                                      |                                 | D2: 1,240  
|                       |                 |                                      |                                 | D3: 1,242  

### 6.6 Ads for print

- Cardiac Rhythm News
- Revista Portuguesa de Cardiologia
- European Journal of Arrhythmia & Electrophysiology
7 Electronic Communications

### Key stats

<table>
<thead>
<tr>
<th>Communication channel</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>My ESC News</td>
<td>63,484 subscribers</td>
</tr>
<tr>
<td>EHRA Bulletin</td>
<td>46,730 subscribers</td>
</tr>
<tr>
<td>EHRA Members Newsletter</td>
<td>2,811 subscribers</td>
</tr>
<tr>
<td>ESC Facebook</td>
<td></td>
</tr>
<tr>
<td>ESC Twitter</td>
<td></td>
</tr>
<tr>
<td>ESC Linked In</td>
<td></td>
</tr>
</tbody>
</table>

### 7.1 Promotional e-campaigns

<table>
<thead>
<tr>
<th>Sends</th>
<th>OpenRate</th>
<th>ClickRate</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVERAGE</td>
<td>31951</td>
<td>29,69%</td>
</tr>
</tbody>
</table>

#### 7.1.1 Dedicated e-campaigns

17 dedicated e-campaigns were developed with good open rates and click rates:

<table>
<thead>
<tr>
<th>Email type</th>
<th>Send Date</th>
<th>Sends</th>
<th>OpenRate</th>
<th>ClickRate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Save the date</td>
<td>28/06/2018</td>
<td>51847</td>
<td>22,26%</td>
<td>2,6%</td>
</tr>
<tr>
<td>Call for Science - abstracts</td>
<td>20/08/2018</td>
<td>54721</td>
<td>25,7%</td>
<td>1,96%</td>
</tr>
<tr>
<td>Reminder – abstracts &amp; grants</td>
<td>12/10/2018</td>
<td>57852</td>
<td>27,52%</td>
<td>2,45%</td>
</tr>
<tr>
<td>Abstract subm – ext deadline</td>
<td>22/10/2018</td>
<td>2595</td>
<td>49,34%</td>
<td>6,48%</td>
</tr>
<tr>
<td>Call for Science - LBT</td>
<td>05/11/2018</td>
<td>2482</td>
<td>29,94%</td>
<td>2,95%</td>
</tr>
<tr>
<td>Travel grants</td>
<td>30/11/2018</td>
<td>1111</td>
<td>56,04%</td>
<td>15,59%</td>
</tr>
<tr>
<td>Early fee</td>
<td>18/01/2019</td>
<td>56753</td>
<td>22,12%</td>
<td>2,81%</td>
</tr>
<tr>
<td>Late fee</td>
<td>15/02/2019</td>
<td>44702</td>
<td>23,23%</td>
<td>1,53%</td>
</tr>
<tr>
<td>Members’ benefits</td>
<td>05/03/2019</td>
<td>2523</td>
<td>64,17%</td>
<td>7,44%</td>
</tr>
<tr>
<td>Attendance guide</td>
<td>08/03/2019</td>
<td>2298</td>
<td>68,81%</td>
<td>26,26%</td>
</tr>
<tr>
<td>Congress e-Daily news 1 - attendees</td>
<td>17/03/2019</td>
<td>2527</td>
<td>47,47%</td>
<td>14,85%</td>
</tr>
<tr>
<td>Congress e-Daily news 1 – members non-attending</td>
<td>17/03/2019</td>
<td>1217</td>
<td>41,53%</td>
<td>12,66%</td>
</tr>
<tr>
<td>Congress e-Daily news 2 - attendees</td>
<td>18/03/2019</td>
<td>2548</td>
<td>41,22%</td>
<td>13,82%</td>
</tr>
<tr>
<td>Congress e-Daily news 2 – members non-attending</td>
<td>18/03/2019</td>
<td>1240</td>
<td>39,79%</td>
<td>15,33%</td>
</tr>
<tr>
<td>Congress e-Daily news 3 - attendees</td>
<td>19/03/2019</td>
<td>2568</td>
<td>38,28%</td>
<td>12,37%</td>
</tr>
<tr>
<td>Congress e-Daily news 3 – members non-attending</td>
<td>19/03/2019</td>
<td>1242</td>
<td>34,44%</td>
<td>12,26%</td>
</tr>
<tr>
<td>Post congress survey</td>
<td>19/03/2019</td>
<td>2629</td>
<td>50,48%</td>
<td>30,32%</td>
</tr>
</tbody>
</table>
7.1.2 Promotion in bulletins and newsletters

The congress and its deadlines were also promoted in several bulletins and newsletters.

<table>
<thead>
<tr>
<th>Account</th>
<th>Email type</th>
<th>Send Date</th>
<th>Sends</th>
<th>OpenRate</th>
<th>ClickRate</th>
</tr>
</thead>
<tbody>
<tr>
<td>EHRA</td>
<td>Bulletin</td>
<td>09/08/2018</td>
<td>45817</td>
<td>23,52%</td>
<td>2,74%</td>
</tr>
<tr>
<td>ESC</td>
<td>My ESC News</td>
<td>05/09/2018</td>
<td>61505</td>
<td>19,34%</td>
<td>4,96%</td>
</tr>
<tr>
<td>ESC</td>
<td>My ESC News</td>
<td>12/09/2018</td>
<td>61429</td>
<td>22,06%</td>
<td>3,84%</td>
</tr>
<tr>
<td>ESC</td>
<td>My ESC News</td>
<td>19/09/2018</td>
<td>61206</td>
<td>17,84%</td>
<td>3,75%</td>
</tr>
<tr>
<td>EHRA</td>
<td>Bulletin</td>
<td>20/09/2018</td>
<td>45264</td>
<td>22,49%</td>
<td>3,08%</td>
</tr>
<tr>
<td>EHRA</td>
<td>Bulletin</td>
<td>04/10/2018</td>
<td>43352</td>
<td>22,82%</td>
<td>3,03%</td>
</tr>
<tr>
<td>EHRA</td>
<td>Members’ Newsletter</td>
<td>18/10/2018</td>
<td>2532</td>
<td>37,66%</td>
<td>12,26%</td>
</tr>
<tr>
<td>EHRA</td>
<td>Bulletin</td>
<td>01/11/2018</td>
<td>45487</td>
<td>11,99%</td>
<td>2,4%</td>
</tr>
<tr>
<td>ESC</td>
<td>My ESC News (A/B testing)</td>
<td>07/11/2018</td>
<td>61201</td>
<td>17,47%</td>
<td>3,73%</td>
</tr>
<tr>
<td>EHRA</td>
<td>Bulletin</td>
<td>22/11/2018</td>
<td>45129</td>
<td>23,19%</td>
<td>2,61%</td>
</tr>
<tr>
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<td>Bulletin</td>
<td>07/12/2018</td>
<td>45009</td>
<td>23,39%</td>
<td>2,48%</td>
</tr>
<tr>
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<td>Bulletin</td>
<td>10/01/2019</td>
<td>44699</td>
<td>15,54%</td>
<td>2,9%</td>
</tr>
<tr>
<td>EHRA</td>
<td>Members’ Newsletter</td>
<td>25/01/2019</td>
<td>1931</td>
<td>43,8%</td>
<td>11%</td>
</tr>
<tr>
<td>ESC</td>
<td>My ESC News</td>
<td>06/02/2019</td>
<td>60478</td>
<td>17,99%</td>
<td>5,43%</td>
</tr>
<tr>
<td>EHRA</td>
<td>Bulletin</td>
<td>07/02/2019</td>
<td>44641</td>
<td>23,91%</td>
<td>2,9%</td>
</tr>
<tr>
<td>EHRA</td>
<td>Bulletin</td>
<td>21/02/2019</td>
<td>44760</td>
<td>19,13%</td>
<td>2,41%</td>
</tr>
<tr>
<td>ACNAP</td>
<td>Bulletin</td>
<td>26/02/2019</td>
<td>15764</td>
<td>16,93%</td>
<td>2,86%</td>
</tr>
<tr>
<td>EHRA</td>
<td>Bulletin</td>
<td>07/03/2019</td>
<td>44721</td>
<td>16,27%</td>
<td>2,63%</td>
</tr>
</tbody>
</table>

The congress resources were shared within various newsletters.

<table>
<thead>
<tr>
<th>Account</th>
<th>Email type</th>
<th>Send Date</th>
<th>Sends</th>
<th>OpenRate</th>
<th>ClickRate</th>
</tr>
</thead>
<tbody>
<tr>
<td>ESC</td>
<td>My ESC News</td>
<td>21/03/2019</td>
<td>60309</td>
<td>17,7%</td>
<td>3,41%</td>
</tr>
<tr>
<td>EHRA</td>
<td>Bulletin</td>
<td>28/03/2019</td>
<td>44167</td>
<td>17,28%</td>
<td>3,15%</td>
</tr>
<tr>
<td>EHRA</td>
<td>Bulletin</td>
<td>11/04/2019</td>
<td>43897</td>
<td>15,63%</td>
<td>2,26%</td>
</tr>
</tbody>
</table>

7.2 Transactional e-mailings

<table>
<thead>
<tr>
<th>Email type</th>
<th>Send Date</th>
<th>Sends</th>
<th>OpenRate</th>
<th>ClickRate</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Assembly</td>
<td>12/02/2019</td>
<td>2304</td>
<td>56,47%</td>
<td>2,73%</td>
</tr>
</tbody>
</table>
7.3 ESC congress mobile app

7.3.1 Facts & Figures

- 3,781 downloads (+53% compared to 2018, however the module was launched much earlier – 10 January 2018 for EHRA 2018). 5,531 participants (+41% compared to 2018)
- Mobile app promoted in 4 newsletters/e-campaigns for a total of 65,272 recipients
- Search: mostly used to search for speakers/Faculty
- Major user interactions with the app:
  - Access the Daily Schedule (85%)
  - Access the Latest Messages section (67%)
  - Search functionality (53%)
- Resource consultation:
  - 4,264 resource requests received from 1 March until 10 April
  - 1,366 resource requests on Monday 18 March (congress day 2)
  - 683 unique resources requested
  - 313 unique My ESC Account holders hit the “Receive Resources” button and did so for an average of 14 different presentations – median is at 5.

7.3.2 Downloads per day: Focus on 1 March – 25 March
More than 67% of downloads were completed before the congress had started. Note: 1,117 downloads were completed within the 4 days that preceded the congress representing 44% of pre-congress downloads. Hence, even if 67% of the downloads took place before the congress, almost half of them are completed during the final week leading up to the congress.

7.3.3 Downloads per language

Information related to user language gives an indication about user demographics. It reflects the language setting on the user’s device (as opposed to the country where the app was downloaded, or where users come from).

The table below displays the top fifteen ranking of language settings depending on the number of downloads in 2017.
<table>
<thead>
<tr>
<th>Language</th>
<th>2019 - Downloads</th>
<th>2018 – Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Distrib. (%)</td>
</tr>
<tr>
<td>Japanese</td>
<td>110</td>
<td>3%</td>
</tr>
<tr>
<td>Polish</td>
<td>89</td>
<td>2%</td>
</tr>
<tr>
<td>Swedish</td>
<td>67</td>
<td>2%</td>
</tr>
<tr>
<td>Danish</td>
<td>59</td>
<td>1%</td>
</tr>
<tr>
<td>Hungarian</td>
<td>59</td>
<td>1%</td>
</tr>
<tr>
<td>Czech</td>
<td>53</td>
<td>1%</td>
</tr>
</tbody>
</table>

Congress location is usually an important factor explaining the number of downloads per locale.

This top 10 represents 83% of total downloads.

7.3.4 User behaviour

Overall functionalities

The three most used functionalities are

- Access the Daily Schedule (85%)
- Access the Latest Messages section (67%)
- Search functionality (53%)

Mobile App interactive sessions

There were 76 “Mobile App – Ask a question” and 18 “Mobile App – Vote and Ask a question” sessions.

- Maximum number of votes per session: 1,929 (“How to interpret difficult ECGs and intracardiac electrograms”) with a maximum of 145 answers received for one question
- Average number of voters per session: 45
- Maximum number of questions asked per session: 18 (“Clinical conundrums in patients with CIEDs”)
- Average number of questions asked per session: 4

Receive the resources post congress button

This functionality was implemented in 2015 for ESC Congress and was made available for subspecialty congresses following ESC Congress 2018: when clicking on a presentation, the user has the possibility, by clicking on a dedicated button, to receive an email after the congress which includes the resources (direct link to ESC 365) of the selected presentation.
In total, there were:

- **4,264** resource requests received from 1 March until 10 April
- **1,366** resource requests on Monday 18 March (congress day 2)
- **683** unique resources requested
- **313** unique My ESC Account holders hit the “Receive Resources” button and did so for an average of **14** different presentations – median is at 5.

*Note: Resources were made available within 24h of a presentation being given subject to speaker/presenter authorisation.*

The top 10 of most requested presentations is as follows:

<table>
<thead>
<tr>
<th>Presentation title</th>
<th>Related session</th>
<th>No. times requested</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 ICD programming - Optimising arrhythmia detection and termination</td>
<td>Mastering ICD therapy</td>
<td>55</td>
</tr>
<tr>
<td>2 Algorithms to increase CRT effectiveness</td>
<td>Individualising CRT - A case-based approach</td>
<td>52</td>
</tr>
<tr>
<td>3 Idiopathic ventricular fibrillation - Diagnostic pathway and therapeutic strategies</td>
<td>Sudden cardiac death - Old and new questions</td>
<td>42</td>
</tr>
<tr>
<td>4 My patient with recurrent episodes but uncertain diagnosis - Efficient work-up</td>
<td>Syncope - Translation of guidelines into clinical practice</td>
<td>41</td>
</tr>
<tr>
<td>5 Physiology of direct His bundle pacing</td>
<td>Direct His bundle pacing - True physiological stimulation</td>
<td>39</td>
</tr>
<tr>
<td>6 Current indications</td>
<td>Direct His bundle pacing - True physiological stimulation</td>
<td>37</td>
</tr>
<tr>
<td>7 How to interpret difficult ECGs and intracardiac electrograms - Part 1</td>
<td>How to interpret difficult ECGs and intracardiac electrograms</td>
<td>36</td>
</tr>
</tbody>
</table>
Implantation technique

- Direct His bundle pacing - True physiological stimulation

Programming and follow-up

- Direct His bundle pacing - True physiological stimulation

The 12-lead ECG as a daily, indispensable, companion

- The 12-lead ECG as a daily, indispensable, companion

**Evaluation form functionality**

This year, users were able to evaluate sessions and presentations – possibility to rate (between 1 and 5, 5 being the best rating) and send their comments.

<table>
<thead>
<tr>
<th></th>
<th>Sessions</th>
<th>Presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rating - average</td>
<td>4.4</td>
<td>4.5</td>
</tr>
<tr>
<td>Rating - median</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Number of unique evaluated items</td>
<td>65</td>
<td>143</td>
</tr>
<tr>
<td>Total number of votes</td>
<td>107</td>
<td>174</td>
</tr>
<tr>
<td>Number of comments sent</td>
<td>20</td>
<td>18</td>
</tr>
</tbody>
</table>

Most of the comments received were highly positive.

**Splash screens**

This feature was launched in 2017 giving industries the possibility to buy splash screens (adverts) that were displayed for 4 seconds every time the app was launched during a specific time frame.

<table>
<thead>
<tr>
<th>Splash screens</th>
<th>Views</th>
<th>Average time viewed (in sec)</th>
<th>No. devices</th>
<th>No. views per device</th>
<th>No. closed by user on a device</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Abbott</strong> Novel approaches in HF management – Sunday am</td>
<td>6,487</td>
<td>2.1</td>
<td>2,264</td>
<td>2.9</td>
<td>3,327</td>
</tr>
<tr>
<td><strong>Abbott</strong> Advance mapping &amp; Imaging for ventricular tachyarrhythmia ablation – Sunday pm</td>
<td>1,585</td>
<td>2.1</td>
<td>903</td>
<td>1.8</td>
<td>928</td>
</tr>
<tr>
<td><strong>Abbott</strong> Treating HF with device therapies: what’s new? – Monday am</td>
<td>6,692</td>
<td>2.1</td>
<td>2,268</td>
<td>3.0</td>
<td>4,051</td>
</tr>
<tr>
<td><strong>Abbott</strong> Transcatheter mitral valve repair in functional mitral regurgitation: time to treat! – Monday pm</td>
<td>1,414</td>
<td>2.1</td>
<td>847</td>
<td>1.7</td>
<td>908</td>
</tr>
<tr>
<td><strong>Medtronic</strong> The growing prevalence of AF: the need for</td>
<td>3,301</td>
<td>2.1</td>
<td>1,414</td>
<td>2.3</td>
<td>1,921</td>
</tr>
</tbody>
</table>
Splash screens

<table>
<thead>
<tr>
<th>Views</th>
<th>Average time viewed (in sec)</th>
<th>No. devices</th>
<th>No. views per device</th>
<th>No. closed by user on a device</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Devices that detect, reduce, and respond to AF - Tuesday am

**Views**: number of views per device

**Average time viewed**: average time in seconds a splash screen is viewed

**No. devices**: number of devices on which a splash screen has been displayed

**No. views per device**: number of times a splash screen has been displayed on one device

**No. closed by user on a device**: number of times a splash screen has been closed before the end of the display period (4s)

A push notification was also linked to these splash screens and sent 30min before the session started:

<table>
<thead>
<tr>
<th>Message from</th>
<th>Date sent</th>
<th>Views</th>
<th>No. users</th>
<th>Views per user</th>
<th>Percentage of users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don't miss Abbott Satellite Symposium at 12:45 in Senning</td>
<td>Sun 17 March (am)</td>
<td>512</td>
<td>420</td>
<td>1,2</td>
<td>11%</td>
</tr>
<tr>
<td>Don't miss Abbott Satellite Symposium - Experts on the Spot at 15:45 in Agora</td>
<td>Sun 17 March (pm)</td>
<td>393</td>
<td>346</td>
<td>1,1</td>
<td>9%</td>
</tr>
<tr>
<td>Don't miss Abbott Satellite Symposium at 12:45 in Wenckebach</td>
<td>Mon 18 March (am)</td>
<td>351</td>
<td>313</td>
<td>1,1</td>
<td>8%</td>
</tr>
<tr>
<td>Don't miss Abbott Satellite Symposium - Experts on the Spot at 15:45 in Agora</td>
<td>Mon 18 March (pm)</td>
<td>317</td>
<td>295</td>
<td>1,1</td>
<td>8%</td>
</tr>
<tr>
<td>Don't miss the Medtronic Satellite Symposium at 12:45 in Wenckebach: Devices that detect, reduce and respond to AF</td>
<td>Tues 19 March (am)</td>
<td>244</td>
<td>228</td>
<td>1,1</td>
<td>6%</td>
</tr>
</tbody>
</table>

Total number of messages sent on the same day:

- 9 messages were sent on 17 March
- 9 messages on 18 March
- 4 messages on 19 March
### User behaviour regarding home menu buttons

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Views</th>
<th>No. of users</th>
<th>Views per user</th>
<th>% of users</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Daily Schedule</td>
<td>38,657</td>
<td>3,318</td>
<td>11.7</td>
<td>85%</td>
</tr>
<tr>
<td>2</td>
<td>My Programme</td>
<td>21,480</td>
<td>1,720</td>
<td>12.5</td>
<td>44%</td>
</tr>
<tr>
<td>3</td>
<td>My Congress</td>
<td>18,936</td>
<td>1,916</td>
<td>9.9</td>
<td>49%</td>
</tr>
<tr>
<td>4</td>
<td>Search</td>
<td>11,381</td>
<td>2,076</td>
<td>5.5</td>
<td>53%</td>
</tr>
<tr>
<td>5</td>
<td>Latest Messages</td>
<td>11,147</td>
<td>2,581</td>
<td>4.3</td>
<td>67%</td>
</tr>
<tr>
<td>6</td>
<td>Interact now</td>
<td>6,703</td>
<td>999</td>
<td>6.7</td>
<td>26%</td>
</tr>
<tr>
<td>7</td>
<td>By Topics</td>
<td>5,210</td>
<td>1,879</td>
<td>2.8</td>
<td>48%</td>
</tr>
<tr>
<td>8</td>
<td>By Types &amp; Tracks</td>
<td>5,207</td>
<td>1,878</td>
<td>2.8</td>
<td>48%</td>
</tr>
<tr>
<td>9</td>
<td>General Info</td>
<td>2,897</td>
<td>1,357</td>
<td>2.1</td>
<td>35%</td>
</tr>
<tr>
<td>10</td>
<td>By Types &amp; Tracks</td>
<td>2,010</td>
<td>1,044</td>
<td>1.9</td>
<td>27%</td>
</tr>
</tbody>
</table>

Full mobile app report available on demand.

#### 7.4 Banners

Electronic banners were created in different formats and displayed on:
- EP Europace from October 2019 to April 2019
- TouchCardio
- Cardiac Rhythm News

#### 7.5 Promotional Video

An inaugural video was recorded to substitute the opening session. The footage portrayed ESC President, Prof. Barbara Casadei, EHRA President, Prof. Hein Heidbuchel and EHRA Congress Scientific Programme Committee Chair, Prof. Haran Burri. The video was simultaneously launched in all lecture rooms at the beginning of the 2nd session on the first day of the congress: 17 March, at 11.00.

It was included among the congress resources and available on ESC 365.

#### 7.6 ESC TV

The recordings were held from 17-19 March 2019 including the daily wrap-ups.

Overall, a total of 16 videos were recorded and released during a 3 day-period.
7.6.1 Late breaking clinical trials & featured clinical research
The interview format was a “speech to camera” of maximum 3 minutes. The interviewee was a discussant of the related session (panel member), and not a presenter as previously done on ESCTV programmes, in order to try and get a more independent point of view. As a result, no interview was recorded prior to the related session as interviewees needed to have a full understanding of the presentation content beforehand. Therefore, interviews were not released directly after the embargo-lift, but at a later stage during the day.

A 15-minute slot was booked for each faculty: briefing and preparation, set up and recording of the interview (preferably in one take).

7.6.2 Wrap-up
Wrap-up format: +/- 10-minute discussion on highlights, hot news and key take-home messages of the day.

7.6.3 Video dissemination
The videos were posted on the ESC TV @EHRA 2019 playlist on YouTube, and on the dedicated page on ESC website.
### 7.6.4 ESC TV analytics

Analysed period: 17 March (first videos were published on that day) until 2 April included.

*N.B. The links used on ESC TV dedicated webpage were YouTube links during the congress and within the analysed period.*

<table>
<thead>
<tr>
<th>Video Title</th>
<th>Interviewee</th>
<th>Video length</th>
<th>YouTube channel</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Average time watched</td>
</tr>
<tr>
<td>Controversies in atrial fibrillation ablation</td>
<td>J. Kautzner</td>
<td>01:28</td>
<td>01:06</td>
</tr>
<tr>
<td>Knowledge gaps in anticoagulation for AF</td>
<td>J. Steffel</td>
<td>02:52</td>
<td>01:54</td>
</tr>
<tr>
<td>The CIRCA-DOSE Study</td>
<td>D. Scherr</td>
<td>02:39</td>
<td>01:42</td>
</tr>
<tr>
<td>AF-FICIENT 1 Trial</td>
<td>P. Sommer</td>
<td>02:27</td>
<td>01:18</td>
</tr>
<tr>
<td>The Daily Wrap Up - Sunday 17 March 2019</td>
<td>G. Hindricks with M.</td>
<td>11:15</td>
<td>04:42</td>
</tr>
<tr>
<td>Video Title</td>
<td>Interviewee</td>
<td>Video length</td>
<td>YouTube channel</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>------------------------------</td>
<td>--------------</td>
<td>-----------------</td>
</tr>
<tr>
<td></td>
<td>Duytschaever and C. Sticherling</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WRAP-IT: Discussions</td>
<td>M. Biffi</td>
<td>01:59</td>
</tr>
<tr>
<td></td>
<td>WRAP-IT: Investigator’s key messages</td>
<td>B. Wilkoff</td>
<td>01:47</td>
</tr>
<tr>
<td></td>
<td>ElectroCRT</td>
<td>K. Ellenbogen</td>
<td>02:34</td>
</tr>
<tr>
<td></td>
<td>News from EP Europace</td>
<td>G. Hindricks</td>
<td>04:45</td>
</tr>
<tr>
<td></td>
<td>Workflow for paroxysmal AF ablation: new direction</td>
<td>H. Puererfellner</td>
<td>02:25</td>
</tr>
</tbody>
</table>

Total Impressions: 7,709 Engaged Users: 111 Views: 665 Impressions: 1,809 Engagements: 17 Engagement rate: 0.9%

Views: 1,784 Impressions: 6,498 Likes: 54 Engagement rate: 1.79%

Not on 365 during analysed period
<table>
<thead>
<tr>
<th>Video Title</th>
<th>Interviewee</th>
<th>Video length</th>
<th>YouTube channel</th>
<th>Facebook</th>
<th>Twitter</th>
<th>LinkedIn</th>
<th>ESC 365</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ELIMINATE-AF Trial</strong></td>
<td>T. Potpara</td>
<td>01:49</td>
<td>01:06</td>
<td>60.6%</td>
<td>1,587</td>
<td>-</td>
<td>4</td>
</tr>
<tr>
<td><strong>The Daily Wrap Up - Monday 18 March 2019</strong></td>
<td>H. Burri with C. Blomstrom-Lundqvist and H. Puererfellner</td>
<td>09:35</td>
<td>04:12</td>
<td>43.8%</td>
<td>1,757</td>
<td>Total Reach: 6,070 Impressions: 8,797 Engaged Users: 149 Views: 899</td>
<td>Impressions: 5,350 Engagements: 32 Engagement rate: 0.6%</td>
</tr>
<tr>
<td><strong>ESC Reaction to The Apple Heart Study</strong></td>
<td>H. Burri</td>
<td>02:59</td>
<td>01:48</td>
<td>60.3%</td>
<td>1,557</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td><strong>AVATAR AF - A word of caution</strong></td>
<td>G. Hindricks</td>
<td>03:38</td>
<td>02:18</td>
<td>63.3%</td>
<td>1,722</td>
<td>-</td>
<td>6</td>
</tr>
<tr>
<td><strong>The OPT-PACE trial</strong></td>
<td>G. Milasinovic</td>
<td>01:37</td>
<td>01:18</td>
<td>80.4%</td>
<td>1,111</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td><strong>Monitors for cardiac arrhythmias</strong></td>
<td>E. Svennberg</td>
<td>03:44</td>
<td>01:48</td>
<td>48.2%</td>
<td>1,398</td>
<td>-</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>The Daily Wrap Up - Tuesday 19 March 2019</strong></td>
<td>J. Camm with I. Van Gelder</td>
<td>08:47</td>
<td>03:36</td>
<td>41.0%</td>
<td>1,889</td>
<td>Total Reach: 6,404 Impressions: 3,054</td>
<td>-</td>
</tr>
<tr>
<td>Video Title</td>
<td>Interviewee</td>
<td>Video length</td>
<td>YouTube channel</td>
<td>Facebook</td>
<td>Twitter</td>
<td>LinkedIn</td>
<td>ESC 365</td>
</tr>
<tr>
<td>-------------</td>
<td>-------------</td>
<td>--------------</td>
<td>-----------------</td>
<td>----------</td>
<td>---------</td>
<td>----------</td>
<td>---------</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Average time watched</td>
<td>Average percentage watched</td>
<td>No. of views</td>
<td>Total Impressions: 9,448</td>
<td>Engaged Users: 198</td>
</tr>
</tbody>
</table>

**Facebook**

**Total Reach:** The number of people who had your Page's post enter their screen. Posts include statuses, photos, links, videos and more.

**Total Impressions:** The number of times your Page's post entered a person's screen. Posts include statuses, photos, links, videos and more.

**Engaged Users:** The number of unique people who engaged in certain ways with your Page post, for example by commenting on, liking, sharing, or clicking upon particular elements of the post.

**Video views:** The number of times your video was watched for at least 3 seconds, or for nearly its total length, whichever happened first within the selected date range.

**Twitter**

**Actual Impressions:**
Total times a post was served to newsfeeds

**Engagements:**
Total number of times a user has interacted with a Tweet; this includes all clicks anywhere on the Tweet (including hashtags, links, avatar, username, and Tweet expansion), retweets, replies, follows, and likes.

**Engagement rate:**
The number of engagements (clicks, retweets, replies, follows and likes) divided by the total number of actual impressions
Total views over time on YouTube channel

Top 10 Countries watching ESC TV on YouTube
*N.B. This graphic represents only a percentage of the actual viewers as YouTube does have access to the location for all users.*

<table>
<thead>
<tr>
<th>Country</th>
<th>% of total views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>6.5%</td>
</tr>
<tr>
<td>United States</td>
<td>3.5%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>2.8%</td>
</tr>
<tr>
<td>Italy</td>
<td>2.2%</td>
</tr>
<tr>
<td>Portugal</td>
<td>0.8%</td>
</tr>
<tr>
<td>France</td>
<td>0.9%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>0.9%</td>
</tr>
<tr>
<td>Sweden</td>
<td>0.8%</td>
</tr>
<tr>
<td>Spain</td>
<td>0.7%</td>
</tr>
<tr>
<td>Russia</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

Comparison with ESC TV at EHRA 2018

<table>
<thead>
<tr>
<th></th>
<th>EHRA 2019 Lisbon - Portugal</th>
<th>EHRA 2018 Barcelona - Spain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of ESC TV videos covering this event</td>
<td>16</td>
<td>19</td>
</tr>
<tr>
<td>Total number of video views (within 3 weeks for 2018 and 2 weeks for 2019, from the first day on the Congress)</td>
<td>21,075 views on YouTube 15,300+ views on Facebook &amp; LinkedIn 131,130+ impressions on Facebook – Twitter – LinkedIn 1,950+ engagements on Facebook – Twitter – LinkedIn</td>
<td>25,369 views (545 on escardio + 24,824 on YouTube) + 1,2K views on Facebook (1 video published)</td>
</tr>
</tbody>
</table>
7.7 **ESC 365**

During EHRA Congress 2019, 722 users consulted 6,663 EHRA resources on the ESC 365 platform. 98.1% of these consultations were of scientific resources from EHRA Congress 2019.

EHRA 2019 Congress resources remain free to all for 3 months before becoming an EHRA member benefit. Resources from previous EHRA Congresses are an EHRA member benefit. There has been continued high usage of ESC 365 in the 4 weeks post-congress with over 3000 individual users having consulted over 46,200 scientific resources.

<table>
<thead>
<tr>
<th></th>
<th>EHRA 2019 Lisbon - Portugal</th>
<th>EHRA 2018 Barcelona - Spain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highest engagement rate for a single video</td>
<td>80.4%</td>
<td>64.3%</td>
</tr>
<tr>
<td>(average % of a video that viewers watched)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Top countries (in terms of number of views)</td>
<td>Germany, U.S., UK, Italy</td>
<td>Germany, Austria, UK, U.S., Italy</td>
</tr>
</tbody>
</table>

### Users and consultations of EHRA Congress 2019 resources

<table>
<thead>
<tr>
<th></th>
<th>Users</th>
<th>Resources Consulted</th>
</tr>
</thead>
<tbody>
<tr>
<td>During Congress</td>
<td>708</td>
<td>6356</td>
</tr>
<tr>
<td>2 weeks post congress</td>
<td>1895</td>
<td>24643</td>
</tr>
<tr>
<td>4 weeks post congress</td>
<td>2191</td>
<td>30898</td>
</tr>
</tbody>
</table>

### Users and consultations of all EHRA congress resources

<table>
<thead>
<tr>
<th></th>
<th>Users</th>
<th>Resources Consulted</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 weeks pre congress</td>
<td>154</td>
<td>1337</td>
</tr>
<tr>
<td>During Congress</td>
<td>722</td>
<td>6663</td>
</tr>
<tr>
<td>2 weeks post congress</td>
<td>2728</td>
<td>39452</td>
</tr>
<tr>
<td>4 weeks post congress</td>
<td>3002</td>
<td>46225</td>
</tr>
</tbody>
</table>

7.8 **Webpages**

Total views of Congress webpages during EHRA Congress 2019 (17-19 March): **11,524**

Day 1: 5,057

Day 2: 3,602

Day 3: 2,865
The most visited page during the congress was the EHRA Congress homepage with 5,880 page views (51% of total views).

### 7.9 Social media activity

A promotional slide was created and shared with the volunteers, and a speaker slide was designed to be used during the congress by all speakers.

Congress is promoted in printed brochures: EHRA corporate brochure, EHRA annual report, ESC annual report, etc.
**Facebook - Top Posts**

Post Total Reach: 35341
Post Total Impressions: 58369
Engaged users: 3601

Post Total Reach: 21780
Post Total Impressions: 31986
Engaged users: 1309

Post Total Reach: 15130
Post Total Impressions: 23514
Engaged users: 555

Post Total Reach: 14763
Post Total Impressions: 29558
Engaged users: 1897
Post Total Reach: 12815  
Post Total Impressions: 17666  
Engaged users: 449

Post Total Reach: 11899  
Post Total Impressions: 17554  
Engaged users: 498
Twitter - Top Posts

**European Society of Cardiology @escardio · Mar 17**

#EHRA2019 @DrJasonAndrade presents the results of the CIRCA-DOSE trial. (thread)

[Link](https://twitter.com/mbNcC1TwJ)

View Tweet activity

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Engagements</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,109</td>
<td>1,412</td>
<td>14.0%</td>
</tr>
</tbody>
</table>

**European Society of Cardiology @escardio · Mar 19**

#EHRA2019 EP tracings open, here’s another quiz for you, questions below 🤔

What’s the most likely diagnosis?

[Link](https://twitter.com/0sjA00ZRe7)

View Tweet activity

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Engagements</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>9,531</td>
<td>357</td>
<td>3.7%</td>
</tr>
</tbody>
</table>

**European Society of Cardiology @escardio · Mar 17**

Cryoballoon ablation (CBA) for treatment of permanent atrial fibrillation (a-fib) has emerged as a reliable alternative approach to radiofrequency ablation. What’s your opinion on this? #EHRA2019 pic.twitter.com/IUD6k4AQ3l

View Tweet activity

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Engagements</th>
<th>Engagement rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>8,790</td>
<td>243</td>
<td>2.8%</td>
</tr>
</tbody>
</table>

**European Society of Cardiology @escardio · Mar 17**

#EHRA2019 live from Madrid with F Zanon & team- His bundle pacing in left bundle branch block- continued. pic.twitter.com/8WR2CvN8nK

View Tweet activity

<table>
<thead>
<tr>
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<th>Engagements</th>
<th>Engagement rate</th>
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**European Society of Cardiology @escardio · Mar 19**

. @HH4EHRA - #AppleHeartStudy discussed at #EHRA2019 reassuring low false positive rate; some remaining questions on sensitivity. Definitely the beginning of new era of patient directed measurements on which physicians will have to act. We better organise ourselves! @AndreaRussoEP pic.twitter.com/SgNivILb8V

View Tweet activity

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<th>Engagements</th>
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Results of RESULT study presented: remote supervision of patients with HF and CIED. Reduced hospitalization with remote monitoring. #EHRA2019
pic.twitter.com/5TDZGGKGYG

Internal vs external electrical cardioversion of #afib patients w/ an ICD: a randomised controlled clinical trial. Comments by I Van Gelder. #EHRA2019
pic.twitter.com/7tBcJlqplx

#EHRA2019 day two wrap-up hosted by Haran Burri, Switzerland w/ Carina Blomstrom-Lundqvist, Sweden & Helmut Puererfellner, Austria bit.ly/2TgdTtm

All #EHRA2019 ESC TV interviews will be available here bit.ly/2HyWjPn
#cardiotwitter #cardiology #EHRA_ESC #EPeeps

#EHRA_ESC consensus paper on Asymptomatic Arrhythmias - approach, evaluation, consequences & mgmt, with D. Armar. #EHRA2019
@ABollmannMD @Moscoso_Costa @jilmerino @SteelfeJ pic.twitter.com/IVEj8Dual8

#EHRA2019 EP tracings open, here’s a quiz for you, 3 questions below 🙄 #EHRA_ESC #EPeeps pic.twitter.com/OFB3g65bdt

ESC Twitter Journals - Top Posts

Must read! Management of asymptomatic #arrhythmias bit.ly/2Y2iGszb
@escardio #EHRA_ESC #Europace #ESCCoT #ehra2019 @HH4EHRA @johnccamm @ABollmannMD pic.twitter.com/Fj4n8FEaF

Sex differences in rate and rhythm control for atrial fibrillation bit.ly/2U9FuBc
@escardio #Europace #EHRA_ESC #ESCCoT #freeaccess pic.twitter.com/adQKcZMxDe
European Society of Cardiology Journals @ESC_Journals · Mar 20
Antithrombotic treatment in patients with atrial fibrillation and acute coronary syndromes: results of the #EHRA_ESC survey bit.ly/2HEmTGJ

@escardio #Europace #ESCoT #freeaccess pic.twitter.com/dW0Ayqcrzb

European Society of Cardiology Journals @ESC_Journals · Mar 17
Atrial fibrillation ablation in practice: assessing CABANA generalizability bit.ly/2W97Y9

@escardio @TomLuscher #EHJ #EHRA2019 #ESCoT #freeaccess pic.twitter.com/Sv8Jjz0Hz5

European Society of Cardiology Journals @ESC_Journals · Mar 17
All eyes on Lisbon for EHRA Congress 2019 - "Implementing diagnostic & therapeutic innovations in daily practice! Official hashtag is #EHRA2019 !! Stay w/ us for the latest science & some of the most interesting papers published recently in Europace! @escardio #EHRA_ESC #ESCoT pic.twitter.com/LLBqfXIfEe

LinkedIn

Post Total Impressions: 8,992
Engagement rate: 1.97%
Video views: 2,449

Post Total Impressions: 9,729
Engagement rate: 3.52%
**European Society of Cardiology**

*Post Total Impressions: 6,355*

- **Engagement rate:** 1.51%
- **Video views:** 1,439

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**European Society of Cardiology**

*Post Total Impressions: 7,196*

- **Engagement rate:** 1.81%
- **Video views:** 1,957

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**European Society of Cardiology**

*Post Total Impressions: 6,902*

- **Engagement rate:** 1.84%
- **Video views:** 1,570

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**European Society of Cardiology**

*Post Total Impressions: 9,945*

- **Engagement rate:** 1.86%
- **Video views:** 2,674

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**Post Total Impressions:**

- 6,355
- 7,196
- 6,902
- 9,945

**Engagement Rate:**

- 1.51%
- 1.81%
- 1.84%
- 1.86%

**Video Views:**

- 1,439
- 1,957
- 1,570
- 2,674
# Press

## 8.1 Key Numbers

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<td>Blood pressure control reduces dementia risk in mid-life patients with atrial fibrillation</td>
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<td>Novel electrocardiogram uses signals from ear and hand to check heart rhythm</td>
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<td>New practice corrects pump function in heart failure</td>
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<td>Abnormal heart rhythm detected by smartwatch: what does it mean?</td>
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<td>“Back to basics” atrial fibrillation procedure could slash waiting lists</td>
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<td>Discovery of atrial fibrillation subtypes paves way for precision medicine</td>
<td>15 March 2019</td>
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Top Coverage:
- CorriereDellaSera
- NDTV
- El Correo
- La Razòn
- Breitbart
- ScienceDaily
- MedicalXpress
- TCTMD
8.2 Charts

VOLUME - SPLIT BY COUNTRY

- MOST IMPORTANT
- MORE THAN 50%
- 33% - 50%
- 17% - 33%
- 1% - 17%
- LESS THAN 1%
8.3 Clippings

8.3.1 Outlet: El Correo, Spain

Un medicamento contra la hipertensión puede provocar la muerte súbita

Un estudio científico divulgado esa semana que la nifedipina, de uso común en España, facilita la aparición de arritmias que producen paradas cardiacas.

La vía lastra

1. Un estudio financiado por una empresa que vende medicamentos para hipertensión.
2. Un estudio financiado por una empresa que vende medicamentos para hipertensión.
3. Un estudio financiado por una empresa que vende medicamentos para hipertensión.
4. Un estudio financiado por una empresa que vende medicamentos para hipertensión.
5. Un estudio financiado por una empresa que vende medicamentos para hipertensión.

El trabajo se centró en el uso de nifedipina para tratar a personas con hipertensión arterial. Nifedipina, un bloqueador de calcio, ha sido el tratamiento de elección para personas con hipertensión arterial, pero algunos estudios han sugerido que puede causar efectos secundarios peligrosos. En este estudio, los investigadores analizaron una base de datos de pacientes con hipertensión arterial tratados con nifedipina y observaron que aquellos que recibieron la medicación tuvieron un aumento de frecuencia cardíaca y una disminución de la presión arterial. Esto puede llevar a una disminución de la eficacia de la medicación y, en algunos casos, puede provocar la muerte súbita.
8.3.2 Outlet: Corriere Della Sera, Italy

L'elettrocardiografo da polso funziona?

Arme in Europa uno smartwatch che rileva episodi di fibrillazione atriale. Ma non sarà "autodiagnosi."

Pio Orlandini

Può un orologio contribuire a individuare una delle malattie cardiache meno facili da intendere in anticipo e limitare così il rischio di morte in maggiore numero di pazienti? Le promesse sono interessanti e proveniente dalle nuove funzioni che Apple ha appena rilasciato in Italia appuntamento Watch, gli orologi smart della Meta. I loro modelli più recenti (Watch Series 6) è con possibile ottenere un elettrocardiogramma direttamente al polso e lo smartwatch è in grado di inviare avvisi che segnalano un potenziale caso di fibrillazione atriale, un'inquietante condizione molto diffusa.

Fibrillazione atriale: che c'è e quanti pazienti (reali) compaiono

Offerta speciale del mese 4 settimane gratis con 50% di sconto

Corriere Della Sera / Cardiologia
8.3.3 Outlet: NDTV, India

Taking This Drug For High Blood Pressure Can Increase Risk Of Sudden Cardiac Arrest: Study

The study examined if metformin and amlodipine, dihydropyridines widely used for high blood pressure and angina, are linked with out-of-hospital sudden cardiac arrest.

A study conducted recently has observed that the common drug used for treating a high blood pressure and angina (amlodipine) is associated with an increased risk of out-of-hospital sudden cardiac arrest.

Sudden cardiac arrest occurs around half of the cardiovascular deaths in Europe and one in five natural deaths. The heart stops surprising after a cardiac arrhythmia (abnormal heart rhythm). This can prove to be lethal in minutes if untreated. The results from the European Sudden Cardiac Arrest Network (ESC-PHARMT) were presented today at EHRA 2019. It was set up to find the causes of arrhythmia so that they can be prevented. ESC-PHARMT is backed by the European Heart Rhythm Association (EHRA) of the European Society of Cardiology (ESC) and the European Resuscitation Council (ERC).

Dr Hannes Törn, ESC-PHARMT project leader and cardiologist, Academic Medical Centre, Amsterdam, Netherlands, urged caution when interpreting these results. He said, “The findings need to be replicated in other studies before action could be taken by doctors or patients.”

The study examined if metformin and amlodipine, dihydropyridines widely used for high blood pressure and angina, are linked with out-of-hospital sudden cardiac arrest. The metformine doses most often used and studied in this investigation are 20 mg and 60 mg (65 mg is available but infrequently used) and the amlodipine doses are 8 mg and 10 mg. Standard practice is to start with a lower dose, then give a higher dose if blood pressure or chest pain are not sufficiently reduced.

The analysis was done using data from the Dutch Amorostic Resuscitation Studies registry (ARREST 2005-2011) and confirmed in the Danish Cardiac Arrest Registry (DCAR), 2001-2016, both part of ESC-PHARMT. Patients with out-of-hospital cardiac arrest due to ventricular fibrillation/ventricular tachycardia were enrolled plus up to five controls per patient matched for age and sex. Controls were from the Dutch PHARM database network and the general population in Denmark. In total, the study included 1,553 patients and 13,262 controls in the ARREST analysis and 2,101 patients and 20,396 controls in the DCAR analysis.

Current use of high-dose (≥40 mg/day) but not low-dose (<60 mg/day) metformine was
Blood pressure drug linked to death risk, study says

March 16 (UPI) — A widely-prescribed drug used to control blood pressure and angina has been linked to non-cardiological heart failure, a new study says.

High-doses of either nitrates or angiotensin, two forms of the drug, angiotensin-converting enzymes, are both associated with a high risk of non-hospital cardiac arrest, according to findings presented Monday at EHRA 2019.

“Nitroglycerin and angiotensin are often used by many cardiologists and non-physicians, and the choice often depends on the pharmacist’s preference and personal experience,” Dave Tav, a researcher at American Medical Center and study author, said in a news release. “Both drugs are generally considered to be equally effective and safe and neither has been associated with sudden cardiac arrest.”

Cardiac arrest occurs when the heart quivers and stops pumping blood. If untreated, this can be deadly.

Approximately, one per out of 10,000 hospital cardiac arrests happen in the U.S. each year, according to the Centers for Disease Control and Prevention.

“This study suggests that high-dose medications may increase the risk of sudden cardiac arrest due to local cardiac antineutrophilic mechanisms while systemic pareses occur. If these findings are confirmed in other studies, they may have to be taken into account when we use either drug is considered,” Tav said.

Researchers examined data from the Dutch Amsterdam Renalization Studies registry and confirmed in the Dutch Cardiac Arrest Registry. They see it as difficult to properly study out of hospital cardiac arrests due to a lack of patients records available this problem.

“As a European consortium we can validate our findings in different populations, and we bring together different expertise,” Tav said. “For example, sudden cardiac arrest from my points of view is a more common issue in men than women and the network enables us to comprehensively evaluate the potential biological (sex) and behavioral (gender) reasons.”
PFO Requirements; Catheter Coating Emboli; BASILICA for Leaflet Thrombosis

— Interventional cardiology news to note

by Nicole Lou, Reporter, MedPage Today/CFTonline.org
March 31, 2019

Among the new operator and institutional requirements for patent foramen ovale (PFO) closure by the Society for Cardiovascular Angiography and Interventions and the American Academy of Neurology: operators should maintain a volume of at least 30 septal interventions (or 12 PFO device placements specifically) every 2 years. (Catheterization and Cardiovascular Interventions)

Coating separation in catheters has resulted in embolic events and at least three deaths in Vancouver according to a study in Cardiovascular Pathology. "Plaques are ubiquitous in medicine and all around us. So it is clear we need to be more vigilant in monitoring and reporting the complications, not to mention making improvements in the design of devices," one of the researchers told the Vancouver Sun.

The AF-PRIENT I study showed safety and efficacy for the Luminalize radiofrequency balloon catheter in atrial fibrillation ablation, as reported at the annual meeting of the European Heart Rhythm Association and announced by Boston Scientific.

Rather than taking a test every 10 years to maintain board certification, cardiologists now have the option of a Cardiovascular Disease Collaborative Maintenance Pathway (CNP) offered by the American Board of Internal Medicine and American College of Cardiology. A CNP in Interventional Cardiology is expected to arrive in 2020.

During valve-in-valve transcatheter aortic valve replacement, the BASILICA technique of leaflet aeration may help prevent leaflet thrombosis on top of coronary artery obstruction, a simulation study reported in EuroIntervention.

Stroke patients with large ischemic cores are more likely to have good outcomes after mechanical thrombectomy. If successfully recalculated, a registry study showed. On the other hand, older age and increased lesion volume were linked to worse outcomes. (Stroke)

Prior coronary artery bypass grafting was associated with less success in chronic total occlusion percutaneous coronary intervention as well as worse in-hospital mortality and coronary perforation rates, according to a multicenter registry study in Circulation: Cardiovascular Interventions.
## Annex 1 | Detailed occupancy per session per day & start time

### Detailed occupancy per session per day & start time

**Sunday 17 March**

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<th>Type</th>
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<td>My favourite approach for haemodynamically unstable ischaemic and non-ischaemic ventricular tachycardia ablation - Short answers to 5 questions</td>
<td>18/03/2019 11:00</td>
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<td>The new kids on the block - Mapping and ablation of atrial fibrillation in 2020</td>
<td>18/03/2019 14:00</td>
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<td>Tips and tricks for a successful re-do after failed CRT implantation - A case-based approach</td>
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<td>(Sino-)Atrial electrophysiology and cardiac arrhythmia</td>
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<td>Lead extraction - Snares, mechanical devices, laser and more</td>
<td>18/03/2019 08:30</td>
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<td>2018 ESC Guidelines for the diagnosis and management of syncope - Recommendations and key messages</td>
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<td>Rapid Fire 5: improving the response to cardiac resynchronization therapy: emerging technologies</td>
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<td>My way for safe and effective pacemaker therapy</td>
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<td>Science and insights from a top arrhythmias journal – News from EP-Europace</td>
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### Arrest network: towards Prevention, Education, New Effective Treatment (ESCAPE-NET)

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<th>Joint session with the Heart Failure Association of the ESC</th>
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### Tuesday 19 March

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