

ESC Digital Health Week 2020

ESC Digital Health Committee



● Monday 30 November - Thursday 3 December



1. The Project

Digital health made a significant breakthrough during the worldwide health crisis. Considering this unprecedented situation, the ESC Digital Health Committee decided to redraw the ESC Digital Summit 2020 Edition into a new innovative online event opens to all HCPs: the ESC Digital Health Week.

This event is designed to be a premiere by its form and content. Indeed, the ESC Digital Health Week will broadcast pre-recorded & live TV show programmes. The 20 minutes shows will offer to the public deep insights on specific topics by renamed experts with the highest audio-visual qualities. Each show will be structured around 2 to 3 factual & realistic examples illustrated by concise videos (2 to 3 min.). The experience will then carry on on Twitter where some experts will be available in order to engage the audience and make them react to the topic of the day.

On the final day, 2 live discussions will be organised (one on COVID_19, the second one as a wrap-up of the *ESC Digital Health Week* with take-home messages). The audience will have the possibility to interact directly with the speakers through a live chat.



ESC Digital Health Week – Preliminary version

Time (CET)	Duration	Monday 30 Nov.	Tuesday 1 Dec.	Wednesday 2 Dec.
18:00	20min.	AI and Big Data <i>(pre-recorded)</i>	Apps and wearables: where is m-health going? <i>(pre-recorded)</i>	Digital health along the patient pathway: prevention, diagnosis and coaching <i>(pre-recorded)</i>
18:20	5min	Interlude (or Advertorial)	Interlude (or Advertorial)	Interlude (or Advertorial)
18:25	45min	Industry Session (30'+15')	Industry Session (30'+15')	Industry Session (30'+15')

Time (CET)	Duration	Thursday 3 Dec.
18:00	15min	ESC Live 1 - Panel Discussion - Teleconsultation and telemonitoring in the covid19 era
18:15	5min	Interlude
18:20	15min	ESC Live 2 - Panel Discussion - Key highlights & take-home messages
18:35	30min	Industry Session (30')
19:05	5min	Interlude
19:10	30min	Industry Session (30')

VOD platform: access and lifecycle

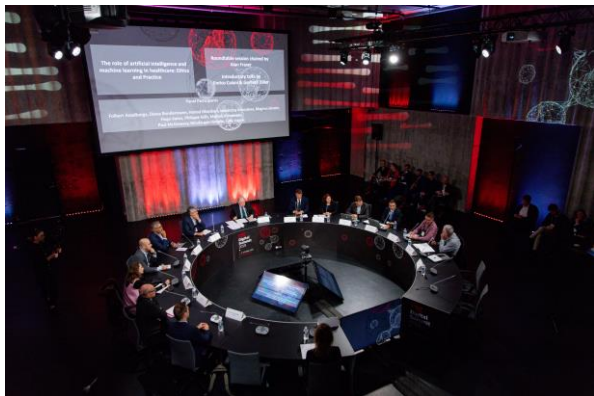
Broadcasted content will be made available for a period of three months as Video On Demand (VOD) following live presentation (24h upload) and restricted to registered participants only. Following this restricted access period, the content will be limited to ESC Professionals members with the exception of Industry Sessions content which will be accessible to all for 1 year (MyESC account is required to access resources).

ESC Digital Health Week resources will also be uploaded and archived on the renowned **ESC 365** platform (over 3.73 million resources consulted by 95,000 unique users of the ESC 365 platform since launch).

The ESC 365 platform has evolved to gather, not only resources from ESC organised congresses, but also any resources from ESC and ESC specialty Associations. Uploading ESC Digital Health Week resources on the ESC 365 platform will significantly increase their visibility while offering users the possibility of using a variety of functionalities the platform offers (e.g. bookmark favourite resources for future reference, rate the presentation, discover more information about the speaker). This will also allow cross-promotion with other ESC Digital Health resources added on this platform over the past years to present users with the wealth of scientific content ESC Digital Health Committee has to offer.

 **ESC 365**

VOD platform: access and lifecycle



The ESC Digital Health Week platform will gather the following content online:

- Industry Sessions (latest resources from industry partners in the field)
- VOD
- Any other scientific content identified by the ESC Digital Health committee



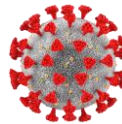
Other sections will be added online related to the content published such as:

- Social Media Wall
- Live chat
- Press articles

2. Objectives

The main objectives of ESC Digital Health Week are to:

- Provide HCPs worldwide with access to scientific resources from any region of the globe
- Keep the community tuned in during the COVID-19 outbreak: content will be offered as a Stop and Watch resource to HCPs to stay abreast of essential science during COVID-19 crisis.
- Raise awareness on the latest advances the ESC has to offer on Digital Science from basic to expert knowledge.
- Reach out to a wider professional audience through free access and live interaction with digital health experts.
- Offer industry partners the opportunity to actively participate in this special scientific platform by posting their own Industry content to be broadcasted live and hosted on the dedicated ESC Digital Health Week platform



3. Structure

Committee Structure 2018-2020

Nucleus Members

Dr. Bohm, Slovakia
Prof. Bruining, FESC, Netherlands
Prof. Caiani, Italy
Mr. Crawford, United Kingdom
Prof. Duchateau, France
Prof. Koehler, FESC, Germany
Prof. Kolh, FESC, Belgium
Prof. Landray, FESC, United Kingdom
Prof. Vardas, FESC, Greece

Liaison Officers

Dr. Tubaro, FESC, Italy - ACVC Representative
Prof. Neubeck, FESC, United Kingdom - ACNAP Representative
Mr. Beitnes, Norway - EACVI Representative
Dr. Svennberg, Sweden - EHRA Representative
Dr. Kemps, Netherlands - EAPC Representative
Prof. Dudek, FESC, Poland - EAPCI Representative
Prof. Rosano, FESC, United Kingdom - HFA Representative
Prof. Lumens, FESC, Netherlands - Working Groups Representative
Prof. Katus, FESC, Germany - Guidelines Representative
Dr. Castella, FESC, Spain - Education Representative
Dr. Asteggiano, Italy - Councils Representative

Advisory Committee members

Prof. Anker, FESC, Germany
Prof. Bax, FESC, Netherlands
Dr. Ladeiras-Lopes, Portugal
Prof. van der Velde, FESC, Netherlands

ESC Digital Health Chairperson

Prof. Cowie, FESC, United Kingdom

All resources will have to be validated upfront by the ESC Digital Health committee. The following information will be requested:

Title of the session, titles of the presentations, name of the speakers, learning objectives.

3. Structure



Calendar

The ESC Digital Health webpage is due to be launched on **Monday 30 November**. New scientific content will be added online depending on a pre-defined schedule and broadcast live at a certain date and time. Participants will have to pre-registered online for free. The registration page will be opened from XX/XX/2020.



Format

- **TV show programmes**
 - 3 recorded shows of 20 minutes each illustrated by 2 to 3 short videos/animated presentations.
 - Mainly interviews of top-notch European experts
 - Limited PowerPoint presentations use
 - All content to be subtitled in English; Simplified Chinese; Spanish
- **Live discussions**
 - 2 Live broadcasts in studio set
 - Interaction with the audience via a live chat



3. Structure



Technical Requirements

- Multiple presentations can be submitted for a single session
- We recommend that the format of the content should not exceed 45 minutes for optimal use on the web.
- Content must be in English
- Industry Sessions will then be integrated into a live broadcast format including live panellists from sponsors and live chat under K4 supervision (applicable for Live slots only)
- Presentations must be pre-recorded (voice and PPT) and shared with the supplier 3 days before the live session (applicable for Live slots only)
- Live industry panellists will take part in a training session on the online tool and rehearsal with the supplier at least 24 hours before the live session



4. Target Audience

ESC Digital Health Week is designed for all healthcare professionals interested in digital health.



5. Schedule for Development



Call for Content Proposals – *August 2020*



Recording of TV Show Programmes – *September to November 2020*

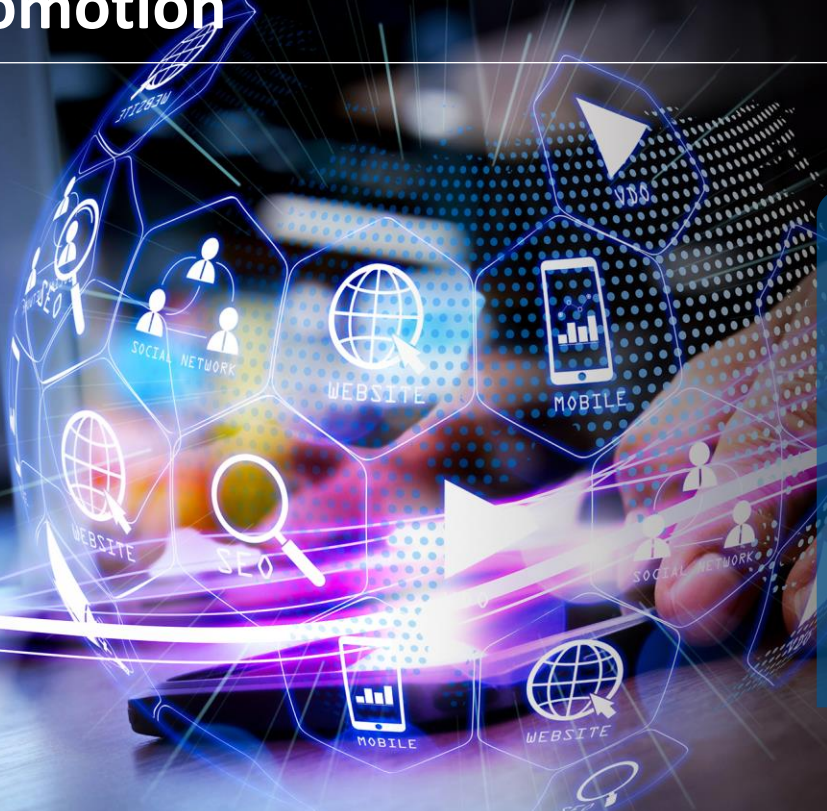


Industry Sessions will be published online from November 30th to December 3rd



Industry Sessions will be available online for 1-year duration on ESC 365

6. Promotion

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- **Dedicated E campaigns**
 - **Feature in My ESC News Newsletter – 89,900 subscribers**
 - **Feature in ESC Associations bulletins and newsletters**
 - **Feature in some NCS presidents letters (sent to 56 cardiac societies)**
 - **Dedicated webpage on the ESC Website**
 - **Social media campaign**
 - **Google adwords campaign**

7. Industry Products

Products	Prices	Stock
Exclusive sponsorship: Banner Homepage with Hyperlink	€15,000	1
eBlast pre/post event (eBlast during event to be confirmed)	€5,000	NA
Advertorial between sessions 5' (no mono sponsorship allowed)	€5,000	6
Industry Session Live* (with Live Q&A 45')	€25,000	3
Industry Session Live* (with Live Q&A 60')	€30,000	2



Unique Selling Points

Condensed programme and maximized Industry Visibility

Re-using content created for ESC Digital Exp. Or other virtual congress

Large audience (larger than Summit, ~ESC Congress)

Interaction / Engagement with online audience

Create leads, get contacts

7. Industry Products



Assignment

In-line with the accrued point ranking of Digital Summit

DEADLINE 30 September 2020

After the deadline, remaining slots will be distributed on a first come, first served basis



Duration

45 / 60 mins (see live programme slots)



Price

€25,000 for 45mins

€30,000 for 60mins



Interaction

Live interaction between moderators and audience via a chat during the dissemination of the session. Then the Q&A form applies (VOD)

**Live broadcast during which real-time interactions with experts will be possible through panellists chosen by the sponsors who will have to be available at the time and date of the sessions. Experts will be required to moderate the live chat during the broadcasted session, in which the audience will be able to ask questions or express themselves on the chat interface.*

7. Industry Products

Sponsors are entitled to the following benefits:

- Full report including live broadcast and VOD statistics including viewership insights (subject to availability in MyESC accounts) will be sent to the sponsor(s) 3, 6 months and 12 months post publication online
- Platform will be promoted to targeted audiences (see 6. [Promotion](#))
- Opportunity for sponsor to promote the platform and their related content on the platform
- Live interaction with audience via the live chat and live interaction with panellists (for live broadcast sessions only)

