DUBROVNIK CROATIA
14-15 JUNE 2015
GUIDELINES: CARE TO IMPLEMENT

Post Congress Report

www.escardio.org/EuroHeartCare
1. CONGRESS HIGHLIGHTS

EuroHeartCare 2015 was held in Dubrovnik, Croatia from 14 to 15 June at the Valamar Lacroma Hotel.

- **Facts and Figures**
  - **600 participants**
    - 580 Delegates (includes free)
    - 20 Exhibitors (all entitled)
    - 0 Press
    - 45 countries represented
  - **58 Faculty members for 111 roles in the programme**
    (does not include Industry Sessions nor the Special Events)
  - **19 Scientific Programme sessions**
    (includes all sessions except Industry Sessions (but includes granted sessions) & Special Events)
    - 11 Pre-Arranged Sessions
    - 8 Abstract-based Sessions
  - **2 lecture rooms**
  - **303 abstracts submitted & 235 abstracts accepted**
    - 173 Posters
    - 22 Moderated Posters
    - 24 Oral presentation

- **Industry sponsored sessions**
  - 2 Satellite Symposia

- **Exhibition**
  - 78 m² occupied
  - 12 exhibiting companies
  - 9 paying
  - 4 free / barter

- **Congress Main Theme**
  “Guidelines: care to implement”

- **Congress Highlights**
  Live launch of “Be Guidelines Smart”
2. GENERAL INFORMATION

2.1. Introduction

This was the first time this congress had taken place in Southern Europe. The goal was to take the CCNAP message/community to a new country that would not normally have the possibility to attend. It was an additional test to see if the regular EuroHeartCare attendees would travel outside Northern Europe.

EuroHeartCare 2015 was held in collaboration with the Croatian Association of Cardiology Nurses.

2.2. History

EuroHeartCare 2014
04 – 05 April 2014 (in collaboration with The Norwegian Society of Cardiovascular Nurses)
Stavanger, Norway

EuroHeartCare 2013
22-23 March 2013 (in collaboration with the British Association for Nursing in Cardiovascular Care)
Glasgow, Scotland

12th Annual Spring Meeting on Cardiovascular Nursing
16 – 17 March, 2012 (in collaboration with the Working Group for Cardiovascular Nurses and Allied Professions)
Copenhagen, Denmark

11th Annual Spring Meeting on Cardiovascular Nursing
1 – 2 April, 2011 (in collaboration with the Belgian Working Group for Cardiovascular Nursing)
Brussels, Belgium

2.3. Committees

Organising Committee
Felicity Astin, GB
Ivica Benko, HR
Maja Cikes, HR
Donna Fitzsimons, GB
Danijela Grgurevic, HR
Glenys Hamilton, NO
Jeroen Hendriks, NL
Tiny Jaarsma, SE
Catriona Jennings, GB
Mattie Lenzen, NL
Ana Ljubas, HR
Ivica Matic, HR
Davor Millic, HR
Anita Millic, HR
Susanne S. Pedersen, DK
Sanja Piskor, HR
Mona Schlyter, SE
Dragica Simunec, HR
Kaat Siebens, BE
Bosko Skoric, HR

Programme Committee
Catherine Bellew, IE
Josiane Boyne, NL
Glenys Hamilton, NO
Loreena Hill, GB
Simona Inkrot, NZ
Jennifer Jones, IE
Stefan Koeberich, DE
Elaine Laws, IT
Gabrielle McKee, IE

Graders Acknowledgement
Felicity Astin, UK
Catherine Bellew, IE
Seraina Bischoff, CH
Lynda Mary Jane Blue, UK
Josiane Boyne, NL
Diane Carroll, US
M Christi, Deaton, UK
Fatma Demir, TR
Inger Ekman, SE
Alberto-Luis Fernandez-Olver, ES
Glenys A Hamilton, NO
Tina Hansen, DK
Loreena Hill, UK
Lynne Hinterbuchner, AT
Simone Inkrot, DE
Tiny Jaarsma, SE
Catriona Sian Jennings, UK
Mary Kerins, IE
Rani Khatib, UK
Barbro Kjellstrom, SE
Eleni Kletsiou, GR
Stefan Koeberich, DE
Ekaterini Lambrinou, CY
Elaine Laws, IT
Michael Macintosh, UK
Gabrielle McKee, IE
Agnieszka Mlynarska, PL
Philip Moons, BE
Tone Merete Norekval, NO
Samar N Noureddine, LB
Siv Olsen, NO
Susanne Pedersen, DK
Panoraia Rammou, GR
Todd Ruppar, US
Mona Schlyter, SE
Jenny Tagney, UK
Dominic Theuns, NL
Izabella Uchmanowicz, PL
Kristen Ulin, SE
Kristien Van Deyk, BE
2.4. **Congress dates and location**

EuroHeartCare 2015 was held in Dubrovnik, Croatia, on 14-15 June 2015.

2.5. **Venue**

The venue chosen for EuroHeartCare 2015 was the Valamar Lacroma Hotel.

The city is easily accessible as it has a small airport that is well connected to Europe. The city also has a strong public transport network.
2.6. **Timetable**

**13 JUNE 2015**
- **08:00** - **12:00**: Registration
- **12:00** - **13:00**: Speaker Service Centre

**14 JUNE 2015**
- **08:00** - **19:00**: Poster Session
- **17:00** - **19:00**: Networking Cocktail

**15 JUNE 2015**
- **08:00** - **19:00**: Poster Session
3. SCIENTIFIC INFORMATION

3.1. 3.1 Scientific Programme

2 lecture rooms
- Elafiti 2 = 250 capacity
- Elafiti 3+4 = 500 capacity

Total of 21 sessions

Pre arranged programme
11 sessions
- 7 Symposia
- 1 Workshop session
- 1 How to session
- 1 Debate session
- 1 Special sessions

Abstract based programme
8 sessions
- 3 oral abstract sessions
- 3 moderated poster sessions
- 2 poster sessions

Industry sessions
- 2 Satellite Symposia

CPR workshop

3.2. Special Events

Special events
- Inaugural session
- General Assembly
- Opening ceremony in Sponza Palace in Dubrovnik old town
- Networking cocktail in Sponza Palace in Dubrovnik old town
## 3.3. Faculty members

### Faculty

58 faculty members
Please note that the roles in the Inaugural session Opening Ceremony and the Closing Ceremony are not included.

### Activities

<table>
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<tr>
<th>Role</th>
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<td>Judge Clinical Excellence Award</td>
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**Total: 96* 111**

*Doesn’t match 58 as some faculty have several roles during the congress.

### Role distribution

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### Country

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3.4. Abstracts

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### 4. REGISTRATION & ATTENDANCE

#### 4.1. Total attendance

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#### 4.2. By Country

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<td><strong>450</strong></td>
<td><strong>580</strong></td>
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5. INDUSTRY

5.1. Exhibitors

There were a total of **13 stands** at EuroHeartCare 2015:

- One organiser 12sqm
- Two 9sqm stand packages
- One 9sqm stand space free
- Two 6sqm stand packages free
- Four 6sqm paying table packages
- Three 5sqm paying table packages

5.2. Exhibition
5.3. Satellite Symposia

There were 2 satellite Symposia which took place on Sunday 14 June:

- Novartis: Partnering the patient through the Heart Failure journey from 12.45 to 13.45 in Room Elafiti 3 + 4
- ResMed: Sleep Disordered Breathing and cardiology from 12.45 to 13.45 in Room Elafiti 2

5.4. Sponsorship

The 2 Satellite Symposia had a DBI and a weblink included in their symposium package.

There was an unrestricted educational grant from the Croatian Heart House.
6. STAND REPORT

6.1. Documents distributed on stand

Corporate documents
The only documents well distributed were:
ACCA toolkit (100 taken, all distributed)
Flyer Guidelines App (50 taken, all distributed)

Congress documents
ESC Congress documents not requested (30/70 distributed)
Next year, take only 20 of each congress document / flyer

Give Aways
Popular items were:
ESC Congress London Magnets
Pocket Guidelines

Pocket Guidelines for everyone
Acute Pulmonary Embolism 2014 (all 150 were distributed)
Myocardial Revascularization 2014 (all 150 were distributed)
Aortic Diseases 2014 (all 150 were distributed)

Posters
EuroHeartCare 2015 posters were distributed to delegates as souvenirs.

Journals
Most popular were Prevention journal and European Heart Journal
No Heart Failure journals arrived. Several delegates asked for it.

Be Guidelines Smart! Toolkit distribution (launch):
USB sticks with Be Guidelines Smart (400 distributed)
CVB Prevention Summary Cards (383 distributed)
Pocket Guidelines Prevention 2012 (510 distributed)
Pocket Guidelines Diabetes (150 distributed)

Reserved for CCNAP Members and for new CCNAP members:
BMI tape-measure (300 distributed)
Little red-man paper-clip magnet (300 distributed)

6.2. Communications on the Stand

Launch of Be Guidelines Smart toolkit
Creating awareness of CCNAP membership with this new southern European population

6.3. Membership

There had been a reduced fee for registration but half of the delegates had been registered by the Croatian Society of Cardiovascular Nursing
58 new members created on-site (of which 22 from Croatia)
Technical difficulties to create members even when the person located via the Browser. Not an access problem to Internet but an access to ESC member software generally.
Not enough intervals to allow delegates to come to the stand (sessions ongoing even at lunchtime)

The new total of CCNAP membership post-event is 1982
7. PRESS COVERAGE

7.1. Press Releases

22 May 2015 (media alert)
Cardiovascular nurses discuss the latest in evidence based care

14 Jun 2015 (abstract-based release)
1 in 5 young VTE patients require psychotropic drugs within 5 years

15 Jun 2015 (abstract-based release)
Visualising calcified coronary arteries may be wake-up call to change lifestyle

15 Jun 2015 (abstract-based release)
Poor sleep associated with increased risk of heart attack and stroke

7.2. Key facts

EuroHeartCare 2015
Number of articles: 380

EuroHeartCare 2014
Number of articles: 362

EuroHeartCare 2013
Number of articles: 79

7.3. Top coverage - Medical Press

Outlet: MedPage Today
Title: Sleeplessness Bad for the Heart
Publication Date: 16/06/2015
Source URL: http://www.medpagetoday.com/Cardiology/MyocardialInfarction/52154

Outlet: Medical News Today
Title: Visualising calcified coronary arteries may be wake-up call to change lifestyle
Publication Date: 15/06/2015
Source URL: http://www.medicalnewstoday.com/releases/295367.php

Outlet: Medical News Today
Title: One in 5 young venous thromboembolism patients require psychotropic drugs within 5 years
Publication Date: 15/06/2015
Source URL: http://www.medicalnewstoday.com/releases/295348.php

Outlet: Medical News Today
Title: Poor sleep may raise the risk of heart attack, stroke
Publication Date: 15/06/2015
Source URL: http://www.medicalnewstoday.com/articles/295320.php
7.4. **Top Coverage - Lay Press**

Outlet: Daily Mail  
Title: How a bad night’s sleep is as big a risk to your health as smoking  
Publication Date: 15/06/2015  

Outlet: Daily Mail  
Title: 'Patients shown images of their OWN arteries made healthier choices'  
Publication Date: 16/06/2015  

Outlet: Huffington Post  
Title: Poor Sleep Can Harm Your Heart Health, Too  
Publication Date: 19/06/2015  
Source URL: [http://www.huffingtonpost.com/2015/06/16/poor-sleep-affects-heart-health_n_7598126.html?utm_hp_ref=sleep](http://www.huffingtonpost.com/2015/06/16/poor-sleep-affects-heart-health_n_7598126.html?utm_hp_ref=sleep)

Outlet: CNN International  
Title: Get enough sleep or risk early death, research shows  
Publication Date: 19/06/2015  
Source URL: [http://edition.cnn.com/2015/06/19/health/sleep-or-die/index.html](http://edition.cnn.com/2015/06/19/health/sleep-or-die/index.html)

Outlet: Times of India  
Title: Poor sleep may double heart attack risk  
Publication Date: 15/06/2015  
Source URL: [http://timesofindia.indiatimes.com/life-style/health-fitness/health-news/Poor-sleep-may-double-heart-attack-risk/articleshow/47674880.cms](http://timesofindia.indiatimes.com/life-style/health-fitness/health-news/Poor-sleep-may-double-heart-attack-risk/articleshow/47674880.cms)

Outlet: Voice of America  
Title: Poor Sleep Quality Linked to Higher Risk of Heart Attack, Stroke  
Publication Date: 16/06/2015  

Outlet: Top Santé  
Title: AVC : attention aux troubles du sommeil  
Publication Date: 15/06/2015  
7.5. Newswires – Generate further articles

Outlet: Yahoo! India
Title: Poor sleep may double heart attack risk
Publication Date: 15/06/2015
Source URL: https://in.news.yahoo.com/poor-sleep-may-double-heart-attack-risk-081219582.html

Outlet: Yahoo! Maktoob English
Title: Poor sleep may double heart attack risk
Publication Date: 15/06/2015
Source URL: https://en-maktoob.news.yahoo.com/poor-sleep-may-double-heart-attack-risk-081526539.html

Outlet: Yahoo! France
Title: AVC : attention aux troubles du sommeil
Publication Date: 15/06/2015
Source URL: https://fr.pourelles.yahoo.com/avc-attention-troubles-sommeil-143544483.html

Outlet: Yahoo! News Canada
Title: The Heart Attack Risk Factor Millions Deal With Every Night
Publication Date: 18/06/2015
Source URL: https://ca.news.yahoo.com/the-heart-attack-risk-factor-millions-deal-with-every-night-140028871.html

Outlet: Yahoo! Shine Canada
Title: The Heart Attack Risk Factor Millions Deal With Every Night
Publication Date: 18/06/2015
Source URL: https://ca.shine.yahoo.com/the-heart-attack-risk-factor-millions-deal-with-every-night-140028871.html

Outlet: Yahoo Health
Title: The Heart Attack Risk Factor That Millions Deal With Every Night
Publication Date: 17/06/2015
Source URL: https://www.yahoo.com/health/the-heart-attack-risk-factor-that-millions-deal-121694436162.html

Outlet: MSN
Title: Dormir poco aumenta el riesgo de infarto
Publication Date: 20/06/2015
Source URL: http://www.msn.com/es-xl/salud/noticias-medicas/dormir-poco-aumenta-el-riesgo-de-infarto/ar-BBiBaBiR

Outlet: MSN
Title: Dormir pouco pode duplicar o risco de ataque cardíaco
Publication Date: 15/06/2015
8. COMMUNICATION

8.1. Online communications and promotion

E-campaigns

13 dedicated EuroHeartCare email campaigns were sent between 08/09/2014 and 23/06/2015. The open rate and click rate is low but the audience is difficult to define precisely using our database (resulting in non concerned people receiving our emails). It is important to note that even non-opened emails have been useful in reminding the existence of the congress EuroHeartCare.

E-Daily congress news

2 e-Daily congress news were sent each morning during Congress. The content was sourced from today’s sessions not to be missed, Visit the CCNAP-ESC stand, Be Guidelines smart, launch of the toolkit, Faces in the crowd.

Considering the audience targeted, Open rate is significantly good and reflect a good interest of the audience in this format, the Click rate is a little bit low.

<table>
<thead>
<tr>
<th>Date</th>
<th>Subject line</th>
<th>Delivered</th>
<th>Opened</th>
<th>Open rate</th>
<th>Clicks</th>
<th>Click rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>/15</td>
<td>Daily congress Day 1</td>
<td>473</td>
<td>172</td>
<td>36,6 %</td>
<td>37</td>
<td>7,8 %</td>
</tr>
<tr>
<td>/15</td>
<td>Daily congress day 2</td>
<td>473</td>
<td>226</td>
<td>48 %</td>
<td>35</td>
<td>7,4 %</td>
</tr>
</tbody>
</table>

Twitter - Global stats

A total of 68 tweets were sent using the official hashtag #euroheartcare

208 new followers

306 clicks

10 tweets sent with the official account

85 retweets

Twitter - Tweets performance

Most clicked tweet – 64 clicks – And most retweeted – 8 retweets
escardio
Discover the ESC Guidelines implementation
toolkit for nurses http://bit.ly/1FOM6mC
More info at the ESC/CCNAP stand at
#euroheartcare

Retweets: 8
Replies: -
Potential Reach: 34,990
Retweeted by:
@HCSMnews @proftomquinn @catambuco @ICardioSur @HeartFailureNur @JHendriks1 @protesismitral

Biggest reach – 50200

escardio
1 in 5 young VTE patients require 32 10 50.2k
psychotropic drugs within 5 years
#euroheartcare 2015 http://bit.ly/1JPJNt2
9. POST CONGRESS SURVEY

A post-congress survey was sent by email to collect data and develop this report based on delegates’ expectations and experience at the event. This survey had already been carried out in previous years to allow compilation and comparison.

With 580 attendees, the post-congress survey was sent to 400 delegates participating at EuroHeartCare 2015, 145 opened the file and 90 responded to this survey. The survey was sent 8 days after the congress (23rd June 2015 between 11 am to 3pm) and the majority of responses were given within 2 days (38 answers so 42.22%- 42 between the 23 & 24 June) after the delegates received it.

Here are the answers

9.1. Please rate the following in terms of fulfilling your expectations at EuroHeartCare 2015:


<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Scientific programme</strong></td>
<td>82.7% “good” or “excellent”</td>
<td>97% “good” or “excellent”</td>
<td>87.7% “good” or “excellent”</td>
</tr>
<tr>
<td><strong>Poster quality</strong></td>
<td>79.5% “good” or “excellent”</td>
<td>91% “good” or “excellent”</td>
<td></td>
</tr>
<tr>
<td><strong>Congress organisation</strong></td>
<td>81% “good” or “excellent”</td>
<td>82% “good” or “excellent”</td>
<td>82% “good” or “excellent”</td>
</tr>
<tr>
<td><strong>Congress venue</strong></td>
<td>78% “good” or “excellent”</td>
<td>78% “good” or “excellent”</td>
<td>98% “good” or “excellent”</td>
</tr>
</tbody>
</table>
9.2. Which of the following topic(s) are of most interest to you?

Regarding the 2015 topics, exactly as last year in Stavanger
- “Patient perspective and psychosocial aspects” are the most interesting topics with 43%
- followed with 38 % for “Heart Failure”.
- “Prevention” is still in good place in 3\textsuperscript{nd} position with 31%.

These elements show that a \textbf{trend is confirmed}
Special mention to the “Ischemic heart disease” The nurses are really open to know more about this technical theme

9.3. In your opinion, would a mobile App improve your user experience of the Final Programme?
Regarding the Scientific programme, ESC wanted to know if the participants would use an online version if it was available, possibly in an App.

With a positive result of 78% (“certainly” and “willing to try”) it seems a good idea to take the direction of an app creation for the next EuroHeartCare event. Nevertheless we need to be clear about the needs and the services offered.

**Note:** today (June 2015) 22% of the delegates who answered the question will not use it.

### 9.4. Please give us your opinion on these special sessions at EuroHeartCare 2015:

![Survey results](image)

We notice the success of the "Abstract based sessions" with 83% "good” or “excellent” followed with "clinical case studies” with 66%.
9.5. Regarding the congress timing, please could you tell us what you prefer?

Regarding the congress timing:
- if 39% of the delegates answered both date would work for them,
- 31% prefer in June
- 25% in April – (after it depends on where the event is...)
- **Respondent’s comments**: end of March or Earlier in the Year April if Southern Europe May if Northern Europe

9.6. Are you satisfied, dissatisfied, or neither satisfied nor dissatisfied with the congress schedule?

(Conferences in two rooms over two days)

**Congress schedule**
The question was regarding the congress organization on 2 days and 2 rooms plus the master class. Does this work? The idea was to explore other possibilities and check what the delegates would prefer (exp: Day 1 for workshops and day 2 for sessions).

Result: **77 % of the delegates are satisfied** with the current schedules.
9.7. Regarding the congress venue, please could you tell what you think of the destinations?

(considering travel costs, accommodation costs and destination attractiveness)

News this year: the congress took place in the South; it seems that for more than 54 % of the answers the destination does not count; but nearly 29% would prefer in the southern Europe countries for the next event.

**Respondent's comments:** end of March or Earlier in the Year April if Southern Europe May if Northern Europe

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9.8. How did you hear about EuroHeartCare 2015?

61 % the digital communication is the most important channel 29 % (email) 28 % (ESC website) 4% (announcement in the cardiovascular nursing journal)

**Respondent's comments:**
the information comes from the previous event (Stavanger 5 times), Other
I am a CCNAP member, I have attended the last years /// i attend this event every year part of faculty Other (Italy)
I heard it on a congress in the Netherlands (Carvasz) → Other
From my cardiac society → Other (Ireland)
from ESC calendar → ESC web (Denmark)
Senior colleague → word of mouth (Denmark)
Croatian Association of Cardiology Nurses → Croatian
I received an invitation to speak at the conference → Other (UK)
Involved since the beginning (USA) /// I am part of the planning team (Denmark)/// I’m active in
the organization (Sweden)

9.9. Country of residence

Please find the top 3 regarding the nationalities:
Croatia / 17 %
Sweden / 12 %
UK and Denmark / 11 %

92% come from the national society (Japan; USA and Jordan do not belong it)

9.10. Age

Conclusion:
The main 2015 delegate profile is: a female nurse working in a university hospital between 36 to 50
years old (same as previous years). Our core audience is a dynamic, middle aged female who wants
to keep being informed on the latest developments in their field: Patient perspective and
psychosocial aspects, Heart Failure and Acute cardiac care. Mention to the technical point of interest “Ischaemic heart disease and revascularisation techniques”;

An app will be welcome regarding the next event (78% of the answered question are positive)

Regarding the congress timing, even if 39% of the delegates say both April and June would work for them note that 31% prefer in June.

Regarding congress schedule 77% of the delegates are satisfied with the current schedules.

The requirements are may be a little bit less intensive, lunch break welcome and one wish: not so early.

Big success regarding the congress destination for the first time in the south: Dubrovnik (Croatia) Even if the destination does not really affect the participation, the south is acclaimed.

Regarding “How did you hear about EuroHeartCare 2015”?
The digital communication channel is massive. Good point to pursue this strategy;
And the announcement regarding the (confirmation of the) next event is very important (mentioned 5 times)
EuroHeartCare
ANNUAL CONGRESS OF THE COUNCIL ON CARDIOVASCULAR NURSING AND ALLIED PROFESSIONS

Athens, Greece
15 - 16 April 2016

Excellence in patient care - the heart of EuroHeartCare

www.escardio.org/EuroHeartCare | #euroheartcare