

Industry Debrief - Executive Summary

ESC Digital Summit 2019 - Tower Room 06/10/2019

ESC Participants

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Industry Partners Participants

Abbott

AliveCor

Global Bayer

Medtronic

Siemens Healthineers

Sky Labs

Vales & Hill Biomedicals

WeHealth Digital Medicine

Key figures & Congress highlights

540 total participants from 47 countries including 169 under 40 years of age and 66 exhibitors

Industry key Figures & Innovation

8 Exhibiting companies

5 Industry Technology & Innovation Sessions

Executive Summary

Global Feedback:

Industries were generally very happy with their experience in Tallinn, support from ESC team as well as from suppliers. Attendance was very good, and the Digital Summit is deemed a success.

Exhibition

- Stand Packages: Companies were satisfied with the product. Some companies considered that despite open stands, delegates were not entering (WeHealth Digital Medicine / Bayer) while other companies did not face this issue (Siemens Healthinners).
- Digital Health Stations: Companies generally satisfied.
- Customised stands: Request for possibility to welcome custom stands for potentially reusing design already validated at ESC Congress.
- Screens on Exhibition: Request to have Smart Screen allowing projection of Powerpoint or videos without computer
- Pathway: Request from companies to favour in next edition a pathway to invite delegates to visit stands.

Sessions

- Great and innovative sessions.
- Roundtable: Communication on the possibility for industry partners to be part of these roundtables has not been communicated enough and/or the message was not clear enough on expectations.
- Digital Arena: There is a need for a bigger Arena welcoming more participants.
- Digital Arena/Pitch sessions: Format was very successful and shorts sessions are very much appreciated (30mins)
- Session visibility: Improvement could be made on session visibility in the mobile app. A format such as an Outlook agenda that allows more visibility would be ideal.

Other

- Communication: Request from Industry Partners to clarify the message and distinction between ESC Digital Summit and ESC Congress Digital Health Area. The fact that the Summit is addressing a more expert attendance, with a multi-stakeholder population (Engineers, CIO, Cardiologists, Patients, Regulators) has not been emphasised enough.
- WIFI: Was not optimised on the Exhibition. Some delegates had difficulties to download an App.
- High Speed WIFI: Request for High speed internet offer to exhibitors
- Catering: Lack of water points. Outside coffee break hours and lunch time when the cash bar was open, there was no water in the venue.
- Cash Bar: Opening hours should be extended.

Summit Location

- As Digital Summit is held immediately after ESC Congress, suggestion from industry to hold the Digital Summit in the same city as ESC Congress to ease the process of compliance validation and everything that has already been done for ESC Congress.

Industry Feedback

Abbott

We were pleased with the experience, attendance and organisation of the Summit.

The set-up of the Digital Arena could be re-worked as our speaker had trouble adapting to the layout (no lectern on stage). Too many people standing in the audience, we need a bigger Digital Arena.

The Roundtable should include Industry Partners. It would be interesting to have meetings/interactions with different types of stakeholders (not only physicians)

We are looking forward to next year, it will be easier to plan everything thanks to this first experience.

AliveCor

Booth format really appreciated, easy to order. We would also be interested by a new exhibition format.

For next year, more catering points and water are necessary.

The roundtable was highly appreciated but needs more seats. The balcony was one of few negatives.

We will participate next year.

Global Bayer:

What was good:

- Nice location/venue → original
- Very high quality of sessions and speakers
- Fast service in case of issues: Accessibility and AV support or support from Julia
- Helpful, friendly staff

Room for Improvement:

- Organisation and Navigation:
 - Helpful to have an electronic overview (e.g. excel table) of all activities and sessions by day ->
 - Timeline:
 - Sent out in advance (at least 1 month prior to congress)
 - Provide print outs to congress visitors at the event
 - Badge-scanning:
 - Scanning of sessions through ESC: e.g. Scanning gates at the entrance of the speaker session
 - Use of beacons (integrated into badges?) to have statistics on sessions / activities
- Location:
 - In general, nice. Open space, but location not accessible to elderly people: many stairs, few/no chairs, hearing difficult in open space (headsets?)
 - Tech Talk: Not enough seats for participants, very noisy in the back, no possibility to scan participants
- Technical perspective:
 - IT recommendations: (Booth and Meeting Room)
 - Provide a secure, high-speed WIFI connection from the start, with minimal users connecting to the same network (if possible)
 - Our devices did not work properly (Smart Cards App download!)
 - Some issues with the wi-fi network, very slow download of apps even if there were less people than expected.
 - Provide multiple power points in meeting room from the beginning
 - Provide a secure high-speed ETHERNET connection (with minimal user connection)
- Catering:
 - Water / coffee tea should be available the all-day free of charge for participants
 - Food should be available all-day
 - All Restaurant and food spots were closed at around 2:30 -> there was no possibility to buy anything to eat/drink

- Networking Session: no further drinks after 30 minutes.
- Announcements:
- Info via mail and App: would be nice to have an announcement after session, when e.g. coffee break has started

Same comment as WeHealth Digital Medicine - to put in place a journey for delegates. We would like to receive further details regarding the registration of the Summit - How many healthcare professionals were present? The Main and the Roundtable room were slightly isolated from the exhibition and not all delegates pass by the exhibition. It may be interesting to edit this pathway and move toward an experience for delegates rather than having a traditional exhibition area. Finally, the message wasn't clear between the Digital Health Area @ ESC Congress 2019 and the Digital Summit, what does the ESC want from the industry partners? The message needs to be clear enough for us to give more information, support to this summit.

Medtronic

Really good Summit. ESC is doing a great job; we were previously involved in the Digital Health Area zone @ ESC Congress 2019 and we see a real shift here. We really like the Digital Health Station (but high stools needed). We like the Roundtable format, the Digital Arena should be bigger next year, and the 30min format presentation is great as well. We also like speeches and competition. We love the location, however Tallinn is quite hard to reach. The networking event was great.

Siemens Healthineers

Thanks again to all the team involved in the preparation of the Summit. Julia was very helpful and available. For next year, we would like to receive more in advance information about deadlines (Scientific Programme, Stand Services, Lunch box deadlines). We would have appreciated more clarity. However, we would like to use our screens on booth because having to have our computer plugged is not ideal. Access to stands was good but we'd be open to new designs too. It would be good to provide lunches for participants to make sure they do not leave the Venue. Roundtable content - how does it work with the call participation? ESC needs to improve the communication regarding the way of participation. The ideal method would be to get industry partners, policy makers, all different stakeholders, patients' representatives on the Roundtable.

Sky labs

very good, nice staff and place but need more chairs/high stools for the Digital Health Station.

Vales and Hills Biomedicals

We need more chairs and water for next year, other than that we were very happy.

WeHealth Digital Medicine

Congratulations for the great preparation of the Summit in such short time. Please regarding the capacity of the Lecture Rooms, would it be possible to have something in between the Main Room and the Digital Arena - a medium size room: 100/150 pax. We will try to propose a new format for the presentation of the session, we received some very good feedback. Exhibition: 2 stands, quality contacts received during these 2 days. We need to change the way we exhibit and take out the square usual structure that might discourage participants to enter on the stand. We were satisfied and happy with the help received from the technical team. For next year, ESC should try to plan a delegate journey around the congress centre in order to guide them through the different activities of the Summit. (like at IKEA-to create a route to follow) For next year, we will invite different types of people (more experts) from our company now that the goal of the summit is clearer.