

Preliminary Agenda

ESC Advocacy Industry Forum

14 November 2019

ESC Brussels Office – European Heart Agency, 29 square de Meeus – Brussels
10.00 – 14.00

- Introduction & rationale for an ESC Advocacy Industry Forum
Laurence Alliot & Aoife Delmas
- Perception and reality of cardiovascular disease (CVD) – why we need to advocate for CVD
Lina Badimon, ESC Advocacy Chair and Board member
Q&A
- ESC Advocacy – an overview
Elisabetta Zanon, ESC Advocacy Director
Q&A
- ESC shaping the regulatory framework for health technologies
Ilaria Leggeri, ESC Principal Advisor for European Affairs
Q&A
- The ESC Patient Forum – patients as advocates
Inga Drossart, ESC Patient Engagement Officer
Q&A