Essential Information

**EuroPrevent Secretariat**
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Fax.: +33 (0)4 92 94 76 01
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Website: www.escardio.org/EuroPrevent

**EuroPrevent Congress Team**

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**Sponsorship**
Ms. Samantha Bickham
Email: sponsorship@escardio.org

**Congress Management**
Email: EuroPrevent@escardio.org

**Venue**
Palacio de Ferias y Congresos de Málaga
Avda. José Ortega y Gasset, 201
29006 Málaga, Spain
Website: www.fycma.com
Welcome Address from our Leadership

Dear Industry Partners

It is our great pleasure to formally announce EuroPrevent 2017, the European Association for Cardiovascular Prevention and Rehabilitation’s showcase congress which will be held in Málaga, Spain from 6 to 8 April 2017.

EuroPrevent has been a key international scientific event for cardiovascular disease prevention and awareness for over 10 years now. It provides the opportunity for clinicians and scientists from all over the world to gather to learn about new advances and to exchange scientific ideas and knowledge in a distinctive environment. As always, our congress will provide an exceptional opportunity by which our industry partners may network and learn with the most influential specialists from across the world.

EuroPrevent 2017 will allow participants to share new findings, to exchange and to open new educational channels. We will welcome between 1 500 to 2 000 delegates from all cardiovascular realms with the specific aim of engaging cardiologists, young researchers, general practitioners, policy makers, nurses and allied professionals. As a sponsor, you too will be an active contributor to the scientific content by exhibiting, organising symposia and presenting the latest updates on your products.

Our main area of scientific concentration will be bridging the gap between cardiology and prevention as a priority providing key perspective on primary and secondary prevention, the science behind it and tools for delivery. One particular way with which we will demonstrate the need for better cardiovascular disease prevention awareness will be with our theme ‘Innovations in Preventive Cardiology’. We cannot simply discuss cardiovascular disease prevention without a focus on cardiovascular health and quality of life emphasis. This calls for full health maintenance from birth to golden years and can be broken down in many diverse aspects such as: diet, nutrition, exercise, genetics, risk factors including lipids and hypertension, socio-economic factors, diagnostics, clinical advances and more.

As a privileged partner, you too will be an active contributor to the scientific content and we look forward to discussing how we can work together in the very near future. This is one of the best moments to meet renowned experts and our young cardiologists who are soon to be the future of the field.

We hope that you will consider supporting EuroPrevent 2017.

Diederick Grobbee  
EACPR President  
2016-2018

Jean-Paul Schmid  
Congress Programme Committee  
Chairperson 2015-2017
EuroPrevent Facts & Figures

**Key Figures**

- 3 days of science
- 55 scientific sessions
- 140 faculty members
- 800 abstracts submitted
- 1,300 healthcare professionals from 75 countries
- 250m² exhibition

Past attendance

![Attendance chart]

In 2016 the congress was originally planned to take place in Istanbul but had to be cancelled due to increased threat of terrorism in Turkey at that time. A replacement meeting was arranged at the ESC offices to continue the dissemination of scientific information.

### Delegate origin – Top 10 countries

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<tr>
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<tbody>
<tr>
<td>Ireland</td>
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<td>Italy</td>
<td>163</td>
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<td>Italy</td>
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<tr>
<td>Spain</td>
<td>106</td>
<td>Serbia</td>
<td>69</td>
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<tr>
<td>Hungary</td>
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<td>Netherlands</td>
<td>47</td>
<td>Belgium</td>
<td>49</td>
<td>Switzerland</td>
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### Attendance Breakdown by Region

<table>
<thead>
<tr>
<th>Region</th>
<th>2012</th>
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<tr>
<td>Africa</td>
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<tr>
<td>Asia Pacific</td>
<td>70</td>
<td>121</td>
<td>21</td>
<td>98</td>
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<tr>
<td>ESC</td>
<td>1,457</td>
<td>1,356</td>
<td>1,044</td>
<td>1,098</td>
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<tr>
<td>North America</td>
<td>45</td>
<td>49</td>
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<tr>
<td>South &amp; Central America</td>
<td>11</td>
<td>16</td>
<td>15</td>
<td>32</td>
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</table>
# Preliminary Schedule – EuroPrevent 2017

<table>
<thead>
<tr>
<th>Wednesday 5 April 2017</th>
<th>Thursday 6 April 2017</th>
<th>Friday 7 April 2017</th>
<th>Saturday 8 April 2017</th>
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- **Registration**
- **Speaker Service Centre**
- **Exhibition**
- **Satellite Symposia**
- **Moderated Posters**
- **Coffee Break**
- **General Assembly**
- **Closing Ceremony**
- **Poster Session**
- **Exhibition**
- **Registration**
- **Speaker Service Centre**

**Inaugural Session & Networking Reception**

**Public Event**
Past EuroPrevent Industry Partners Participation

The following is the list of industry partners who have participated in previous editions of the EuroPrevent congress:

A. Menarini Pharmaceuticals Ireland Ltd.
Abbott Pharmaceuticals
Ai Mediq S.A.
AMGEN (Europe) GmbH
Ani Biotech Oy/Labsystems Diagnostics
Aspetar
AstraZeneca
AtCor Medical
AXELIFE SAS
Bayer B.V.
CamNtech Ltd
cardiowise : seleon gmbh
COSMED
diaDexus, Inc.
Diaoptics Technologies B.V.
Ercules Comunicazioni
ergoline GmbH
Ergosana GmbH
Esaote
Fukuda Denshi UK
Heart Test Laboratories, Inc
Hitachi Medical Systems Europe Holding AG / Hitachi Aloka
HUR Health & Fitness equipment
Mc Neil Nutritionals (BENECOL)
Oxford University Press
Panasonic Healthcare
Rottapharm Madaus
SAGE
Sanofi Regeneron
SERVIER
ST Jude Medical
Takeda
The Institute for Scientific information on Coffee (ISIC)
Tilman sa
Toshiba
Wisepress Medical Bookshop
The exhibition is an integral part of the congress. The exhibition provides delegates with the opportunity to exchange with key industry experts on critical areas of development and research in cardiovascular products and therapies. The exhibition will be a central hub for scientific discussion and exchange during the congress.
Exhibition Space
Provide delegates with a unique opportunity to gather, share new findings, exchange and to showcase your products in the exhibition.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Publishers, Booksellers</th>
</tr>
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<tbody>
<tr>
<td>Price excluding VAT</td>
<td>€400/m²</td>
</tr>
<tr>
<td>Minimum exhibition space</td>
<td>9m²</td>
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</tbody>
</table>

Exhibitor Badges
Exhibitors are entitled to a certain number of free badges. The number of free badges for each exhibitor will be determined according to the floor space allocated as shown below.

<table>
<thead>
<tr>
<th>Stand size</th>
<th>General Exhibitor Badges</th>
<th>Scientific Exhibitor Badges</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 - 49m²</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>50 - 99m²</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>100+ m²</td>
<td>12</td>
<td>12</td>
</tr>
</tbody>
</table>

General exhibitor badges will not allow access to the scientific sessions of the congress except for those sessions sponsored by the exhibitor.
Scientific exhibitor badges will allow access to the scientific sessions of the congress.
Neither badge entitles the holder to get a congress bag, a certificate of attendance and do not include a journal subscription.

Price for additional General Exhibitor Badges: €100 / badge excluding VAT

NOTE
• Stands will be assigned on a first come, first served basis.
• Application deadline: 3 November 2016
Industry Sponsored Sessions allow for the review and discussion of recent trials and ongoing studies with the objective of providing the latest information on new therapies and techniques in cardiovascular medicine.
Companies are cordially invited to arrange a series of Satellite Symposia included in the EuroPrevent 2017 scientific programme. These sessions will offer pertinent data on the latest scientific information and developments from the industry. Satellite Symposia will be held within the congress centre in lecture rooms ranging in capacity from 100 to 400 seats. A limited number of timeslots have been made available for Satellite Symposia. Satellite Symposia organisers may organise receptions or distribute lunch boxes before or after the session. Satellite Symposia will be assigned on a first come, first served basis.

Satellite Symposia

<table>
<thead>
<tr>
<th>Date</th>
<th>Timeslot</th>
<th>Duration</th>
<th>Exhibitor Price excl. VAT</th>
<th>Non-Exhibitor Price excl. VAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday 6 April 2017</td>
<td>12:45 – 13:45</td>
<td>60 mins</td>
<td>€15 000</td>
<td>€18 600</td>
</tr>
<tr>
<td>Friday 7 April 2017</td>
<td>12:45 – 13:45</td>
<td>60 mins</td>
<td>€15 000</td>
<td>€18 600</td>
</tr>
</tbody>
</table>

The following items are included in the price of a Satellite Symposium:

- Room rental
- 1 delegate bag insert
- 1 weblink
- 1 room hostess
- Access and use of audiovisual equipment in lecture room

Companies organising a non-exhibitor Symposia will be provided with an allocation of 4 scientific badges and 4 general badges.

**NOTE**

- The full list of equipment will be communicated upon room assignment. Cost of additional equipment, furniture, food and beverage will be at the expense of the sponsor.
- Industry Sponsored Sessions will be assigned on a first come, first served basis.
- Industry Sponsored Sessions programmes will be published in the EuroPrevent 2017 Scientific Programme & Planner (SPP) and on the Mobile App.
- All Industry Sponsored Sessions programmes are subject to EuroPrevent 2017 Programme Committee approval.
- Application deadline: 3 November 2016
Sponsorship, Promotion and Advertising Opportunities

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.
<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Price (excluding VAT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congress Bags</td>
<td><strong>Exclusive sponsorship</strong>&lt;br&gt;Secure high corporate visibility and association with the congress by exclusive sponsorship of the congress bag distributed to each delegate.</td>
<td>€10 000</td>
</tr>
<tr>
<td></td>
<td><strong>Lifespan:</strong> congress permanent archive/reference material&lt;br&gt;<strong>Quantity:</strong> 1 000 (subject to change)</td>
<td><strong>Price including production</strong></td>
</tr>
<tr>
<td>Delegate Badge Holder</td>
<td><strong>No product advertising - Exclusive sponsorship</strong>&lt;br&gt;Print your logo on this highly visible badge holder. Worn by all delegates throughout the event, this product offers extensive exposure.</td>
<td>€8 000</td>
</tr>
<tr>
<td></td>
<td><strong>Lifespan:</strong> congress&lt;br&gt;<strong>Quantity:</strong> 1 000 (subject to change)</td>
<td><strong>Price including production</strong></td>
</tr>
<tr>
<td>Delegate Bag Insert</td>
<td><strong>No product advertising for Satellite Symposia adverts</strong>&lt;br&gt;Product advertising permitted for exhibition only&lt;br&gt;The delegate bag insert allows you to design an invitation in the form of a customised advertisement of your company, satellite or exhibition activities (format A4, 2 pages maximum). Distributed in the official congress bag, this opportunity allows you to reach every delegate at the congress. One delegate bag insert promotes one activity. The delegate bag insert is included for Industry Sponsored Session organisers for their Satellite Symposia.</td>
<td>€5 000</td>
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<tr>
<td></td>
<td><strong>Lifespan:</strong> congress&lt;br&gt;<strong>Quantity:</strong> 1 000 (subject to change)</td>
<td><strong>Price including production</strong></td>
</tr>
<tr>
<td>eBlast - Pre-congress</td>
<td><strong>Product advertising permitted for exhibition adverts only</strong>&lt;br&gt;Reach out to pre-registered delegates three days prior the congress via an electronic invitation to your exhibition space, or Industry sponsored sessions. The eBlast is an ideal way to highlight your congress activities and your association with the congress. A customised emailing created exclusively will be emailed to approximately 1 000 pre-registered delegates on 3 April 2017. Due to the limited number of electronic invitations, be sure to reserve early.</td>
<td>€4 500</td>
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<tr>
<td></td>
<td><strong>Lifespan:</strong> pre-congress, congress&lt;br&gt;Emailed to approximately 1 000 pre-registered delegates</td>
<td><strong>Per advert</strong></td>
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<tr>
<td>Product</td>
<td>Description</td>
<td>Price (excluding VAT)</td>
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<td>-------------------------</td>
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<tr>
<td><strong>eBlast - Post-congress</strong></td>
<td><strong>Product advertising permitted for exhibition adverts only</strong>&lt;br&gt;Reach out to registered delegates and our healthcare professional database after the congress via an electronic message regarding your products or your Industry sponsored sessions.&lt;br&gt;The post-congress eBlast is an ideal way to highlight your congress activities and your association with the congress.&lt;br&gt;A customised emailing created exclusively will be emailed to approximately 1,100 healthcare professionals on 25 April 2017.&lt;br&gt;Due to the limited number of electronic invitations, be sure to reserve early.&lt;br&gt;&lt;br&gt;Lifespan: post-congress&lt;br&gt;Emailed to approximately 1,100 healthcare professionals</td>
<td>€4,500</td>
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<tr>
<td><strong>EuroPrevent Congress News</strong></td>
<td><strong>Exclusive sponsorship</strong>&lt;br&gt;<strong>EuroPrevent Congress News</strong> is the official newspaper of the congress, delivering key scientific interviews of highlights from the congress, as well as news from the European Association of Cardiovascular Prevention and Rehabilitation of the ESC.&lt;br&gt;Post your key congress message on the back-cover of this popular publication distributed onsite and published online.&lt;br&gt;&lt;br&gt;Lifespan: congress permanent archive/reference material&lt;br&gt;Quantity: 1,000 copies total (subject to change)</td>
<td>€15,000</td>
</tr>
<tr>
<td><strong>Final Programme Advertisements</strong></td>
<td><strong>Product advertising permitted</strong>&lt;br&gt;The Final Programme contains general information on the congress and the organising association, the detailed scientific programme including Industry Sponsored Sessions.&lt;br&gt;The electronic copy is made available on the congress website approximately 2/3 weeks prior to the congress.&lt;br&gt;Hard copies are placed in the congress bag which is distributed to each congress delegate.&lt;br&gt;&lt;br&gt;Lifespan: congress permanent archive/reference material&lt;br&gt;Quantity: 1,000 (subject to change)</td>
<td>€8,000</td>
</tr>
<tr>
<td><strong>Mobile Application</strong></td>
<td><strong>Product advertising permitted in sponsor button only – Exclusive sponsorship</strong>&lt;br&gt;The Mobile App offers the exclusive sponsor a dedicated sponsor button where they can promote their own congress activities.&lt;br&gt;Co-promotion of the Mobile App is offered to the sponsor as well as sponsor acknowledgement on the opening page of the Mobile App and the dedicated webpage on the congress website.&lt;br&gt;The EuroPrevent 2017 Mobile App will be available as of February 2017 with the Advance Programme.&lt;br&gt;&lt;br&gt;Lifespan: pre-congress, congress</td>
<td>€12,500</td>
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</tbody>
</table>
Product | Description | Price (excluding VAT)
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**Screencast - Voice and slides**<br>No product advertising permitted<br>The screencast will capture a speaker’s voice (no video), slides and panel discussion of your session, in a standard format. Screencast files will be sent to sponsors after the congress. The use of the Speaker Service Center is mandatory.<br>Lifespan: congress permanent archive/reference material | €2 500

**Webcast – Video, voice and slides**<br>No product advertising permitted<br>Extend the reach of your Satellite Symposium by posting the webcast of your session on the Scientific Programme & Planner (SP&P). This platform offers all year long, access to resources from the congress (abstracts, slides, screencasts, webcasts, e-Posters). The use of the Speaker Service Centre is mandatory. Exceptions are subject to ESC approval with an increase in the price. The webcast will be uploaded within 24 hours maximum. The ESC will be provided webcasts to sponsors with the video files after the congress.<br>Lifespan: congress permanent archive/reference material | €10 000

**Onsite Advertising**<br>Increase your visibility at the congress with onsite advertising. Communicate on your therapeutic areas of research & innovations, promote your Industry Sponsored Sessions or encourage delegates to visit your stand on the various locations available. Contact industry@escardio.org for further details on the offers available.<br>We kindly remind you that no product names, brand names, trademarks or misleading names which may be perceived as product or brand names, are allowed on the onsite advertising.

**Public Awareness Event**<br>The opportunity to sponsor and arrange, in collaboration with the congress organisers, a public awareness event in or in close proximity to the congress centre. Please contact industry@escardio.org to investigate possible options.

**NOTE**
- Rooms will be assigned on a first-come, first-served basis.
- Application deadline: 3 November 2016
- Industry meeting open to EuroPrevent 2017 delegates are strictly forbidden outside of the official EuroPrevent congress offer (Industry Sponsored Sessions and rooms at EuroPrevent). Companies are requested to respect this rule from 6 April through 8 April 2017, from 08:00 to 20:00.
The ESC has created two product categories to allow companies to organise different meeting formats within the congress centre, during congress hours.
ROOMS AT EUROPREVENT

Function Spaces
The ESC allows companies to host a limited number of guests and organise small and informal meetings (approximately 20 pax) in a range of rooms available within the congress centre. No training or showcasing of products/therapies may take place in the function spaces.

The rooms include a standard set-up. Function spaces organisers are responsible for additional furniture, AV equipment and catering arrangements.

Price and complementary information available upon request at industry@escardio.org

Closed Industry Meetings
During available timeslots, fully furnished and AV equipped lecture rooms can be used to organise closed industry meetings which are on invitation only. The following rules apply to this meeting category:

- Meeting is “closed” and on invitation only.
- Maximum attendance is 150 guests.
- Meeting is not promoted in the congress centre or in any EuroPrevent 2017 publications.

<table>
<thead>
<tr>
<th>Closed Industry Meetings</th>
<th>Price excluding VAT</th>
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<tbody>
<tr>
<td>60 minutes meeting</td>
<td>€3 000</td>
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<td>Additional cost per increment of 30 minutes</td>
<td>€1 500</td>
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</tbody>
</table>

Permitted meeting types:
Company staff meeting, congress briefing, investigators meeting, clinical trial updates.

Strictly forbidden: meeting with any formal presentations for delegates.

NOTE
- Rooms will be assigned on a first come, first served basis.
- Application deadline: 3 November 2016
- Industry meeting open to EuroPrevent 2017 delegates are strictly forbidden outside of the official EuroPrevent congress offer (Industry Sponsored Sessions and Rooms at EuroPrevent). Companies are requested to respect this rule from 6 April through 8 April 2017, from 08:00 to 20:00.
Application & Guidelines for Industry Participation at EuroPrevent 2017

All exhibition, satellite, sponsorship and partner services forms should be completed, signed and returned as soon as possible, items will be assigned based on a first come, first served.

Returning a signed Order Form implies a tacit agreement of the EuroPrevent 2017 Guidelines for Industry Participation.

The EuroPrevent 2017 Guidelines for Industry Participation will be communicated to the participating companies in due course to help with the organisation of the event.

All terms and conditions regarding your participation will be detailed in these Guidelines for Industry Participation.

Should you require any further information regarding the application process, please contact us at industry@escardio.org
European Association of Preventive Cardiology (EAPC)

Our mission is to promote excellence in research, practice, education and policy in cardiovascular health, primary and secondary prevention. Our aim is to prevent the incidence of cardiovascular (CV) disease, by implementing strategies to reduce the burden of CV risk factors and incidence of CV disease, and develop appropriate models for healthy CV lifestyle. The EAPC plays a pivotal role in all aspects of the primary and secondary prevention of cardiovascular disease and cardiovascular health, according to the policy of the European Society of Cardiology (ESC) and has a member base of over 6,000 health professionals representing 133 countries (55% European and 45% from countries outside Europe).

The subspecialties of the Association are prevention, epidemiology & population science, exercise, basic & translational research, cardiac rehabilitation and sports cardiology.
EuroPrevent Industry Prospectus 2017

Next year’s congress will be held from 6 – 8 April in Malaga, Spain. It is the premiere international forum where leading experts from all the scientific fields in cardiology get together to discuss strategies for a universal approach towards the prevention of cardiovascular disease. Next year’s theme will cover Innovations in Preventative Cardiology and will be bridging the gap between cardiology and prevention as it is crucial and requires a perspective on primary and secondary prevention, what’s the science behind it and how we can present these educational resources. EuroPrevent is not just a discussion concerning disease prevention; it is full health maintenance from birth to golden years and can be broken down in so many diverse aspects such as: diet, nutrition, exercise, genetics, risk factors including lipids and hypertension, socio-economic factors, diagnostics, clinical advances and many more.

**EuroPrevent 2017**

**Malaga 6-8 April**

**Innovations in Preventive Cardiology**

**www.escardio.org/europrevent**

**#europrevent**

**1 200+** participants from **80** countries

**650+** abstract submitted

**50+** sessions

**Educational EAPC Masterclasses** with special focus on the hottest topics in CVD prevention

**How to sessions:** are practical, informative and have great educational value

**Joint sessions:** The challenges of cardiovascular prevention cannot be addressed by a single group but require joining forces in our struggle to reduce the burden of cardiovascular diseases in Europe

**International expert faculty**

**Industry sponsored sessions**

**250sqm** of exhibition space

**CME** accredited
**European Journal of Preventive Cardiology**
The European Journal of Preventive Cardiology (formerly European Journal of Cardiovascular Prevention & Rehabilitation) is the world’s leading preventive cardiology journal, playing a pivotal role in reducing the global burden of cardiovascular disease. The Journal embraces all the scientific, clinical and public health disciplines that address the causes and prevention of cardiovascular disease, as well as cardiovascular rehabilitation and exercise physiology. Editor-in-Chief is Prof. Diederick Grobbee FESC and its Impact Factor is 3.361 (2015).

**The ESC Textbook of Preventive Cardiology**
Clinical practice - An official textbook of the EAPC, this state of the art resource for both the primary and secondary prevention of atherosclerotic cardiovascular disease is comprehensive, practical and extensively linked to practice guidelines & recommendations from the Association. The book covers a range of topics from epidemiology and risk stratification through psychological factors, behaviour and motivation to secondary prevention, integrating hospital-based and community care for cardiovascular disease prevention and information on cardio-protective drugs. The Textbook is edited by Stephan Gielen FESC, Guy De Backer FESC, Massimo Piepoli FESC and David Wood FESC.

**The ESC Handbook of Preventive Cardiology**
Putting prevention into practice - A ‘how-to’ manual for busy healthcare professionals based on the Oxford Care Manual of Preventive Cardiology that complements the Joint European Guidelines on cardiovascular disease prevention and is in line with recommendations from the European Association of Preventive Cardiology. The book guides readers through the patient and family pathway - from patient identification, recruitment of the patient and family, assessing lifestyle and risk factors, to managing lifestyle change, reducing risk factors, and compliance with cardio-protective drug therapies. The Handbook is edited by Catriona Jennings FESC, Ian Graham FESC and Stephan Gielen FESC.
ESC Prevention of CVD Programme
Reducing morbidity and mortality among post-myocardial infarction and other patients at high risk of subsequent event require the implementation of effective prevention measures. Ischemic cardiovascular disease is a common condition. Large numbers of subjects around the globe are at an increased risk of a clinical manifestation of the disease. Without effective treatment of risk and risk factors, the immediate mortality after an acute event increases with a further rise in patients dying in the subsequent year. In those who survive an initial post-MI period, an increased risk of death from cardiovascular causes persists indefinitely. Therefore, effective prevention measures are an imperative both before and after the first manifestation of the disease. The ESC Prevention of Cardiovascular Disease Programme aims to promote effective prevention both among those with risk factors as well as those that survived a clinical event. In the second phase, emphasis will be on the latter group.

Clinical practice guidelines have provided indications on a range of prevention interventions among patient populations diagnosed with acute coronary syndromes and other clinical manifestations of ischemic cardiovascular disease, proven to improve long term outcomes such as revascularisation where indicated, optimisation of drug treatment (e.g. lipid lowering, blood pressure control, antithrombotics, antidiabetics) and lifestyle changes (e.g. regular physical activity; smoking cessation; healthy diet, weight loss where necessary).

Structured secondary prevention programmes are the best means to deliver such interventions and are highly recommended by current guidelines for all post-MI patients and patients with clinical indications of a similarly elevated risk. The clinical presentation drives the implementation modalities, strategy and setting according to the risk profiles, severity and stability. However, implementation of such programmes is inconsistent due to poor prescription, poor availability and poor adherence. There is a clear unmet medical need.

The ESC with the constituent bodies EAPC as the leader and ACCA and CCNAP as contributors are engaged in a cardiovascular prevention programme which will raise awareness and provide guidance to reduce residual risk and improve preventive interventions. The programme is being rolled out in three phases, and the current component (Phase 2: focus on secondary prevention) will place special emphasis on risk modification by drug treatment. This will address, but will not be limited to, lipid lowering and achievement of target levels for LDL-C in high risk patient populations, optimal use of antithrombotics in relevant populations, improved blood pressure reduction and use of antihypertensives. Phase 3 (2018-onwards) will focus on implementation, evaluation and follow-up, by promoting continued awareness among health professionals and patients, and setting feasible standards and priorities for implementation according to the 2016 prevention guidelines (implementation tools, audit and accreditation models).
The EAPC aims to offer comprehensive programmes for disease prevention and to build strong scientific and professional foundations by promoting all aspects of cardiovascular health. It has the responsibility to guide the application of the principle of cardiovascular prevention into clinical daily practice.

**eLearning – ESCeL**

With 25 courses and 11 practical cases the EAPC e-learning programme will complement the textbooks by providing access to case-based learning, to recorded educational materials, and to MCQs for self-assessment.

**Educational Courses**

the EAPC organises yearly educational courses on:

- Research methods in preventive cardiology
- Cardiopulmonary exercise testing in cardiology
- How to set up / Improve cardiac rehabilitation Programmes
- Sports cardiology

**EAPC Webinars**

EAPC Webinars are live, interactive, 60 minutes online courses, presented and moderated by EAPC experts and designed to provide attendees with practical training via relevant clinical cases and live assessment.

**ESC elected to head secretariat of European Chronic Disease Alliance**

The main goal will be to advocate for the establishment of a comprehensive European Union (EU) framework on chronic diseases by 2017.

Professor Johan De Sutter, cardiologist in Ghent, Belgium, will chair the ECDA in 2015 and 2016 on behalf of ESC. He said:

“Over the two year period our main goal will be to advocate for the establishment of a comprehensive European Union (EU) framework on chronic diseases by 2017. In parallel, we will continue to provide scientific evidence for policy makers on risk factors for chronic diseases including tobacco, poor diet and low physical activity to help them tackle these issues in legislation. Crucial topics in the EU pipeline include air quality and trans fatty acids.”

Professor Frans Van de Werf, chair of the ESC European Affairs Committee, said:

“The ESC welcomes the chance to hold the secretariat of the ECDA and appreciates the confidence of the membership in electing us to the role. The ESC was a founding member of the ECDA in 2010 and will sustain current efforts to promote health as a key priority for decision makers across the EU.”

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**Health Professional Toolkit**

The Health Professional Toolkit has been produced to allow easy and quick access to prevention management tools, to promote the guidelines with simple and clear messages and ultimately, to raise patients and population’s awareness on total cardiovascular risk management.

For more information on how you can get involved with any of the EAPC’s scientific and educational activities, please contact industry@escardio.org