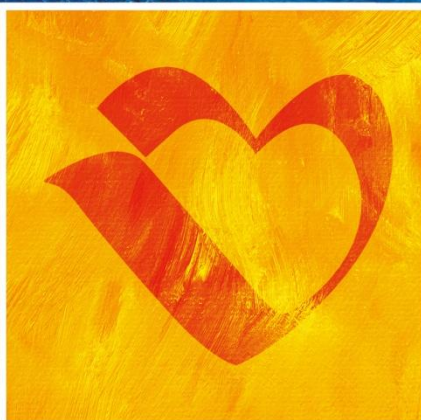


HEART FAILURE

CONGRESS ORGANISED BY THE HEART FAILURE ASSOCIATION OF THE ESC

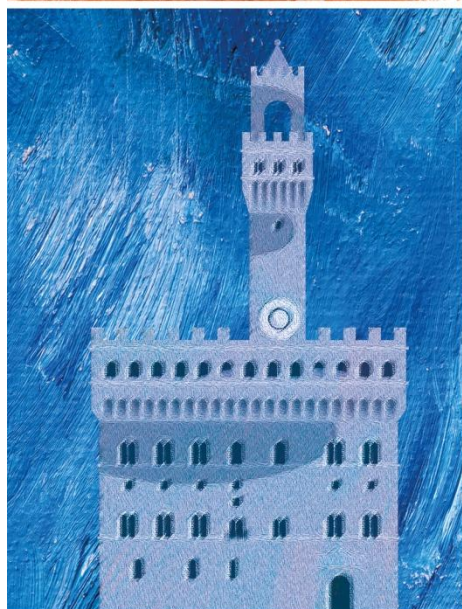
2016

Featuring the 3rd WORLD CONGRESS
ON ACUTE HEART FAILURE



POST CONGRESS REPORT

Publication date
July 2016



21-24 May
Florence
Italy

Heart Failure:
state of the art

www.escardio.org/HFA

#heartfailure2016



HEART FAILURE
ASSOCIATION
OF THE ESC



EUROPEAN
SOCIETY OF
CARDIOLOGY®

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1 General Information

1.1 Quick facts & figures

Heart Failure 2016 and the 3rd World Congress on Acute Heart Failure took place in Florence, Italy, from 21 to 24 May 2016.

- ✓ **6 148 Total participation**
 - 5 627 Active delegates
 - 465 Exhibitors
 - 56 Press
- ✓ **103 countries represented**
- ✓ **272 Faculty** members for **553 roles** in the programme
- ✓ **108 Scientific Programme sessions**
 - 76 Pre-Arranged Sessions
 - 32 Abstract-based Sessions
- ✓ **7 Lecture rooms**
 - 6 Lecture Rooms
 - 1 Agora
- ✓ **1 793 abstracts** submitted & 1 639 abstracts accepted
- ✓ **217 clinical cases** submitted & 74 accepted
- ✓ **49 late breaking trials** submitted & 49 accepted
- ✓ **Industry sponsored sessions**
 - 18 Satellite Symposia
 - 25 Hands-On Tutorials sessions (3 Hands On Tutorial rooms)
 - 4 Experts on the Spot
 - 3 Session supported with an unrestricted educational grant
- ✓ **Exhibition**
 - 763 m² occupied
 - 25 exhibiting companies
 - 698 m² paying
 - 63 m² free

Congress Main Theme

"Heart Failure: state of the art"

Other information about this congress

3rd World Congress on Acute Heart Failure

Local track: 3 sessions in Italian, 3 sessions in English

Release of the **New ESC Guidelines for the diagnosis and treatment of acute and chronic heart failure**

Presentation of the **New European Guidelines on CVD Prevention 2016**

Validation of new **HFA Board (2016-2018)**

NEW at this congress

Virtual Case Area: digital patient simulator with a session in the programme and demonstrations in the Poster Area

HFA Career Cafe: face to face meetings between Key Opinion Leaders and rising talents in the field of heart failure

HFA News: Video Highlights from heart failure congresses

1.2 Introduction

Organised by the Heart Failure Association of the European Society of Cardiology (HFA of the ESC), the Heart Failure Congress is a unique forum where cardiologists, interventional heart failure specialists, cardiac surgeons, internists, practicing general physicians, basic scientists, epidemiologists, cardiac nurses, industry affiliates and others have the opportunity to meet and exchange ideas and information.

The HFA congress is an international event open to healthcare professionals interested in any aspect of heart failure from epidemiology, through basic and translational science to prevention (reviewing the treatment of hypertension and post-infarction care), diagnosis (including novel imaging modalities and biomarkers), monitoring (together with remote monitoring), prognostication (risk stratification as well as use of biomarkers), medical and nursing management (including drugs, devices, tele-care and surgery).



1.3 History

Heart Failure 2016

& 3rd World Congress on Acute Heart Failure

Florence, Italy

Total attendance: 6 148

Heart Failure 2015

& 2nd World Congress on Acute Heart Failure

Seville, Spain

Total attendance: 4 791

Heart Failure 2014

& 1st World Congress on Acute Heart Failure

Athens, Greece

Total attendance: 4 433

Heart Failure 2013

Lisbon Portugal

Total attendance: 4 470

Heart Failure 2012

Belgrade Serbia

Total attendance: 3 673

Heart Failure 2011

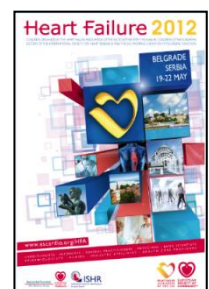
Gothenburg - Sweden

Total attendance: 2 534

Heart Failure 2010

Berlin - Germany

Total attendance: 3 317



1.3 Scientific Committees

Heart Failure 2016 Scientific Chairpersons

Aldo Maggioni (IT)

Massimo Piepoli (IT)

Giuseppe Rosano (IT)

Gerasimos Filippatos (GR)

President

Frank Ruschitzka (CH)

President-Elect

Stefan D. Anker (DE)

Immediate Past-President

Theresa McDonagh (UK)

Chairperson of the Clinical Section

Christoph Maack (DE)

Chairperson of the Basic Science Section

Alexandre Mebazaa (FR)

Coordinator for National HF Societies & Working Groups

Jilian Riley (UK)

Secretary

Arno Hoes (NL)

Treasurer

Clinical Section

Andrew Coats (UK)

Marisa Crespo-Leiro (ES)

Veli-Pekka Harjola (FI)

Ekaterini Lambrinou (CYP)

Mitja Lainscak (SL)

Yuri Lopatin (RU)

Massimo Piepoli (IT)

Giuseppe Rosano (IT)

Basic Science Section

Johann Bauersachs (DE)

Rudolf De Boer (NL)

Stephane Heymans (NL)

Adelino Leite-Moreira (PT)

Sui Generis

Aldo Maggioni (IT)

Piotr Ponikowski (PL)

Ex-officio

Burkert Pieske (AT)

Petar Seferovic (RS)

Marco Metra (IT)

Congress Ambassadors

Roberto Ferrari (IT)

Marco Metra (IT)

Luigi Tavazzi (IT)

Local Track Committee

Nadia Aspromonte (IT)

Salvatore Di Somma (IT)

Edoardo Gronda (IT)

Andrea Mortara (IT)

Maurizio Volterrani (IT)

Local Host Committee

Leonardo Bolognese (IT)

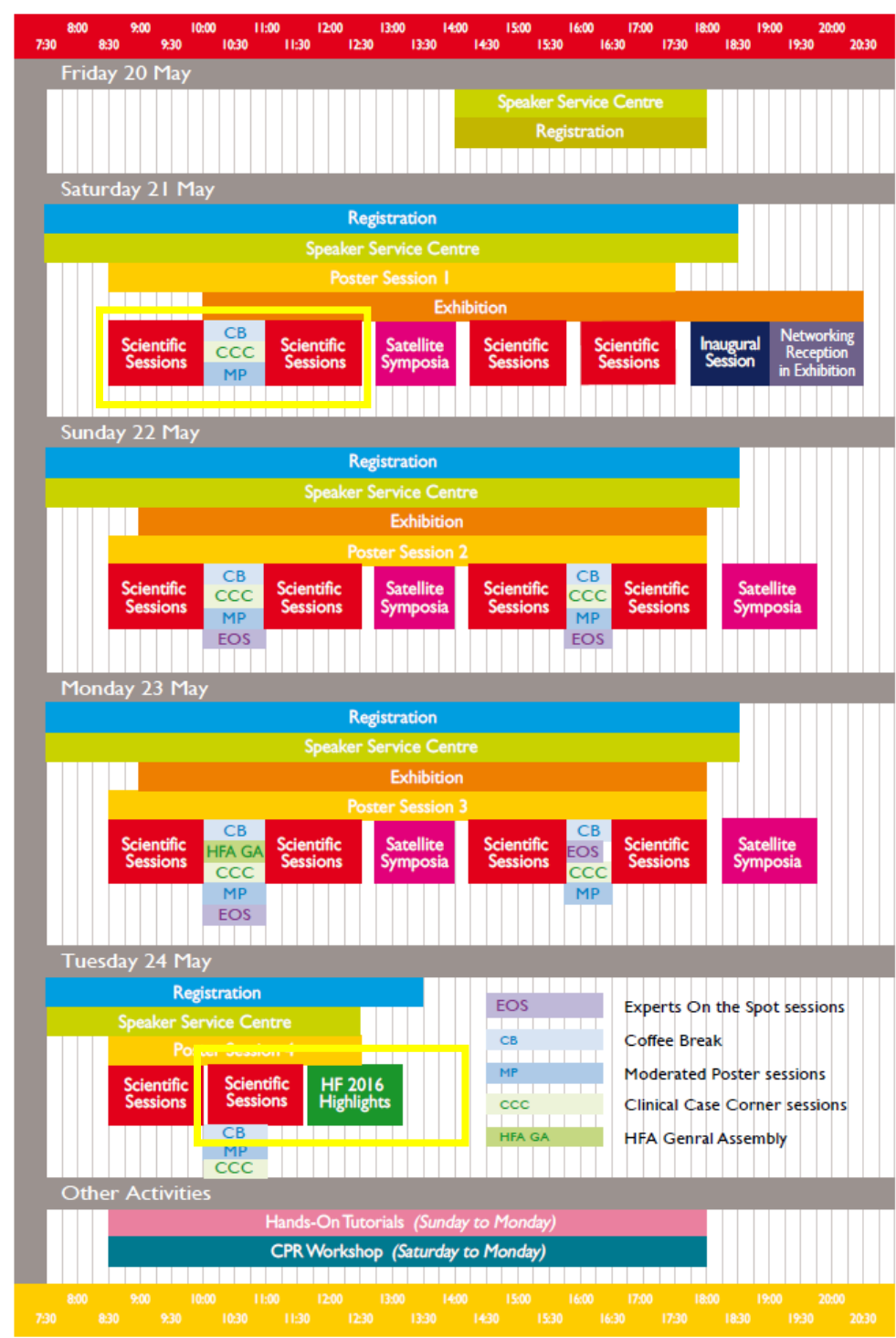
Gian Franco Gensini (IT)

Luigi Padeletti (IT)

1.4 Venue



1.5 Schedule



NEW this year

A full coffee break was re-instated on Saturday morning

Tuesday morning sessions were re-scheduled back-to-back to accommodate a slot to the presentation of the **Joint European Cardiovascular Prevention Guidelines**

2 Scientific Information

2.1 Overview

7 Lecture rooms, including the Agora
3 Hands on tutorial rooms
1 Poster Area

155 Sessions

77 Pre – arranged Programme

4 Clinical Interactive Educational Sessions – HFA Focus
12 How-to Sessions (including the Virtual Case Demonstration sessions)
6 Special Sessions
4 Special Events
6 ESC Guidelines Sessions – including the Guideline session on CVD Prevention
1 Clinical Case
44 Symposia

31 Abstract based Programme

7 Abstract Sessions (including Rapid Fire Sessions)
3 Young Investigators Awards Abstracts
6 Moderated Poster Sessions
4 Poster Sessions
3 Clinical Case sessions – including the new initiative “Clinical case competition”
6 Moderated Clinical Case Corner
2 Clinical Forum (2 days sessions)

47 Industry Programme

25 Hands-On Tutorials
18 Satellite Symposia
4 Experts on the Spot

Scientific submissions

1 793 Abstracts submitted
1639 Abstracts Accepted (91% acceptance)

217 Clinical cases submitted
74 accepted (34% acceptance)

73 Late Breaking Science Submissions
16 Accepted in Late Breaking Trial Sessions – 49 Accepted Posters (100% acceptance)

New this year

- Clinical Case Competition – new oral award session composed of the best submitted cases
- 4 Sessions in Italian language
- The Virtual Case Area featuring Virtual Case Demonstrations
- The Career Cafe - in a relaxed atmosphere - young heart failure enthusiasts are given the opportunity to meet internationally renowned experts in the field.

2.2 Faculty

272 Faculty Members (excluding poster Presenters, and Industry)

553 Faculty Roles (excluding Industry)

- 196 Chairperson roles
- 295 Speaker roles
- 18 Judge roles
- 44 Discussants

Activities

	2013	2014	2015	2016
Chairperson	148	175	194	196
Speaker	401	362	321	295
Judges	12	10	11	18
Discussant	N/A	77	23	44
Total	561	624	549	549

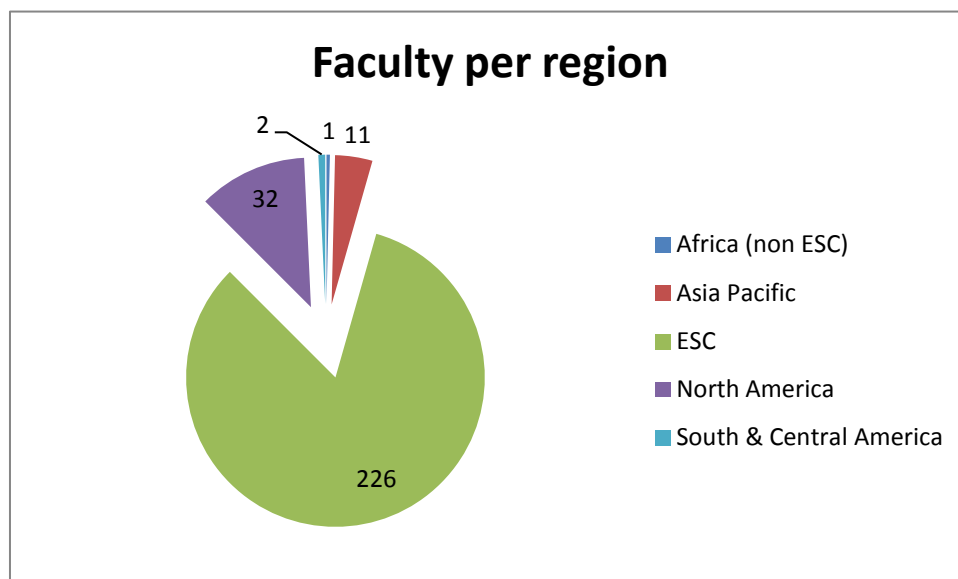
Faculty Overview

	2013	2014	2015	2016
TOTAL number of Faculty	238	303	260	272

Role distribution

Number of roles per faculty	2013	2014	2015	2016
1 role	114	150	122	153
2 roles	62	76	64	51
3 roles	26	38	31	34
4 roles	19	19	20	13
5 roles	8	8	10	6
6 roles	4	3	8	6
7 roles	2	2	4	5
8 roles		4		
9 roles	1	2		1
10 roles	1	1		
11 Roles				2
12 Roles	1			1
	238	303	260	272

Faculty per region



Comparison with previous years

Roles - Regions	HF 2013	HF 2014	HF 2015	HF2016	Variance 2015-2016
Africa (non ESC)	1	1	1	1	0
Asia Pacific	8	13	15	11	-4
ESC	193	250	205	226	21
North America	28	37	37	32	-5
South & Central America	8	2	2	2	0
Total	238	303	260	272	12

Top 13 Countries

Countries	Faculty HF 2013	Faculty HF 2014	Faculty HF 2015	Faculty HF 2016
Italy	16	20	13	57
United States of America	28	35	35	30
Germany	42	30	26	27
United Kingdom	19	17	21	24
Netherlands	15	14	15	16
Switzerland	7	11	15	16
Greece	9	70	13	15
Spain	10	8	48	11
Sweden	4	4	8	8
France	8	13	8	7
Belgium	5	6	6	6
Austria	8	2	1	4
Denmark	3	3	4	4

To be noted the unchanged position of the USA in the Faculty list. Since the last 3 years, it is positioned as the #2 country of origin of Faculty (after host country).

2.3 Sessions

	Type	2013 Lisbon	2014 Athens	2015 Seville	2016 Florence	+/- 2015/2016
Abstract-based programme	Clinical Cases			9	4	-5
	Moderated Posters	6	7	7	12	+ 5
	Poster Session	8	6	5	6	+ 1
	Rapid Fire Abstract	3	6	6	5	-1
	Young Investigators Awards Abstracts	3	3	3	3	
	Abstract Session				2	+ 2
	Total abstract sessions	20	22	30	32	+ 2
Pre-arranged programme	Clinical Interactive Educational Session	7	4	4	4	
	Debate Session		2	2	0	-2
	How-to Session		6	4	12*	+ 8
	Main Session	2		11	6	-5
	Read with the Experts					
	Special Event	2	2	3	4	+ 1
	Special Session	6	9	7	6	-1
	Symposium	43	47	43	44	+ 1
	Total pre-arranged sessions	60	73	74	76	+ 2
Industry programme	Hands-On Tutorial	36	14	17	25	+ 8
	Satellite Symposium	13	17	18	16	-2
	EBAC Accredited Educational Programme				2	+ 2
	EBAC Accredited Educational Programme - Experts on the Spot				2	+ 2
	Satellite Symposium - Experts on the Spot			1	2	+ 1
	Total industry sessions	49	31	36	47	+ 11
	Total sessions per congress	129	126	140	155	+ 15

*Includes 6 virtual case demonstrations in the new virtual case area, created in the Poster Area

Special Sessions

- What's new in Industry?
- European Heart Journal - European Journal of Heart Failure - ESC - HF: the year's best papers on heart failure
- Heart Failure 2016 Highlights
- Late Breaking Trials I: Focus on acute heart failure
- Late Breaking Trials II: Focus on chronic heart failure
- Late Breaking Trials III: Focus on trial updates, registries and meta-analyses

Sessions by Topic

All Topics highlighted in grey and bold are Main Topics

- Main Topics are opened to the Call for Sessions
- Sub Topics are opened for the Call for Abstracts

HF2016 Topic List		# of sessions HF 2013	# of sessions HF 2014	# of sessions HF 2015	# of sessions HF 2016
00.00	Miscellaneous	17	31	35	42
01.00	Acute heart failure	3	13	3	4
01.01	Acute heart failure (diagnosis, pathophysiology)	2		4	4
01.02	Acute heart failure (management)		4	8	6
01.03	Acute heart failure (other)		2	4	
01.50	Chronic heart failure			3	6
01.51	Chronic heart failure (diagnosis, pathophysiology)				
01.52	Chronic heart failure (management)				2
01.53	Chronic heart failure (other)				
02.00	Heart failure diagnosis		2		
02.50	Advanced heart failure			1	3
03.00	Arrhythmias and treatment	3			1
03.50	Atrial fibrillation		1	1	
06.00	Cardiomyopathy	1	2	3	1
06.01	Hypertrophic cardiomyopathy		1		
06.02	Dilated cardiomyopathy				
06.03	Cardiomyopathy (other)	1		1	1
06.04	Hypertensive cardiomyopathy				
06.05	Myocarditis			1	2
07.00	Co-morbidities	5	2	5	4
7.01	Cancer and anti-cancer drugs / Cardiotoxicity / Cachexia	1	1		1
7.02	The lungs (COPD)				
7.03	Cardio-renal syndrome				
7.04	The liver				
7.05	Skeletal muscle				
7.06	Anaemia and iron deficiency				
7.07	Sleep disorder breathing			1	1
7.08	Co morbidities (other)				
08.00	Cytokines and inflammation				
09.00	Valvular heart disease(diagnosis, management and interventional therapies)	2	1	3	1
10.00	Devices / Artificial heart / CRT / ICD	1	1	2	5
10.01	Cardiac resynchronisation therapy		4		
10.02	ICD				
10.03	Telemedicine & remote patient management	1	1		1
10.04	Assist devices	2	1		
10.06	Other devices	1	1	1	
11.00	Surgery		1	1	1
13.00	Disease management programmes		3	2	1
14.00	Diuretics and fluid status management				1
15.00	Drug therapy, other	5	1	3	1
16.00	Beta blockers				

16.50	Renin-angiotensin-aldosterone antagonists				
17.00	Haemodynamics / Coronary and peripheral circulation				
18.00	Hormones / Neurohumoral regulation				
19.00	Metabolism / Diabetes mellitus			1	
20.00	Heart failure imaging	2	2		3
20.01	MRI, nuclear cardiology, CT, other				
20.02	Echocardiography				
21.00	Biomarkers	3	2		
21.01	Biomarkers (natriuretic peptides)				
21.02	Biomarkers (inflammation & oxidative stress)				
21.03	Biomarkers (prognosis)				
21.04	Biomarkers (other)				1
22.00	Nursing	4			
23.00	Population studies / Epidemiology	2	1	1	1
24.00	Psychosocial / Ethical concepts / Education		2	1	
25.00	Exercise testing & training	2	1	1	1
26.00	Prognosis			1	
27.00	Pathophysiology			1	
28.00	Pulmonary hypertension	1	1	1	
29.00	Right ventricular function			1	
30.00	Left ventricular function				
31.00	Hypertension / LV hypertrophy	2			
32.00	HFpEF - Heart failure with preserved ejection fraction	3	2	3	1
33.00	Animal models and experimentation	1			
34.00	Cellular biology				
35.00	Cell signalling	1	1		
36.00	Gene and cell therapy	2		1	1
37.00	Ischemia / Reperfusion / Preconditioning / Postconditioning	1			1
38.00	Molecular biology / Genetics	1		1	
39.00	Vascular biology				
TOTAL		70	86	96	98

Sessions by Category

Categories HF 2016	HF 2014	HF 2015	HF 2016
World Congress on Acute Heart Failure	14	12	15
Basic Science - Translational	6	7	10
Co-morbidities and heart failure	6	1	2
Current evidence-based management	4	2	2
ESC Clinical Practice Guidelines			6
Heart Failure with Preserved Ejection Fraction	2		1
Imaging and Biomarkers	4		1
Interventions Devices and Telemonitoring	3		2
Local Language session			3
Local track	5	4	6
Mobile App Interactive Session		4	4
Joint Session	7	9	5

New and emerging therapies	2		3
Patient care	4		3
<i>Categories until HF 2014 & 2015</i>			
Update on valvular disease for the HF specialist	2		
Acute heart failure (<i>merged with the World Congress on Acute Heart Failure category this year</i>)	15	15	
Grand Total	74	54	63

Number of Sessions per lecture room per day

Including the Special events held in one of the 6 Lecture Rooms or the Agora

Lecture Room	Room capacity	Sat May 21	Sun May 22	Mon May 23	Tue May 24	Total sessions per room
Agora	50	4	4	4		12
Barcelona	140	3	3	3		9
Athens	280	3	4	4	1	12
Rome	315	4	3	4	1	12
Berlin	400	4	4	4	1	13
Paris	500	3	4	3	3	13
London	800	4	4	3		11
Moderates Posters	30	2	4	4	2	12
Virtual Cases Area (<i>New this year</i>)	20	1	2	2	1	6
Grand Total		28	32	31	9	100

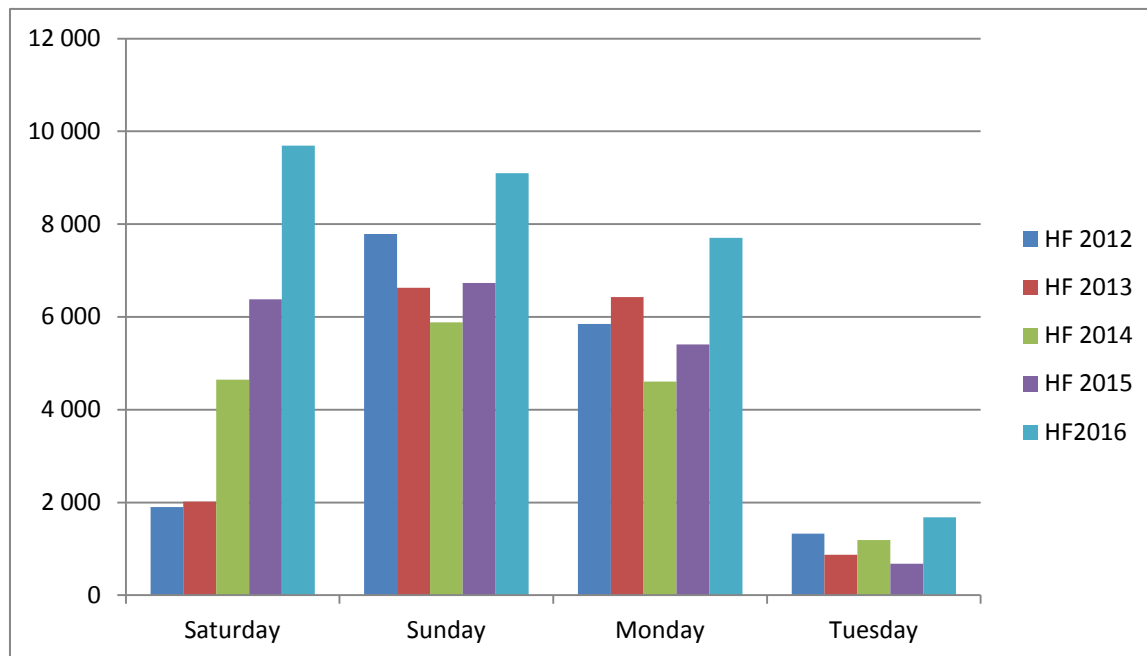
2.4 Occupancy of scientific sessions

Attendance per time slot- Comparison with previous year

Date	Start Time	HF 2013	HF 2014	HF 2015	HF 2016	% of total attendance of the day
Saturday	08:30		688	840	1 160	
	10:00				116	
	11:00 (10:30 last year)		1 010	1 489	2533	
	12:00		50	18	2 477	
	12:45 (12:15 last year)	512	770	1 203		
	13:15		50	30		
	14:15	756	852	1 309	1 726	
	16:00		774	923	1 352	
	17:45	750	450	570	330	
TOTAL	2 018	4 644	6 382	9 694	34%	
Sunday	08:30	1 163	981	1 031	1 214	
	10:00-10:15		55	42	280	
	11:00	2 154	1 363	1 368	2 287	
	12:45		1 140	1 588	1 995	
	14:15	1 746	980	1 210	1 190	
	15:45 -15:50		38	50	386	
	16:30	1 568	764	859	1 206	
	18:15		559	425	542	
	TOTAL	6 631	5 880	6 728	9 100	
Monday	08:30	1 021	874	831	1 319	
	10:00 -10:15		108	117	429	
	11:00	2 161	1 265	1 226	1 975	
	12:45		735	1 351	1 630	
	14:15	2 117	770	899	1 066	
	15:45 - 15:50		185	121	175	
	16:30	1 408	558	615	1 040	
	18:15		110	244	72	

	TOTAL	6 707	4 605	5 404	7 706	27%
Tuesday	08:30	380	471	306	695	
	10:00 - 10:05		162	54	505	
	11:40 (11:00 last year)	491	525	320	480	
	TOTAL	871	1187	680	1680	6%
	Grand Total	16 227	16 316	19 194	28 180	

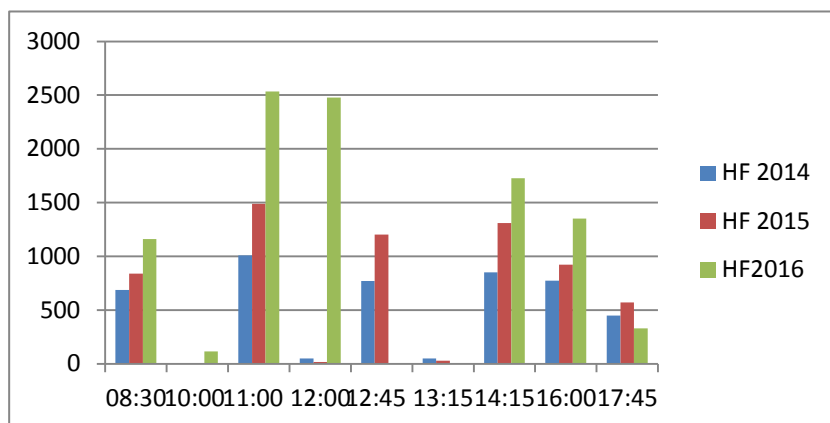
Congress attendance - overview



Comments:

- The increase in the attendance at the congress corresponds with the increase in registration figures
- A peak on Saturday can be explained by the release of the ESC Guidelines for the diagnosis and treatment of acute and chronic heart failure
- Attendance is sustained, year to year, on Tuesday morning

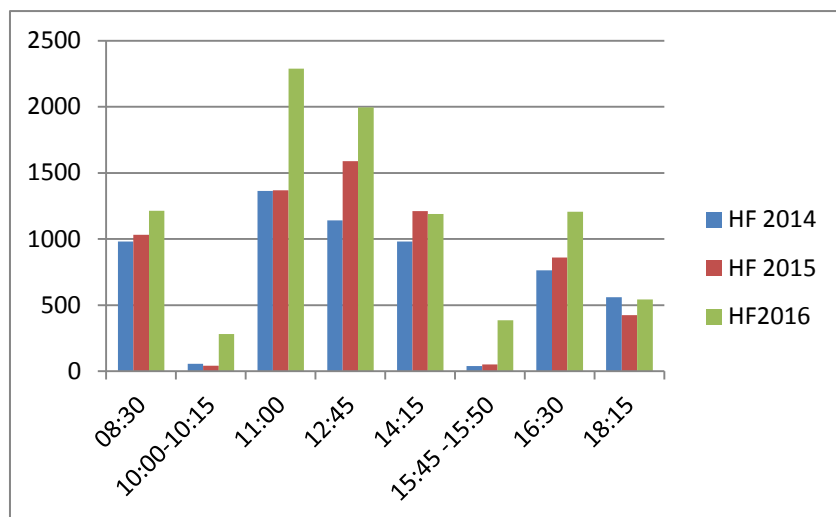
Saturday attendance 2014 - 2016



Comments:

- 10h00: special event 'HFA Career Cafe'
- 11h00: peak due to first overview session on the New ESC Guidelines for the diagnosis and treatment of acute and chronic heart failure
- 11h00: local track session for GPs in room Berlin (80 participants)
- 14h15: Late Breaking Trials I

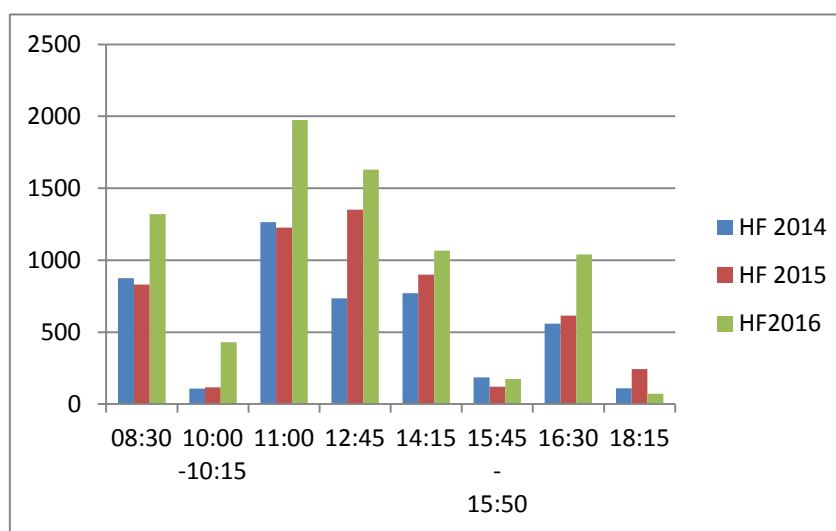
Sunday attendance 2014 – 2016



Comments:

- 08h30: Late Breaking Trials II
- 10h00: increasing attendance for the Experts on the Spot sessions in the Agora
- 11h00: ESC Guidelines track
- 14h15: YIA with keynote Philip Poole Wilson lecture
- 15h45: Experts on the Spot and Award Ceremony

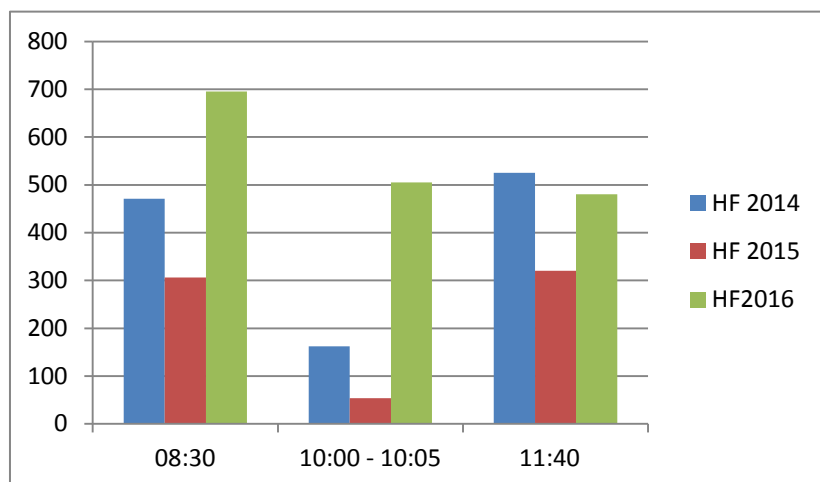
Monday attendance 2014 – 2016



Comments:

- 08h30: Late Breaking Trials III
- 10h00: increasing attendance of the HFA General Assembly (voting of new HFA Board)
- 11h00: ESC Guidelines track

Tuesday attendance 2014 – 2016



Comments:

- Tuesday morning sessions were re scheduled back-to-back to dedicate a slot to the presentation of the Joint European Cardiovascular Prevention Guidelines
- 08h30 and 10h00: ESC Guidelines track
- 11h40: Heart Failure 2016 Highlights

Attendance per time slot- Comparison with total participants of the Congress

* Based on total active delegates (excl. exhibitors) = 5 683

Date	Start Time	HF2016	% of total attendance HF 2016
Saturday	08:30	1 160	20%
	10:00	116	2%
	11:00	2 533	45%
	12:00	2 477	44%
	12:45		
	13:15		
	14:15	1 726	30%
	16:00	1 352	24%
	17:45	330	6%
	TOTAL Saturday	9 694	171%
Sunday	08:30	1 214	21%
	10:00-10:15	280	5%
	11:00	2 287	40%
	12:45	1 995	35%
	14:15	1 190	21%
	15:45 -15:50	386	7%
	16:30	1 206	21%
	18:15	542	10%
	TOTAL Sunday	9 100	160%
Monday	08:30	1 319	23%
	10:00 -10:15	429	8%
	11:00	1 975	35%
	12:45	1 630	29%
	14:15	1 066	19%
	15:45 - 15:50	175	3%
	16:30	1 040	18%
	18:15	72	1%
	TOTAL Monday	7 706	136%
Tuesday	08:30	695	12%
	10:00 - 10:05	505	9%
	11:40	480	8%
	TOTAL Tuesday	1 680	30%
Grand Total		28 180	

Detailed occupancy per session

SATURDAY 21 MAY 2016						
Sess. N°	Session Title	OCCUP PEAK	% OCCUP Peak	Room Capacity	Time	Room
604	Acute heart failure: when the going gets tough	198	50%	400	08:30	Berlin
104	Novel heart failure therapies	535	107%	500	08:30	Paris
114	Cardiogenic shock: how can we improve prognosis?	260	83%	315	08:30	Rome
141	Modelli di cura per lo scompenso: la sintesi fra appropriatezza e costo-efficacia	90	32%	280	08:30	Athens
501	Novel drugs - how do they work?	77	154%	50	08:30	Agora
311	Moderated Poster Session 1 - Acute Heart Failure	65	217%	30	10:00	Poster Area
321	Clinical case Corner 1: Heart failure untold: the cutting edge of heart failure	51	170%	30	10:00	Poster Area
401	Virtual Case Demonstration 1: Infective endocarditis and acute aortic regurgitation	38	190%	20	10:00	Virtual Cases Area
912	The new ESC Guidelines for the diagnosis and treatment of acute and chronic heart failure - Overview	1 732	217%	800	11:00	London
169	Devices in acute heart failure	168	42%	400	11:00	Berlin
164	How to manage acute right ventricular failure	350	111%	315	11:00	Rome
142	La gestione ambulatoriale dello scompenso cardiaco	90	32%	280	11:00	Athens
180	Stress-induced cardiomyopathy: the heart-brain connection	157	112%	140	11:00	Barcelona
511	Clinical case competition	36	72%	50	11:00	Agora
204	Stepping up to improve outcomes in heart failure: the role and future of new versus current treatments <i>Sponsored by Novartis Pharma AG</i>	800	100%	800	12:45	London
207	How to implement the new ESC guidelines on heart failure in clinical practice <i>Organised by Charité Medical School Berlin</i>	575	115%	500	12:45	Paris
210	Furosemide 2.0: furosemide for subcutaneous administration: a novel tool in the management of the pre and post acute heart failure patient <i>Sponsored by scPharmaceuticals</i>	360	90%	400	12:45	Berlin
215	Treating mitral regurgitation in heart failure patients: does transcatheter mitral valve repair improve living? <i>Sponsored by Abbott Vascular</i>	462	147%	315	12:45	Rome
219	Diabetes & heart failure: evaluating novel strategies to address outcomes <i>Organised by the Physicians Academy for Cardiovascular Education (PACE) Foundation / Course Director: Prof Adriaan A Voors / Supported by an unrestricted educational grant from Boehringer Ingelheim</i>	280	100%	280	12:45	Athens
905	Late Breaking Trials I: Focus on acute heart failure	455	57%	800	14:15	London
102	Individualising therapy in heart failure	490	98%	500	14:15	Paris
170	How to tackle congestion in heart failure	317	79%	400	14:15	Berlin
191	New developments and controversial issues in heart failure <i>Joint session with the Heart failure Association of India and the CSI-Heart Failure Council</i>	130	41%	315	14:15	Rome
143	Spotlight : insufficienza cardiaca avanzata	190	68%	280	14 :15	Athens
181	The cardiac response to cancer	92	66%	140	14:15	Barcelona
502	Rapid Fire 1 - Acute heart failure	52	104%	50	14:15	Agora
908	The new ESC Guidelines: Focus on acute heart failure	465	58%	800	16:00	London
167	Drugs in the pipeline for acute heart failure	293	59%	500	16:00	Paris
108	Does heart failure start with the kidney?	321	80%	400	16 :00	Berlin
168	How to assess congestion in acute heart failure	140	44%	315	16:00	Rome
182	Directions in HFpEF research <i>Organised by the Heart Failure Specialists of Tomorrow (HoT)</i>	61	44%	140	16:00	Barcelona
503	Rapid Fire 2 - Imaging in chronic heart failure	72	144%	50	16:00	Agora
1000	Inaugural Session	330	41%	800	17:45	London

SUNDAY 22 MAY 2016

Sess. N°	Session Title	OCCUP PEAK	% OCCUP Peak	Room Capacity	Time	Room
107	Challenges in the management of heart failure	260	33%	800	08:30	London
906	Late Breaking Trials II: Focus on chronic heart failure	520	104%	500	08:30	Paris
113	Patient journey in acute heart failure	116	29%	400	08:30	Berlin
144	Implementation of heart failure guidelines in clinical practice	210	75%	280	08 :30	Athens
184	How to repair the failing heart	66	47%	140	08:30	Barcelona
803	Nursing Investigator Award	42	84%	50	08:30	Agora
312	Moderated Poster Session 2 - Cardiomyopathy	55	138%	40	10:00	Moderated Poster Area
322	Clinical Case Corner 2: Catch me, if you can: cases of very fast (or slow) heart - Part I	55	138%	40	10:00	Moderated Poster Area
402	Virtual Case demonstration 2 : Cardiogenic shock	30	150%	20	10:00	Virtual Cases Area
220	Novel strategies for addressing diabetes & heart failure: evaluating cardiovascular outcomes <i>Organised by the Physicians Academy for Cardiovascular Education (PACE) Foundation / Course Director: Prof Adriaan A Voors / Supported by an unrestricted educational grant from Boehringer Ingelheim</i>	170	340%	50	10:15	Agora
909	The new ESC Guidelines: Focus on co-morbidities	790	99%	800	11:00	London
105	Cardio-oncology in heart failure service	456	91%	500	11:00	Paris
163	Organ dysfunction in acute heart failure	445	111%	400	11:00	Berlin
195	Controversies in cardiac re-synchronisation therapy <i>Joint Session with the European Heart Rhythm Association (EHRA)</i>	300	95%	315	11:00	Rome
145	Old and new therapeutic targets	150	54%	280	11:00	Athens
185	Post myocardial infarction: novel ways to prevent heart failure?	57	41%	140	11:00	Barcelona
801	Young Investigator Award: Clinical	89	178%	50	11:00	Agora
205	Optimizing current and integrating new treatments to improve outcomes in heart failure: practical insights <i>Sponsored by Novartis Pharma AG</i>	700	88%	800	12:45	London
208	Targeting mitochondria to improve outcomes in heart failure <i>Organised by Charité Medical School Berlin, supported by an unrestricted educational grant from Stealth Peptides</i>	200	40%	500	12:45	Paris
202	Targeting cardiac and non-cardiac comorbidities in heart failure <i>Sponsored by Bayer</i>	250	63%	400	12:45	Berlin
211	Iron deficiency matters in chronic heart failure <i>Sponsored by Vifor Pharma</i>	425	135%	315	12:45	Rome
214	Latest developments in cardiac resynchronisation therapy <i>Sponsored by Medtronic</i>	280	100%	280	12:45	Athens
216	Screening for sudden cardiac death in the newly diagnosed heart failure patient: the role of the Wearable Cardioverter Defibrillator <i>Sponsored by ZOLL</i>	140	100%	140	12 :45	Barcelona
119	Management of atrial fibrillation in heart failure	365	46%	800	14:15	London
902	European Heart Journal - European Journal of Heart Failure - ESC - HF: the year's best papers on heart failure	317	63%	500	14:15	Paris
123	What heart failure specialists can learn from trials in other disease areas	95	24%	400	14:15	Berlin
193	Alliance against heart failure: call for action <i>Joint session with the Global Heart Failure Awareness Programme</i>	150	48%	315	14 :15	Rome
146	Imaging technique in the decision making of heart failure	210	75%	280	14:15	Athens
802	Young Investigator Award: Basic and Translational Science	53	106%	50	14:15	Agora
313	Moderated Poster Session 3 - Top news on Biomarkers	46	115%	40	15:45	Moderated Poster Area
323	Clinical Case Corner 3: Catch me, if you can: cases of very fast (or slow) heart - Part II	40	100%	40	15:45	Moderated Poster Area
403	Virtual Case demonstration 3: Failing or not failing right myocardium?	35	175%	20	15:45	Virtual Cases Area
206	Ask the experts: your questions on optimizing heart failure management and the future of new treatments answered <i>Sponsored by Novartis Pharma AG</i>	300	600%	50	15:50	Agora
1002	Award Ceremony	40	133%	30	16:00	HFA Stand
122	What a busy clinician needs to know about LCZ696 for heart failure	460	58%	800	16:30	London
602	Challenging clinical scenarios in heart failure	95	19%	500	16:30	Paris
112	How to use inotropes in cardiogenic shock	378	95%	400	16:30	Berlin

192	A global view on the new heart failure guidelines: crossing the great divide <i>Joint session with the Heart Failure Society of America and the Japanese Heart Failure Society</i>	55	17%	315	16:30	Rome
121	Tele-medical management and remote care in heart failure	140	50%	280	16:30	Athens
187	How vessels contribute to heart failure	55	39%	140	16:30	Barcelona
512	Clinical Case 2: What a mass! Cases of cardiac masses and other structural abnormalities	23	46%	50	16:30	Agora
201	Optimizing heart failure care: if not now, when? <i>Sponsored by SERVIER</i>	400	80%	500	18:15	Paris
203	Oral anticoagulation in patients with heart failure: today and tomorrow <i>Sponsored by Bayer</i>	142	36%	400	18:15	Berlin

MONDAY 23 MAY 2016

Sess. N°	Session Title	OCCUP PEAK	% OCCUP Peak	Room Capacity	Time	Room
907	Late Breaking Trials III: Focus on trial updates, registries and meta-analyses	397	79%	500	08:30	Paris
158	Advanced heart failure therapies as a bridge to transplantation	223	56%	400	08:30	Berlin
151	What a clinician should know about heart failure with preserved ejection fraction	340	108%	315	08:30	Rome
194	Tips and tricks – how could echocardiography help to survive an ICU shift? <i>Joint session with the HoT (Heart Failure specialists of Tomorrow) and EACVI</i>	150	54%	280	08 :30	Athens
188	Forever young! Or how to age without heart failure	60	43%	140	08:30	Barcelona
504	Rapid Fire 3 - Chronic heart failure management	149	298%	50	08:30	Agora
314	Moderated Poster Session 4 - Basic Science	34	85%	40	10:00	Moderated Poster Area
324	Clinical Case Corner 4: When the heart is burning: cases of inflammatory cardiac involvement - Part I	45	113%	40	10:00	Moderated Poster Area
404	Virtual Case Demonstration 4: Infective endocarditis and acute aortic regurgitation	25	125%	20	10:00	Virtual Cases Area
212	Iron deficiency in heart failure. Guidelines: implementation in clinical practice <i>Sponsored by Vifor Pharma</i>	300	600%	50	10:15	Agora
1001	HFA General Assembly	50	18%	280	10:05	Athens
911	The new ESC Guidelines: Focus on arrhythmias and devices	892	112%	800	11:00	London
155	Biomarkers in heart failure: what's new?	460	115%	400	11:00	Berlin
157	Mitral and Tricuspid valvular interventions in heart failure	380	121%	315	11:00	Rome
189	Cardiomyopathies: what are the mechanisms?	180	129%	140	11:00	Barcelona
513	Clinical Case 3: Heart (under) attack: cardiac involvement in systemic diseases	63	126%	50	11:00	Agora
209	How to care for patients with tricuspid insufficiency <i>Organised by Charité Medical School Berlin, supported by an unrestricted educational grant from Mitralign</i>	515	103%	500	12:45	Paris
213	Hyperkalaemia: are your patients missing out? <i>Sponsored by Vifor Pharma</i>	435	109%	400	12:45	Berlin
217	Optimizing RAAS inhibition in heart failure: novel treatment considerations for the management of hyperkalemia <i>Organised by the Physicians Academy for Cardiovascular Education (PACE) Foundation / Course Director: Prof Adriaan A Voors / Supported by an unrestricted educational grant from AstraZeneca</i>	400	127%	315	12:45	Rome
221	Surrounding heart failure: a multidisciplinary approach? <i>Sponsored by St Jude Medical</i>	280	100%	280	12:45	Athens
172	Revascularisation strategies in ischemic heart failure	380	48%	800	14:15	London
603	Devices at crossroads	83	17%	500	14:15	Paris
120	Sleep breathing disorders in heart failure	114	29%	400	14:15	Berlin
110	Imaging and biomarkers in heart failure: what does the future hold?	140	44%	315	14:15	Rome
109	Exercise training: for whom, when and how?	150	54%	280	14 :15	Athens
183	Cardiac challenges during pregnancy	135	96%	140	14:15	Barcelona
505	Rapid Fire 4 – Devices	64	128%	50	14:15	Agora
315	Moderated Poster Session 5 - Population studies	55	138%	40	15:45	Moderated Poster Area
325	Clinical Case Corner 5: When the heart is burning: cases of inflammatory cardiac involvement Part II	20	50%	40	15:45	Moderated Poster Area
405	Virtual Case demonstration 5: Cardiogenic shock	25	125%	20	15:45	Virtual Cases Area
218	Implications of novel treatment strategies for the management of hyperkalemia in heart failure <i>Organised by the Physicians Academy for Cardiovascular Education (PACE)</i>	100	200%	50	15:50	Agora

	<i>Foundation / Course Director: Prof Adriaan A Voors / Supported by an unrestricted educational grant from AstraZeneca</i>					
118	Myocarditis: update 2016	720	90%	800	16:30	London
601	Drug therapy in the patient with comorbidities	106	21%	500	16:30	Paris
159	ICD therapy in heart failure	74	19%	400	16:30	Berlin
197	A tribute to Henry Krum	50	16%	315	16:30	Rome
901	What's new in Industry?	55	20%	280	16:30	Athens
506	Rapid Fire 5 - Comorbidities	35	70%	50	16:30	Agora
224	Present and future of device therapy in heart failure <i>Organised by Charité Medical School Berlin, supported by an unrestricted educational grant from Impulse Dynamics</i>	72	18%	400	18:15	Berlin

TUESDAY 24 MAY 2016						
Sess. N°	Session Title	OCCUP PEAK	% OCCUP Peak	Room Capacity	Time	Room
910	The new ESC Guidelines: Focus on chronic heart failure	450	90%	500	08:30	Paris
162	Heart transplantation in 2016	110	35%	315	08:30	Rome
161	How to manage VAD complications	75	19%	400	08:30	Berlin
117	Myocardial protection and regeneration: can we change the balance in heart failure?	60	21%	280	08:30	Athens
406	Virtual Case demonstration 6: Failing or not failing right myocardium?	16	80%	20	10:00	Virtual Cases Area
326	Clinical Case Corner 6: Friendly fire: the heart deals with cancer	20	50%	40	10:00	Moderated Poster Area
913	The new European Guidelines on CVD Prevention 2016. Be the first to know!	453	91%	500	10:05	Paris
904	Heart Failure 2016 Highlights	480	96%	500	11:40	Paris
316	Moderated Poster Session 6 - Comorbidities	32	80%	40	10:00	Moderated Poster Area

Top 10 attended sessions

Excludes Industry Sponsored Satellite Symposia

Sess. N°	Session Title	OCCUP PEAK	% OCCUP Peak	Room Capacity	Day	Start Time
912	The new ESC Guidelines for the diagnosis and treatment of acute and chronic heart failure - Overview	1732	217%	800	Saturday	11:00
911	The new ESC Guidelines: Focus on arrhythmias and devices	892	112%	800	Monday	11:00
909	The new ESC Guidelines: Focus on co-morbidities	790	99%	800	Sunday	11:00
118	Myocarditis: update 2016	720	90%	800	Monday	16:30
104	Novel heart failure therapies	535	107%	500	Saturday	08:30
906	Late Breaking Trials II: Focus on chronic heart failure	520	104%	500	Sunday	08:30
102	Individualising therapy in heart failure	490	98%	500	Saturday	14:15
904	Heart Failure 2016 Highlights	480	96%	500	Tuesday	11:40
908	The new ESC Guidelines: Focus on acute heart failure	465	58%	800	Saturday	16:00
122	What a busy clinician needs to know about LCZ696 for heart failure	460	58%	800	Sunday	6:30

2.5 Abstracts

Overview of submissions by type

	Status	2012	2013	2014	2015	2016
Abstracts	Submitted	1 143	1 515	1 444	1 588	1 793
	Accepted	1 078	1 436	1 309	1 461	1 639
	Accepted withdrawn	48	44	43	36	68
	% acceptance	94%	95%	91%	92%	91%
Clinical Cases	Submitted	-	-	-	224	217
	Accepted				76	74
	Accepted withdrawn				10	1
	% acceptance				34%	34%
Late Breaking Trial submissions	Accepted for oral presentation	-	-	18	15	49
	Accepted for poster presentation (Clinical Forum)					
	Accepted - withdrawn					3
TOTAL	No shows	168 (16%)	237 (17%)	245 (19%)	350 (23%)	283
	Presented	862	1 158	1 039	1 175	1 690

Abstract submissions: top ten countries

	2013	2014	2015	2016
Italy	93	91	95	280
Russian Federation	108	180	136	147
Spain	91	89	221	118
Portugal	194	98	117	115
Germany	103	66	81	85
United Kingdom	93	82	69	75
Japan (NEW in top ten)	44	45	39	62
Poland	45	31	44	58
Korea, Republic of (NEW in top ten)	21	15	36	51
Romania	34	28	44	49
....				
Greece	24	104	35	33
France	28	31	32	27

3 Other initiatives

3.1 HFA Career Cafe

Objective

Create a platform where the young generation is given the opportunity to meet experts in their field in face to face intimate interviews. Applicants were invited to choose who they wanted to meet according to their specialty but also according to what they are looking to achieve in their career.

The HFA Career Cafe is the physical platform for prepared interviews between Key Opinion Leaders in the field and young Heart Failure specialists/specialists in training. In the format of "speed dating" face to face meetings were organised between mentors, who are selected in advance, and applicants, who registered online in advance via an eform.

Summary

Date: Saturday 21 May
Timeslot: Morning coffee break 10:05 – 10:50
Location: Room "POLVERIERA"
Timing: Interviews were timed and a countdown was visible on 2 computer screens
Catering: Coffee, soft drinks and patisseries & a waiter
Sound system: A technician was present for the microphones

Eligibility criteria

- 17 mentors
 - o At least 9 HFA Board members
 - o Approximately 6 KOLs chosen from faculty list
- 17 applicants, *conditions*:
 - o registered to Heart Failure 2016
 - o registered delegates of 40 years of age or under
 - o Priority was given to HFA Gold and Silver Members



Application process

Application dates: 23 March – 30 March with an extension to 6 April

- ✓ Mentors biography and field of expertise available online for review and promotion in order to facilitate selection by the applicants
- ✓ Applications are done online and are free. Applicants are asked to select the mentors they wish to meet in order of preference
- ✓ The top 17 applicants (that fulfil the eligibility criteria) are selected based on their motivations and CV
- ✓ Each applicant is assigned up to 3 interviews of 10 minutes each
- ✓ Interviews are assigned in order of ranking and in order of preference selection

Promotion

10 March	HFA Newsletter	Launch of the HFA Career Cafe in HFA Newsletter (target: all HFA Members) 7 100 recipients (28% open rate)
23 March	Dedicated campaign	All eligible persons in the database (see above criteria). 782 recipients (54% open rate)
30 March	Targeted e-mailings	<ul style="list-style-type: none">- HOT Members- All abstract presenters below 40

Submissions and participation rate

- ➔ 46 applications were submitted
- ➔ All 17 Mentors accepted the invitation to be part of this pilot event
- ➔ All the Mentors were present at the event
- ➔ 1 No Show from applicants

Available in Annexe 1: Report from applications received & post event survey results

3.2 Virtual Case Area

Summary of initiative

Body Interact is a digital patient simulator provided by Take The Wind. The technology was used by the HFA to create the 'Virtual Case Area' in which cases of patients with heart failure were presented during the official Coffee Breaks.

The cases were selected by HFA from one of the case-based symposium of the pre-arranged programme. The presenters were invited to custom-create their cases on the digital application.

Overall feedback from 2016

- Positive feedback from faculty
- Good attendance of Virtual Case Demonstrations
- Good attendance of Tips & Tricks session
- Willingness from HFA to renew and develop for 2017 in Paris

[Review the cases & watch the videos online here](#)

Format of the 2016 initiative

1 - In the main programme

The cases were presented on the virtual patient; and speakers completed their demonstration with powerpoint slides that indicated recommendations from ESC Guidelines. The format of the session allowed time for interaction with the audience.

A rehearsal was organised with the chairpersons from the session the day before, which allowed them to get familiar with the cases.

Sess. N°	Session Title	OCCUP PEAK	% OCCUP Peak	Room Capacity	Start* Time
194	Tips and tricks - how could echocardiography help to survive an ICU shift? <i>Joint session with the HoT (Heart Failure specialists of Tomorrow) and EACVI</i>	150	54%	280	08:30

2 - In the Exhibition: during the 5 official coffee breaks

Each case was demonstrated twice in the Virtual Case Area; either by the faculty of the session when possible, or by another HoT Member who was invited to attend the first case demonstration in order to be familiar with the case and meet the original presenter.

Saturday 10:00 - 11:00

Sunday 10:00 - 11:00 and 15:45 - 16:30 (45min)

Monday 10:00 - 11:00 and 15:45 - 16:30 (45min)

Sess. N°	Session Title	OCCUP PEAK	Start Time
401	Virtual Case Demonstration 1: Infective endocarditis and acute aortic regurgitation	38	10:00
402	Virtual Case demonstration 2 : Cardiogenic shock	30	10:00
403	Virtual Case demonstration 3: Failing or not failing right myocardium?	35	15:45
404	Virtual Case Demonstration 4: Infective endocarditis and acute aortic regurgitation	25	10:00
405	Virtual Case demonstration 5: Cardiogenic shock	25	15:45
406	Virtual Case demonstration 6: Failing or not failing right myocardium?	16	10:00

Available in Annexe 2: Feedback from faculty and plans for 2017

3.3 CPR Workshops



Since 2014 in Athens, the HFA and the European Resuscitation Council (ERC) have co-organised Cardiopulmonary resuscitation (CPR) workshops at the annual Heart Failure congress.

The course is directed by Prof. Nikolaou (Greece).

The workshops are supported by: Zoll, Laerdal, HFA of the ESC and ERC

There are 2 types of sessions :

- CPR & AED Refresher
- Advanced CPR

Registration on-site is mandatory, participants can attend both if desired.
Participants are sent a certificate of attendance by ERC

The workshops are promoted on the website, on social media, on various congress e-campaigns, on the Heart Failure 2016 Final Programme (PDF and print) and Mobile App.



	2014 – Athens	2015 – Seville	2016 – Florence	Variation
Number of rooms (incl open stage)	3	3	3	
Number of sessions	10	10	10	
Number of faculty	14	5	4	
Number of participants	122	74	186	+ 112
Overall occupancy (% of total capacity 105)	116 %	70 %	177%	+ 152%
% of participants (vs active delegates)	3.01 %	1.69 %	3.27%	+ 93%

**All faculty in 2016 were Italian ERC instructors; costs were higher in Florence due to construction of the two workshop rooms*

The increase in attendance of the CPR workshops is due to the overall increase in congress attendance but also to the visibility and attractiveness of the stand. This activity is also becoming a must-attend for some of the participants.

4 Registration & Attendance

4.1 Overview & Comparison with previous years

	Belgrade 2012	Lisbon 2013	Athens 2014	Seville 2015	Florence 2016	+/- 2016
Active delegates	3 282	4 059	4 034	4 347	5 627	+ 1280
Press	29	21	19	32	56	+ 24
Exhibitors	362	390	380	412	465	+ 53
Total	3 673	4 470	4 433	4 791	6 148	+ 1 357

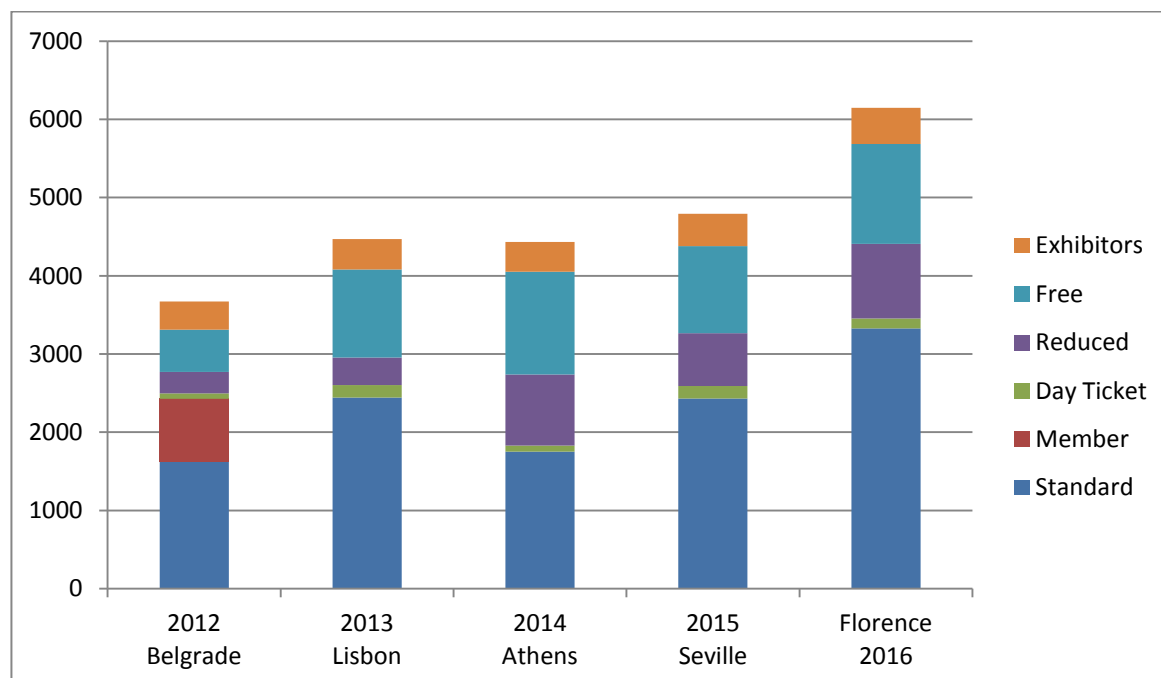
Data on returning delegates

10 % of the Heart Failure 2016 active delegates attended also HF 2015 and HF 2014

24 % of the Heart Failure 2016 active delegates attended also HF 2015 but did not attend HF 2014

16 % of the Heart Failure 2016 delegates attended HF 2014 but did not attend 2015

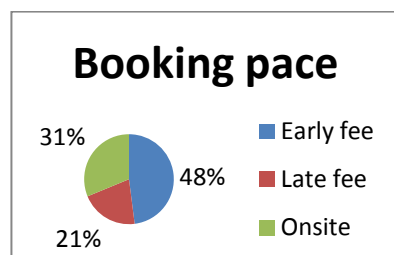
Comparison by type of registration



Comments:

- Record-breaking number of paying standard fees
- Increase of Free registrations

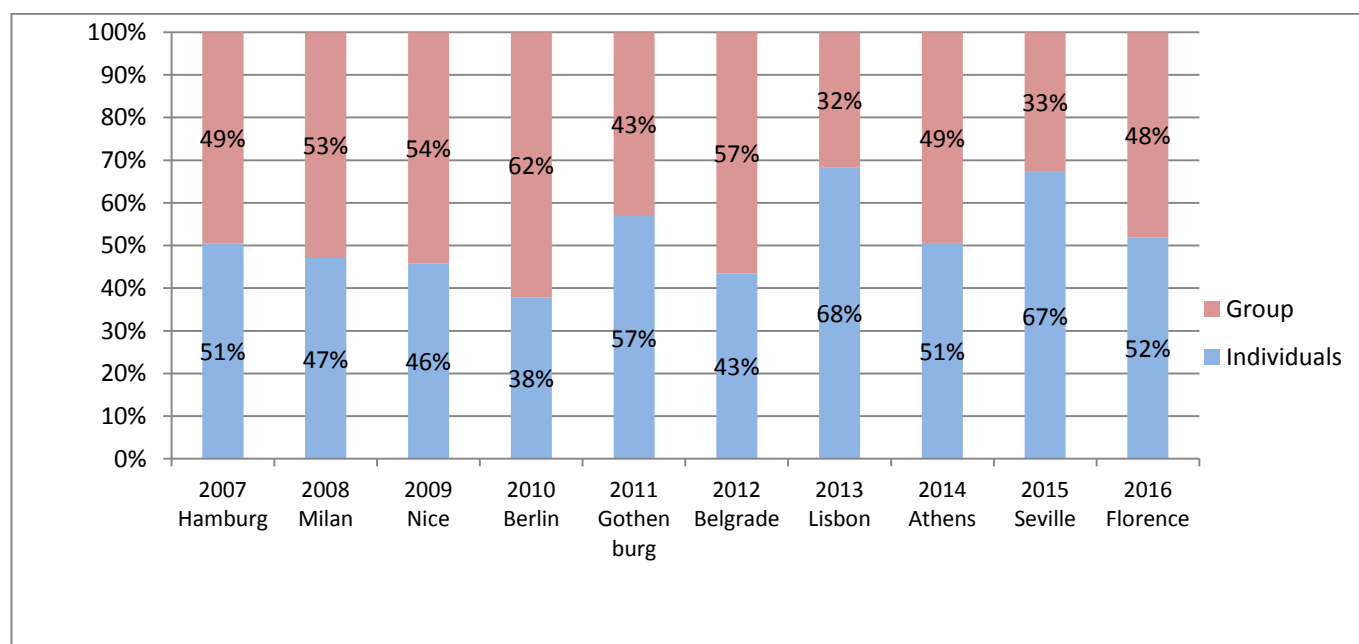
Booking pace for Standard fees



The fees subject to increase between launch of services (14 November) and close of services (on-site) are: standard fee and nurse standard fees.

This year in Florence, there is a decrease of early fee bookings, due to a flat registration fee for locals and late registration of free local groups.

Individual vs Group registrations



There is a very high number of Group registrations (+15% vs 2015)

4.2 Delegate breakdown per activity

Statistics are based on information given on participant's "My ESC" accounts. This information was available for 4 016 delegates (1 611 delegates did not complete their field of activity in their account).

ACTIVITY	4 016	100%
Cardiologist	776	19%
Cardiologist - Trainee	72	2%
General Practitioner	14	0%
Industry/Agent	64	2%
Medical Technician	11	0%
Nurse	31	1%
Nurse, Nurse Practitioner	140	3%
Other	265	7%
Other Healthcare Profession	52	1%
Physician - Cardiac Surgery	35	1%
Physician - Cardiology	1897	47%
Physician - Emergency Medicine	23	1%
Physician - Endocrinology	9	0%
Physician - General Practice	26	1%
Physician - Intensive Care	38	1%
Physician - Internal Medicine	127	3%
Physician - Interventional Cardiology	87	2%
Physician - Nephrology	7	0%
Physician - Other Specialty	41	1%
Press/Medical Writer	56	1%
Scientist	239	6%
Surgeon	6	0%

4.3 Breakdown of attendance by country of origin: 138 countries

Complete list of countries and comparison with previous years

Country	Lisbon 2013	Athens 2014	Seville 2015	Florence 2016	+/- 2015/16
Albania	15	8	13	26	13
Algeria	6	2	23	6	-17
Argentina	28	31	40	32	-8
Armenia	8	13	6	8	2
Aruba			1		-1
Australia	38	39	35	59	24
Austria	61	38	65	71	6
Azerbaijan	4	2	4	4	0
Bahrain	3	3	4	4	0
Bangladesh	1			3	3
Belarus	4	9	3	9	6
Belgium	82	66	95	172	77
Benin					0
Bermuda					0
Bolivia					0
Bosnia and Herzegovina	40	24	8	13	5
Brazil	88	33	34	34	0
Bulgaria	51	21	79	107	28
Cameroon			1		-1
Canada	25	26	25	39	14
Cape Verde	1				0
Chile	7	7	18	11	-7
China, People's Republic of	21	19	23	47	24
Colombia	15	12	31	20	-11
Costa Rica				2	2
Croatia	38	7	41	46	5
Cyprus	4	22	9	12	3
Czech Republic	62	25	31	53	22
Democratic Republic of Congo			1	1	0
Denmark	38	29	39	70	31
Dominican Republic	1				0
Ecuador		1	11	4	-7
Egypt	5	38	35	45	10
El Salvador					0
Estonia	25	6	13	11	-2
Faroe Islands		1			0
Finland	16	28	36	51	15
France	159	136	155	209	54
Gabon		1			0
Georgia, Republic of	6	6	3	24	21
Germany	228	218	199	408	209
Ghana					0
Greece	94	1418	166	152	-14
Guadeloupe				1	1
Guatemala	3	4	4	4	0
Honduras	1		1	1	0
Hong Kong	1	4		1	1
Hungary	24	19	20	24	4
Iceland			1	2	1
India	66	76	77	67	-10
Indonesia	8	8	13	10	-3
Iran (Islamic Republic of)	1	2	1	6	5
Iraq			2	3	1
Ireland	23	30	28	46	18
Israel	38	24	36	39	3
Italy	234	222	296	1444	1148
Jamaica				1	1

Japan	42	50	40	60	20
Jordan	4	1		2	2
Kazakhstan	2	13	7	7	0
Kenya	3	3	5	10	5
Korea, Republic of	15	14	39	58	19
Kosovo		7		5	5
Kuwait	1			5	5
Kyrgyzstan					0
Latvia	17	13	15	14	-1
Lebanon	8	14	9	8	-1
Libya		18			0
Lithuania	76		36	26	-10
Luxembourg		4	5	11	6
Macedonia,	4	4	3	15	12
Malaysia	1	4	8	5	-3
Malte				2	2
Mexico	15	25	17	12	-5
Moldova Republic of	2	1	2	3	1
Monaco	1		1		-1
Mongolia				2	2
Montenegro	5	1	2	3	1
Morocco					0
Morocco	2	3	2	3	1
Mozambique					0
Myanmar			13		-13
Namibia				1	1
Nepal					0
Netherlands	134	123	154	201	47
Netherlands Antilles	1			1	1
New Caledonia	1		1	1	0
New Zealand	5	4	5	7	2
Nicaragua					0
Nigeria	5	2	2	6	4
Norway	52	17	15	52	37
Oman		3	2	1	-1
Pakistan		1			0
Palestine Territories		1			0
Panama	5	1	2	2	0
Paraguay			2		-2
Peru	6	6	13	10	-3
Philippines	1	8	2	10	8
Poland	57	40	63	86	23
Portugal	931	61	115	102	-13
Qatar		2	4	2	-2
Réunion				1	1
Romania	85	44	83	124	41
Russian Federation	123	124	119	118	-1
Rwanda			1		-1
San Marino, Republic of					0
Saudi Arabia	14	16	14	26	12
Senegal				1	1
Serbia	131	68	95	117	22
Sierra Leone					0
Sierra Leone	2				0
Singapore	11	4	11	15	4
Slovak Republic	28	15	33	85	52
Slovenia	27	6	16	61	45
South Africa	9	5	3	6	3
Spain	149	123	1062	256	-806
Sri Lanka	1	1		2	2
Sudan		1			0
Swaziland					0
Sweden	60	48	56	74	18

Switzerland	83	83	111	152	41
Syrian Arab Republic					0
Taiwan, ROC	3	11	3	8	5
Tanzania, United Republic of	2		1		-1
Thailand	24	7	5	7	2
Tunisia	9	19	5	9	4
Turkey	22	22	17	23	6
Uganda				1	1
Ukraine	55	43	31	29	-2
United Arab Emirates	5	6	21	17	-4
United Kingdom	145	132	143	213	70
United States of America	106	135	147	194	47
Uruguay		1	1	1	0
Uzbekistan		2	2		-2
Venezuela	17	11	8	7	-1
Vietnam					0
Yemen		4			0
Zimbabwe				1	1

Top 20 countries of origin

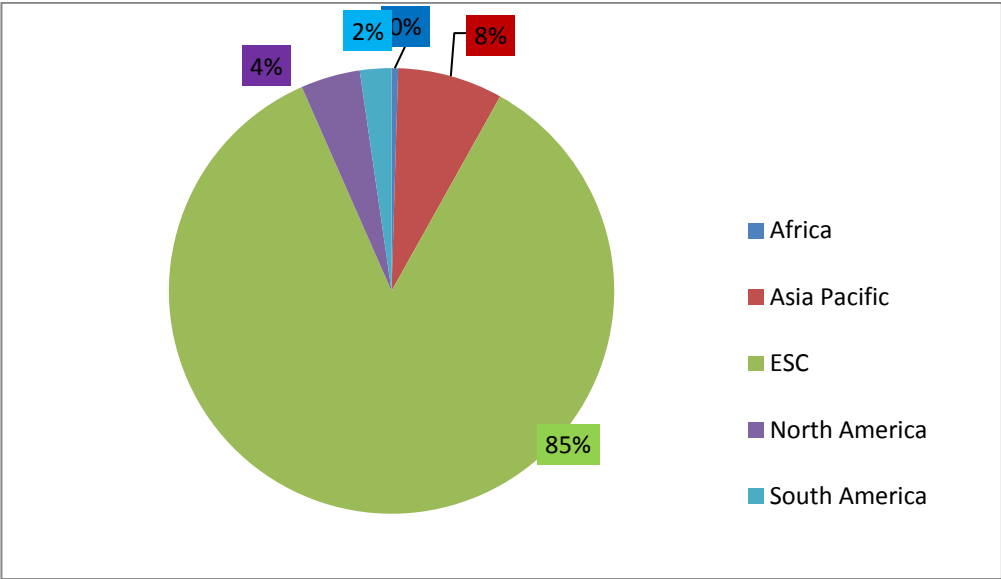
Rank	Country	Lisbon 2013	Athens 2014	Seville 2015	Florence 2016	+/-2016/15
1	Italy	234	222	296	1444	1148
2	Germany	228	218	199	408	209
3	Spain	149	123	1062	256	-806
4	United Kingdom	145	132	143	213	70
5	France	159	136	155	209	54
6	Netherlands	134	123	154	201	47
7	United States of America	106	135	147	194	47
8	Belgium	82	66	95	172	77
9	Greece	94	1418	166	152	-14
10	Switzerland	83	83	111	152	41
11	Romania	85	44	83	124	41
12	Russian Federation	123	124	119	118	-1
13	Serbia	131	68	95	117	22
14	Bulgaria	51	21	79	107	28
15	Portugal	931	61	115	102	-13
16	Poland	57	40	63	86	23
17	Slovak Republic	28	15	33	85	52
18	Sweden	60	48	56	74	18
19	Austria	61	38	65	71	6
20	Denmark	38	29	39	70	31

4.4 Breakdown of attendance by region of origin

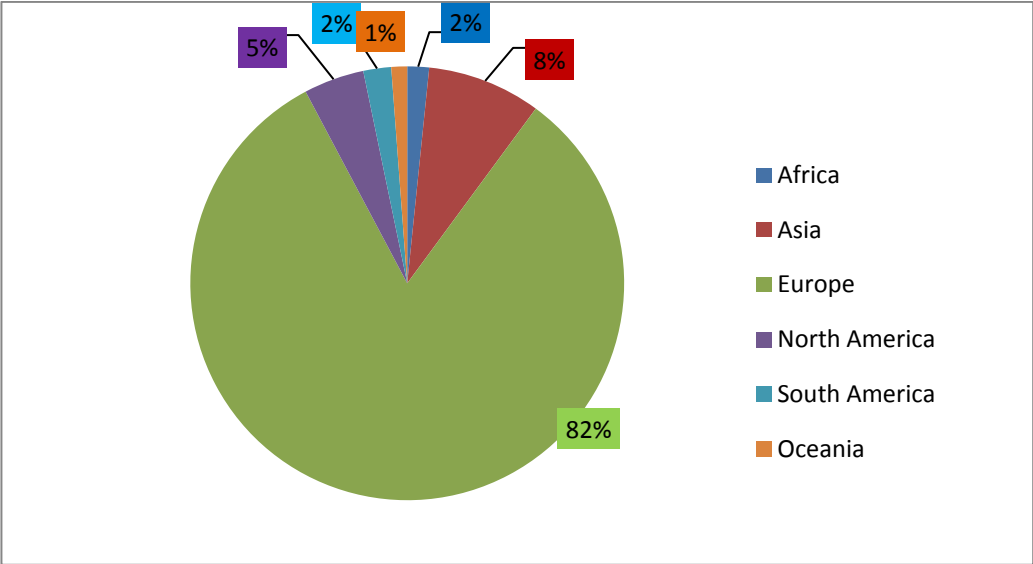
	2015 Seville	2016 Florence
Africa	17	27
Asia Pacific	339	434
ESC countries	3 658	4847
North America	196	245
South & Central America	169	130
Total*	4 379	5 683

*Total active delegates (excluding exhibitors)

Breakdown by Region



Breakdown by Continent



4.5 Local Host Country participants by Category

65% of the local participants have benefit from a free registration.

Type of fee	Total
Faculty Member	54
HFA Board Member	3
Young Investigator Award	4
HF Winter Meeting abstract presenter	2
Local Group	464
Students (undergraduated)	223
Local Young Abstract Presenters	173
Press	9
<i>Total free</i>	932
Local Nurse & Nurse abstract presenters	1
Local Resident (200€)	433
Nurse	4
PhD Student (Post Graduated)	21
Standard Fee	44
Industry representative (full congress)	1
Industry representative (day ticket)	1
Day ticket	4
Abstract presenter (Basic Science)	3
<i>Total paying</i>	512
Grand Total	1444

4.6 Participation breakdown with ESC Memberships

27% of the audience (active delegates and press) were HFA Members.

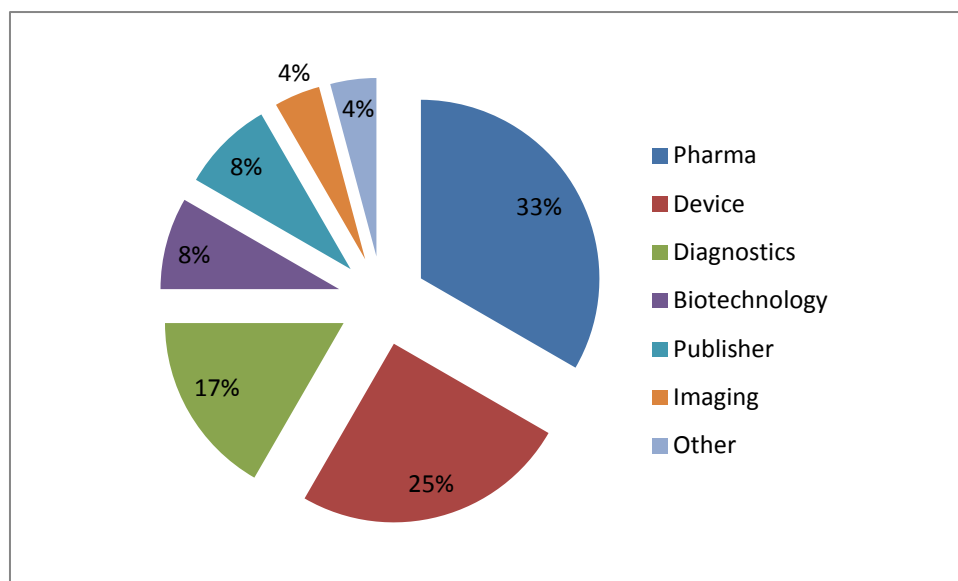
Other sub-specialty associations with high representation are: EACPR (5%) and EACVI (4%)

Type of membership	Percentage of total HF 2016 audience
HFA Fellow	0,69%
HFA Gold	4,01%
HFA Regular	18,35%
HFA Silver	4,06%
ACCA Ivory	1,11%
EACPR Ivory	0,11%
EACPR Regular	4,68%
EACPR Silver	0,21%
EACVI Gold	0,32%
EACVI Ivory	0,11%
EACVI Regular	1,85%
EACVI Silver	1,94%
EAPCI Regular	2,94%
EHRA Gold	0,12%
EHRA Ivory	0,51%
EHRA Silver	0,18%
ESC FELLOWSHIP 2016	4,52%
ESC NURSE FELLOWSHIP 2016	0,11%

5 Industry

5.1 Industry revenue summary and participation since 2013

Sponsors breakdown by industry sector



Sponsors list – history of participation since 2013

Companies	2013 Lisbon	2014 Athens	2015 Seville	2016 Florence
Abbott Vascular International BVBA	X	X	X	X
Alere International Ltd	X	X	X	
Armstrong Medical Ltd		X		
Atcor Medical				X
Bayer Pharma AG		X	X	X
BG Medicine Inc	X			
Bioventrix, Inc.	X	X		
BRAHMS GmbH		X		
CardioKinetix, Inc.		X		
CardioMEMS Inc	X			
Cardiorentis	X	X	X	
Charite - Campus Virchow-Klinikum (CVK)	X	X	X	X
Circulite Inc	X			
Critical Diagnostics	X		X	X
CVRx, Inc.			X	X
Experimetria Ltd	X			
Fondazione Internazionale Menarini				X
GE Healthcare	X	X	X	X
Health in Code SL				X
HeartWare GmbH	X	X	X	X
Hellenic Cardiological Society				X
Impulse Dynamics Germany GmbH	X			
Integrated Sensing Systems			X	X
IOANNIS KONSTANTARAS		X		
John Wiley & Sons Ltd		X	X	X
LoneStar Heart Inc	X	X		
MDE Co. Ltd.				X
Medcon International				X
Medtronic International Trading SARL	X	X	X	X
Mespere LifeSciences Inc.		X		
Navus Consulting GmbH			X	
NI Medical Ltd.		X		
Novartis Pharma AG	X	X	X	X
Orion Pharma	X	X	X	X
Oxford University Press	X	X	X	
Pfizer Ltd	X	X	X	X
Pharma Nord	X		X	
Physicians Academy for Cardiovascular Education				X

Companies	2013 Lisbon	2014 Athens	2015 Seville	2016 Florence
Physicians World, an Ashfield Company			X	
ResMed SAS	X	X	X	
Roche Diagnostics International Ltd		X		
scPharmaceuticals			X	X
SERVIER INTERNATIONAL	X	X	X	X
Sigma Tau SpA			X	
St Jude Medical Coordination Center BVBA	X	X	X	X
Takeda			X	
the heartorg from WebMD	X			
Thermo Fisher Scientific	X		X	X
Thoratec Corporation	X			
Vifor (International) AG	X	X	X	X
Wisepress Online Bookshop Ltd	X	X	X	X
Zoll CMS GmbH	X	X	X	X
ZS Pharma			X	X

5.2 Exhibition

	2013 Lisbon	2014 Athens	2015 Seville	2016 Florence	+/- 2015/16
Total in m2	613	692	723,5	763	+39,5
Total in number of exhibiting companies	27	28	24	25	+1

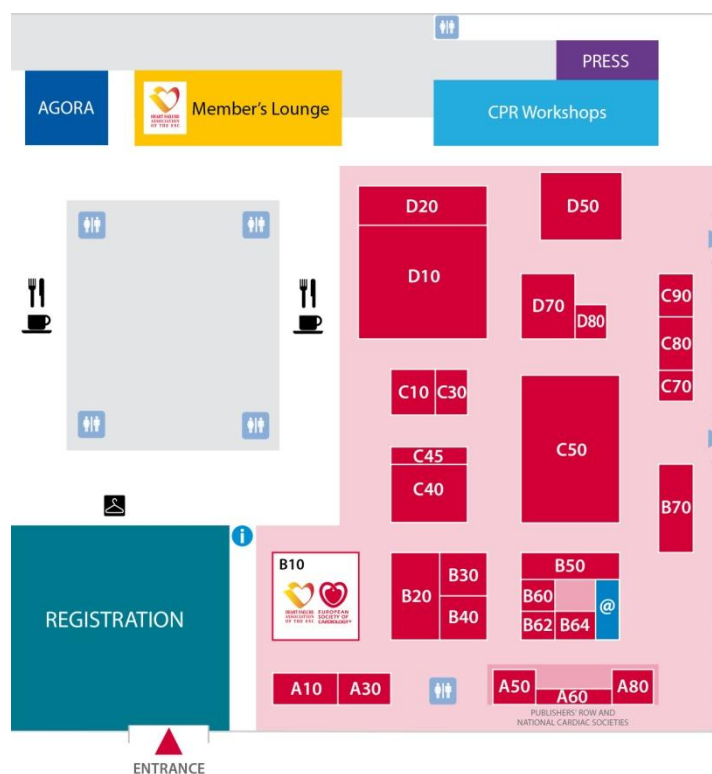
Exhibition breakdown by product type

Abbott Vascular International BVBA
Atcor Medical
Bayer Pharma AG
BMS & Pfizer Alliance
Critical Diagnostics
CVRx, Inc.
European Society of Cardiology :
Heart Failure Association of the ESC
Fondazione Internazionale Menarini
GE Healthcare Ltd
Health in Code SL
Heartware Inc
Hellenic Cardiological Society
Integrated Sensing Systems
MDE Co. Ltd.
Medtronic International Trading SARL
Novartis Pharma AG
Orion Pharma
ScPharmaceuticals
SERVIER INTERNATIONAL
St Jude Medical
Thermo Fisher Scientific
Vifor Pharma Italia srl
Wiley
Wisepress Online Bookshop Ltd
Zoll CMS GmbH

D80
B40
C40/C45
D50
A10
A30

B10
C30
C90
B62
B70
A80

B60
B50
D10/D20
B20
C70
C50
C80
B30
D70
A50
A60
C10



5.3 Industry sponsored sessions

	2013 Lisbon	2014 Athens	2015 Seville	2016 Florence	+/- 2015/16
Total Satellite symposia	13	17	18	18	n/a
Total Experts on the spot (new in 2015)	n/a	n/a	1	4	+ 3
Total Hands-On Tutorials (rooms)	4	3	3	3	n/a
Total Hands-On Tutorials sessions	36	14	17	25	+ 8
Total in number of companies	16	17	16	15	- 1

Satellite Symposia and Experts on the Spot grid

	LONDON 800 seats	PARIS 500 seats	BERLIN 400 seats	ROME 315 seats	ATHENS 280 seats	BARCELONA 140 seats	AGORA 50 seats
Lunchtime	Novartis Pharma AG	Charite - Campus Virchow-Klinikum (CVK)	scPharmaceutica ls	Abbott Vascular International BVBA	PACE		
Morning Coffee Break							PACE
Lunchtime	Novartis Pharma AG	Charite - Campus Virchow-Klinikum (CVK)	Bayer Pharma AG	Vifor Pharma Italia srl	Medtronic International Trading SARL	Zoll CMS GmbH	
Afternoon Coffee Break							Novartis Pharma AG
Evening		SERVIER INTERNATIONAL	Bayer Pharma AG				
Morning Coffee Break							Vifor Pharma Italia srl
Lunchtime		Charite - Campus Virchow-Klinikum (CVK)	Vifor Pharma Italia srl	ZS Pharma	St Jude Medical Coordination Center BVBA		
Afternoon Coffee Break							ZS Pharma
Evening			Charite - Campus Virchow-Klinikum (CVK)				
	Room not available						

Details on session titles, times, occupancy, sponsors are available in part 2.3 Sessions (P18)

5.4 Sponsorship & advertising

Sponsorship – detail and comparison with previous years by product type

NOTE:

- n/a (not applicable as product did not exist)
- quantity empty = product not sold

Product available	2013 Lisbon	2014 Athens	2015 Seville	2016 Florence (+ quantity ordered)
Abstract CD-Rom	Vifor (International) AG	n/a	n/a	n/a
Badge Leads Management System				Novartis (1)
Delegate badge laces	BG Medicine Inc	Cardiorentis	Cardiorentis	Cardiorentis (1)
Delegate congress bag		Vifor (International) AG		Cardiorentis (1)
e-Blasts	n/a	n/a	Novartis Pharma AG Pfizer Ltd	Novartis Pharma AG (1)
Final Programme back cover		Pfizer Ltd	Pfizer Ltd	Novartis Pharma AG (1)
Final Programme bookmark		Cardiorentis	Pfizer Ltd	Novartis Pharma AG (1)
Final Programme inside front cover				
Final Programme inside back cover				
Congress News				Bayer Pharma AG (1)
Industry Programme (inside front cover and back cover)	n/a	Novartis Pharma AG	Novartis Pharma AG	Novartis Pharma AG (1)
Mobile Application	ResMed SAS	SERVIER INTERNATIONAL	SERVIER INTERNATIONAL	SERVIER INTERNATIONAL(1)
Screenecast	n/a	n/a		Charite - Campus Virchow- Klinikum (CVK)(1) scPharmaceuticals (1) Vifor Pharma Italia srl (2)
Webcast	n/a	n/a	ResMed SAS Medtronic International Trading SARL	Novartis Pharma AG (2)
HFA News*	n/a	n/a	n/a	Novartis Pharma AG(1)
On-site advertising	Novartis Pharma AG	Novartis Pharma AG	Novartis Pharma AG	Novartis Pharma AG SERVIER INTERNATIONAL
Total sponsorship & advertising	8	8	16	24

*New this year: HFA News

Launched at Heart Failure 2017 in Florence, HFA News 2016 covers the highlights from Heart Failure 2016 and the 3rd World Congress of Acute Heart Failure in short videos focused on 6 main topics, with interviews from major presentations of the congress.

6 Communication

6.1 Publications

In line with the Heart Failure 2015 strategy regarding the congress publications, we have created a minimum amount of communication materials while improving the lifespan of each publication.

As such, all publications from the Advance Programme were available online – on the congress webpage.

Our main objectives for Heart Failure 2017 and the congresses to come are:

- To keep working on **the image of the congress** (in terms of attractiveness, notoriety) – *by ensuring a “branding control” and by enhancing the overall branding of the congress;*
- To better **evaluate the publications feedbacks** (target’s interest, return on investment...) *by providing statistics (distribution rates, click rates...) or marketing questionnaires;*
- To keep ensuring the **production efficiency** (low prices / good quality) in order to respect the ESC cost containment policy;

The publications are divided in three types: promotional documents, programme documents and on-site publications.

Promotional documents

Name	1 st Announcement	HF2016 & 3 rd WCAHF leaflet	Local Leaflet
Lifespan	May 2015 – November 2015	November 2015 – Congress	November 2015 – Congress
Key info	Congress key info (dates / location / main theme) Key figures Target audience Venue Welcome Address Key deadlines HFA Membership advert Congress organiser	Congress key info (dates / location / main theme) Key figures Target audience Main theme description 3 rd WC on ACHF description Key deadlines Venue / Organiser	Congress key info (dates / location / main theme) Key figures Promotion of the local offers Promotion of the local sessions
Format	Poster / Leaflet		
Print quantity	3 800	500	1 500
Electronic format	n/a	n/a	n/a
Sponsor	None	None	None

Programme documents – pre congress

Name	Online Advance Programme	Advance Programme – Leaflet
Lifespan	January – April 2016	January – Congress
Key info	Congress key info (dates / location / main theme) Key figures Target audience Promo of registration Promo of Mobile App Schedule and Programme overview Promo of the Programme HFA advert	Congress key info (dates / location / main theme) Key figures Target audience Promo of registration Promo of Mobile App Schedule and Programme overview Promo of the Programme HFA advert
Format	Online PDF	Leaflet 8 pages
Print quantity	Not printed	1 500
Electronic format	<i>Interactive flipbook</i> Published on January 25 6 757 views (June 19)	n/a
Sponsor	None	None
Distribution rate	Not printed	180 copies sent and 143 distributed in 8 countries (20% de copies en trop)

Programme documents – congress

Name	Final Programme	Industry Programme
Lifespan	April - Congress	April - Congress
Key info	Congress general info Building Floor Plan Programme at a glance (all sessions) Congress schedule Full congress programme HFA Adverts HF 2017 visual Lists of authors, presenters, faculty...	Congress general info + Useful information Exhibition floorplan List of industry sponsors with company & product descriptions Programmes & adverts for Industry Sponsored sessions
Format	15*21 cm, 312 pages	
Print quantity	4 500, inserted in congress bag	4 500, inserted in congress bag
Electronic format	<i>Interactive flipbook</i> Published on April 28 6 144 views (June 19)	<i>Interactive flipbook</i> Published on May 10 242 views (June 19)
Sponsor	Novartis	Novartis
Distribution	Used out – estimated 1 000 copies missing	Used out – estimated 1 000 copies missing

On-site publications

Name	Leaflet – Inaugural Session	Congress News
Lifespan	Congress	Congress & reference document
Key info	Promotion of the Inaugural Session Inaugural Session programme and speakers Promotion of the networking reception	Interviews and scientific highlights from the congress 4 daily editions of 4 pages, 26 articles
Format		250 x 350mm folded (500 x 350mm unfolded)
Print quantity	500 copies	7 000 copies total
Electronic format	<i>Not applicable</i>	<i>Interactive flipbook uploaded on day of news</i> Saturday: 499 views (until May 30) Sunday: 309 views (until May 30) Monday: 355 views (until May 30) Tuesday: 763 (until May 30)
Sponsor	None	Bayer (2 editions only)
Distribution	All copies distributed	All copies distributed each morning of the congress

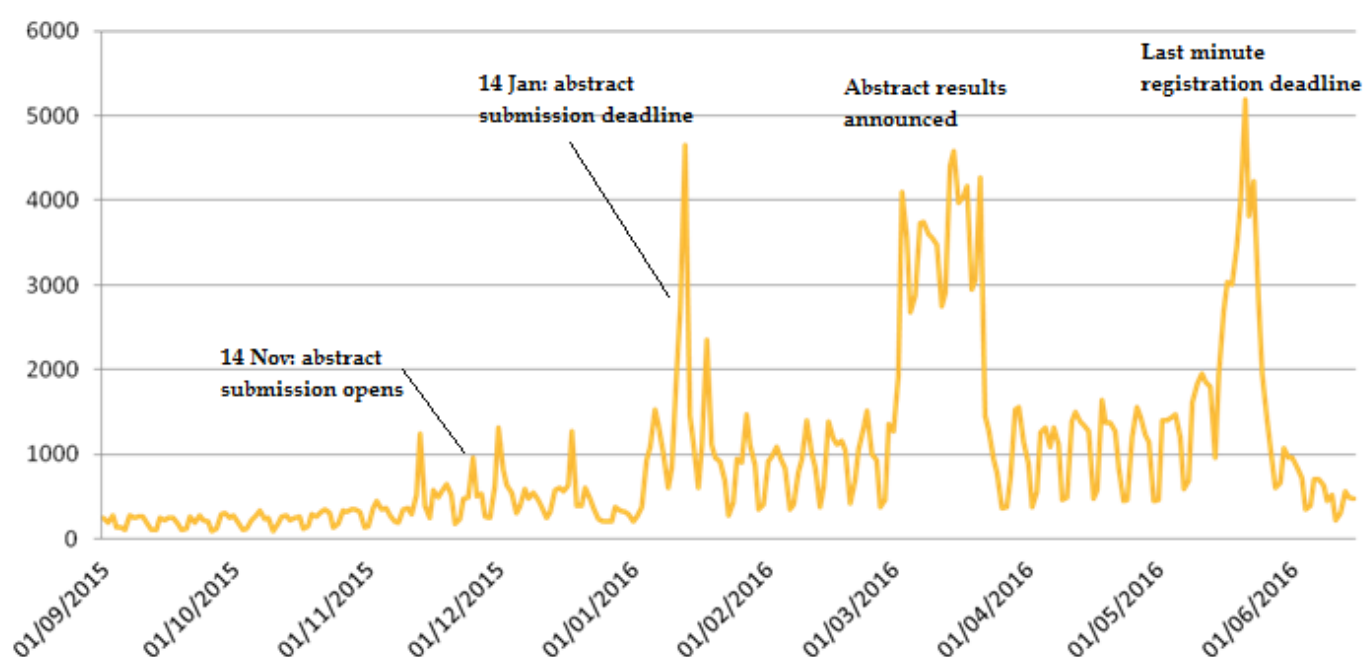
Other print & electronic publications

- Congress visual & posters
- Congress adverts (inserted in ESC & non-ESC journals)
- Industry picto
- Congress banner
- Certificates
- Speaker slide

6.2 Website activity

Heart Failure 2016 received over **283 000 page views** between September 2015 and June 2016, thus **+73 000** more views in comparison to the same period last year.

The section that received most views is the “Registration” section with more than 28 000 views; followed by the “Call for Science” section with more than 27 200 views.



Chronic Heart failure was the topic with the most page views on the Scientific Programme & Planner, followed by Acute Heart Failure and Acute Heart Failure (management).

Top 5 news pages consulted on the website:

[Stimulating results in the treatment of central sleep apnea](#)

[Chronic heart failure still 'a major issue'](#)

[Join us next year in the 2017 'capital of heart failure'!](#)

[Beta blockers show real-life mortality benefit in HF with AF](#)

[Latest HF guidelines to tackle "epidemic of the 21st century"](#)

Top 10 sessions consulted on the Scientific Programme & Planner

Session	% of total page views
Poster Session 1: Basic Science: Right ventricular function	8,75%
The new ESC Guidelines for the diagnosis and treatment of acute and chronic heart failure - Overview	6,72%
Poster Session 2: Basic Science: Vascular biology	5,50%
Poster Session 3: Basic Science: Ischemia / Reperfusion / Preconditioning / Postconditioning	4,93%
Late Breaking Trials II: Focus on chronic heart failure	3,73%
The new ESC Guidelines: Focus on acute heart failure	3,69%
Late Breaking Trials I: Focus on acute heart failure	3,40%
Poster Session 4: Basic Science: Left ventricular function	3,29%
The new ESC Guidelines: Focus on chronic heart failure	2,73%
Novel heart failure therapies	2,34%

Detailed traffic per section

Section	Page Views
Heart Failure homepage	168 559
Registration	28 919
Call-for-science	27 220
Scientific-Sessions	20 355
Congress-resources	8 197
Hotels	5 658
Travel-and-City	5 444
About-the-congress	5 388
Your-attendance-guide	5 268
World-Congress-on-Acute-Heart-Failure	4 602
Exhibition-and-Industry	1 741
Congress-news	935
2nd-World-Congress-on-Acute-Heart-Failure	354
HFA-Eugene-Braunwald-Lecture-at-Heart-Failure-2015	275
CardioPulmonary-Resuscitation-Workshops	74
HFA-Philip-Poole-Wilson-Lecture-at-Heart-Failure-2015	42
Total	283 031

6.3 Scientific Programme & Planner

The Scientific Programme & Planner (SP&P) is the online tool with the most updated version of the Scientific Programme which also hosts the congress resources.

The SP&P was available as of January 2016 and updated daily; this section of the website cumulated **34 201 page views** between 1 Sept 2015 and 15 June 2016

Ranking of topics by views

Topic	Page Views
Miscellaneous	17 120
Chronic heart failure	3 380
Acute heart failure	3 063
Acute heart failure (management)	2 103
Co-morbidities	1 353
Advanced heart failure	1 207
Acute heart failure (diagnosis, pathophysiology)	723
Devices / CRT / ICD	584
Arrhythmias and treatment	511
Disease management programmes	445
Chronic heart failure (management)	435
Drug therapy, other	355
Heart failure imaging	292
Biomarkers (other)	275
Valvular heart disease (diagnosis, management and interventional therapies)	253
HFpEF - Heart failure with preserved ejection fraction	250
Anaemia and iron deficiency	224
Diuretics and fluid status management	210
Cancer and anti-cancer drugs / Cardiotoxicity / Cachexia	182
Myocarditis	165
Cardiomyopathy	148
Telemedicine & remote patient management	120
Sleep disorder breathing	116
Gene and cell therapy	110
Cardiomyopathy (other)	108
Ischemia / Reperfusion / Preconditioning / Postconditioning	100
Population studies / Epidemiology	93
Exercise testing and training	88
Cardiac Surgery	76
Cell Signalling	63
Cardiac resynchronisation therapy	49
Grand Total	34 201

Top 20 session by page views

Session	% of total page views
Poster Session 1: Basic Science: Right ventricular function	8,75%
The new ESC Guidelines for the diagnosis and treatment of acute and chronic heart failure - Overview	6,72%
Poster Session 2: Basic Science: Vascular biology	5,50%
Poster Session 3: Basic Science: Ischemia / Reperfusion / Preconditioning / Postconditioning	4,93%
Late Breaking Trials II: Focus on chronic heart failure	3,73%
The new ESC Guidelines: Focus on acute heart failure	3,69%
Late Breaking Trials I: Focus on acute heart failure	3,40%
Poster Session 4: Basic Science: Left ventricular function	3,29%
The new ESC Guidelines: Focus on chronic heart failure	2,73%

Novel heart failure therapies	2,34%
HFA News: Video highlights from Heart Failure Congresses	2,12%
The new European Guidelines on CVD Prevention 2016. Be the first to know!	2,02%
The new ESC Guidelines: Focus on co-morbidities	1,89%
Late Breaking Trials III: Focus on trial updates, registries and meta-analyses	1,75%
Acute heart failure: when the going gets tough	1,46%
The new ESC Guidelines: Focus on arrhythmias and devices	1,41%
Cardiogenic shock: how can we improve prognosis?	1,27%
Heart Failure 2016 Highlights	1,14%
What a busy clinician needs to know about LCZ696 for heart failure	1,10%
Drugs in the pipeline for acute heart failure	1,06%

What type of resources are available ?

- **Abstracts:** all accepted abstracts presented at the congress are published in the online supplement of the European Journal of Heart Failure (EJHF), on the Mobile App and on the Scientific Programme & Planner
- **Videos:** all of the sessions are recorded and available to HFA Fellows, Gold and Silver Members.
- **Congress News:** the scientific highlights of the congress are covered by professional journalists
- **Slides and e-Posters:** all of the slides from faculty of the pre-arranged and oral abstract sessions who have granted their copyright to the ESC are available to HFA Fellows, Gold and Silver Members.

Resources available on the Scientific Programme & Planner

Abstracts are published one week prior to the congress.

Videos, slides & e-Posters become available shortly after the presentation time.

This year, 90% of the content from pre-arranged sessions and 88% of content from abstract-based sessions is available on the Scientific Programme & Planner.

Slides & videos

	Total number of presentations	Copyrights not granted to the ESC	Copyrights granted to the ESC	% of resources online
Pre-arranged	304	31	273	90%
Oral abstract presentations	95	20	75	88%

e-Posters

Session type	Total ePosters uploaded	%	ePoster not uploaded	Total
Moderated Posters	83	76%	26	109
Poster Session	794	57%	611	1 405
Grand Total	877	58%	637	1 514

Over 58% abstract presenters uploaded their e-Poster this year, a figure which shows that abstract presenters are looking for this extra visibility for their research online.

Between March 20th and July 7th, the SP&P recorded **22 110 clicks** on the resources, as follows:

Resource type	March	April	May	June	July	Grand Total
Abstract	1		4 099	2 095	43	6 238
Slides			5 767	4 632	298	10 697
Videos (webcasts OR screencasts)			1 863	1 967	104	3 934
Weblink*	10	397	834			1 241
Grand Total	11	397	12 563	8 694	445	22 110

***Weblink:** electronic invitations uploaded on the Scientific Programme & Planner for Industry sponsored sessions; this is not a resource but a service available on this platform.

6.4 Promotion

E-campaigns: planning and key data

In total, 24 e-campaigns were sent to promote Heart Failure 2016.

Apart from specifically targeted emailings, mass mailings were sent to the global heart failure audience:

- HFA Members 2012-2013-2014-2015-**2016**
- HOT Members 2014-2015-**2016**
- Heart Failure congress attendees 2012-2013-2014-2015
- Subscribers to the European Journal of Heart Failure 2013-2014-2015-2016
- All healthcare professionals with specialty Heart Failure
- All healthcare professionals with Field of interest 'BASIC SCIENCE', 'ACS', 'Congenital heart disease', 'Valvular heart disease'
- All healthcare professionals with speciality 'Sudden Cardiac Death & rehabilitation'
- Residents of Italy / France / Austria / Switzerland / Slovenia / Albania / Croatia / Malta
- Acute Cardiovascular Care congress attendees 2014 (Geneva)
- + All cardiologists
- + All Cardiologists trainee with interest in HF (under 35)
- Heart Failure congress abstract submitters & presenters 2013-2014-2015
- ESC Congress abstract submitters topic HF
- Congress information request: Heart Failure
- Information request on HFA

PLEASE ADD LINKS TO ECAMPAIGNS IN TITLES (this is the only place where all of the information is available at once)




Date	Title	Emails Relivered	Open Rate	Total Clicks	Unique click rate
13/11/15	Heart-Failure - Get ready to submit your science to Heart Failure 2016	74 496	21,22%	1 246	1,20%
19/11/15	Heart-Failure - Il piu' importante congresso sullo scompenso cardiaco arrivera'	6 955	29,36%	220	2,49%
25/11/15	Heart Failure 2016 - Special opportunities for young healthcare professionals	16 562	23,96%	470	2,23%
18/12/15	Heart-Failure - Now released the Heart Failure 2016 programme	74 186	21.01 %	1 765	1.64 %
18/12/15	Heart-Failure - Now released the Heart Failure 2016 programme	74 196	20.08 %	1 071	0.87 %
01/12/15	Heart-Failure - Be visible Submit your research to Heart Failure 2016	74 463	21.58 %	1 266	1.09 %
06/01/16	HF Congress - One week left to submit your abstract Heart Failure 2016	73 954	20,33%	1 661	1,14%
13/01/16	HF Congress - Deadline extended 5 more days to submit your abstract to Heart Failure	73 852	20,74%	1 054	0,84%
27/01/16	HF Congress - Heart Failure 2016 send your clinical cases!	72 977	20,02%	1 069	1,02%
10/02/16	HF Congress - Submit your case and register to Heart Failure 2016	73 840	19.87 %	2	0.86 %
29/02/16	Heart Failure - Heart Failure 2016 is the place to submit your latest research	72 749	19.82 %	1	0.80 %
14/03/16	HF Congress - One week left to register at the Early Fee!	72 284	19,68%	1 436	1,17%
23/03/16	HF Congress - HFA Career Cafe get career advice from experts at Heart Failure 2016	779	54,69%	118	8,73%
29/03/16	HF Congress - Last call for Late Breaking Trials at Heart Failure 2016	72 455	17,48%	1 276	0,71%
07/04/16	HF Congress - Ten days left to register at the Late Fee ? Heart Failure 2016	70 791	18.33 %	1 054	0.82 %
26/04/16	HF Congress - Late breaking trials due to be presented at Heart Failure 2016-	70 334	20.65 %	1 344	1.36 %
05/05/16	HF Congress - Start the countdown less than a month left until Heart Failure 2016	70 042	18.78 %	822	0.09 %
12/05/16	HF Congress - Final chance to register online for Heart Failure 2016	69 516	0,18.27 %	565	0.06 %
15/05/16	HF Congress - Your check-list for Heart Failure 2016	3 927	63.02 %	2 835	3.36 %
21/05/16	HF Congress - Heart Failure 2016 –Day 1	4 157	0,51.55 %	1 025	1.41 %
22/05/16	HF Congress - Heart Failure 2016 –Day 2	4 155	0,44.35 %	835	1.09 %
23/05/16	HF Congress - Heart Failure 2016 – Day 3	4 151	0,38.59 %	571	0.73 %
24/05/16	HF Congress - Heart Failure 2016 – Day 4	4 330	0,37.62 %	780	0.87 %

Adverts in ESC and other journals

				
1	2	3	4	5
Congress poster	Abstract submission	Congress poster (updated)	Abstract submission (updated)	Registration

Advert	ESC/Non-ESC journals	Name of Journal	Publication date
1	ESC journal	EHJ- Heart Failure	01/06/15
		EHJ- Heart Failure	01/07/15
		EHJ- Heart Failure	01/08/15
2	ESC journal	EHJ- Heart Failure	01/09/15
		EHJ- Heart Failure	01/10/15
	Non-ESC journal	Cardiac Failure Review (Radcliffe Cardiology)	01/10/15
	ESC journal	EHJ- Heart Failure	01/11/15
		EHJ	14/11/15
		EHJ- Heart Failure	01/12/15
3	Non-ESC journal	Journal of Russian HF Society	01/12/15
	ESC journal	EHJ- Heart Failure	08/01/16
4	Non-ESC journal	Cardiology (Karger) - in black & white	01/12/15
		Journal of Vascular Research (Karger) - in black & white	01/12/15
		International Medical Equipment Tribune (Capital Médical)	01/12/15
		Capital Equipment Médical/Biomedical (Capital Médical)	01/12/15
		EHJ	01/01/16
	ESC journal	EHJ	07/01/16
		EHJ	07/02/16
		EHJ- Heart Failure	09/02/16
5	ESC journal	CVR	25/02/16
	Non-ESC journal	International Medical Equipment Tribune (Capital Médical)	01/03/16
		EHJ	07/03/16
		EHJ- Heart Failure	09/03/16
	Non-ESC journal	Capital Equipment Médical/Biomedical (Capital Médical)	01/04/16
		US Cardiology Review (Radcliffe Cardiology)	02/04/16
	ESC journal	EHJ- Heart Failure	08/04/16
	Non-ESC journal	Cardiac Failure Review (Radcliffe Cardiology)	01/05/16
		Interventional Cardiology (Radcliffe Cardiology)	01/05/16

Online Banners

Advert	Journal	Publication period
	Cardiology website	15/12/15 - 31/05/16
	Journal of Vascular website	15/12/15 - 31/05/16
	Russian Heart Failure Society Congress website	19/11/15 – 25/05/16
	CardioRhythm	11/04/16 - 25/05/16
	Medical Imaging International website	01/12/15 – 16/04/16
	HospiMedica website	01/12/15 – 16/04/16
	Radcliffe Cardiology website	15/01/16 – 25/05/16
	The International Congress on Cardiac Problems in Pregnancy (CPP) website	24/02/16 – 25/05/16
	Congress of Cardiovascular Prevention in Pre-Elderly and Elderly Individuals (CPPEI) website	24/02/16 – 25/05/16
	Journal of Cardiovascular Development and Disease (JCDD) website	01/03/16 - 25/05/16

Promotion at other congresses

Heart Failure 2016 promotional documents (flyers, programmes, posters) were sent to 57 other congresses (including 7 ESC congresses) all over the world.

Region	Congresses
Africa (non ESC countries)	2
Asia Pacific	4
ESC countries	44
North America	5
South & Central America	2

The congresses vary in size and audience, with a specific focus on all 'acute cardiac care' meetings where promotion of the 3rd World Congress on Acute Heart Failure was made (specific leaflet). Italian congresses were also widely targeted, with distribution of the "local flyer" with a highlight on special registration opportunities available to local audiences.

The most influential congresses where Heart Failure was present include: **ESC Congress 2015** in London, **Resuscitation - ERC (European Resuscitation Council)** in Prague, **The European Stroke Organisation Conference** in Barcelona, **ESICM Annual Congress - LIVES 2015** in Berlin, **Critical Care Congress (Society of Critical Care Medicine annual congress)** in Phoenix, **European Congress on Emergency Medicine** in Turin, **International Symposium on Intensive Care and Emergency Medicine** in Brussels, **Annual Scientific Sessions HRS** in San Francisco, **Russian Heart Failure Society Congress** in Moscow, and **ACC Scientific Sessions** in Chicago

The congress has been widely promoted during **Russian Heart Failure Society Congress**, with promotion on their website, in their Final Programme and also at their congress with a flyers display and a banner at their stand (image on right).

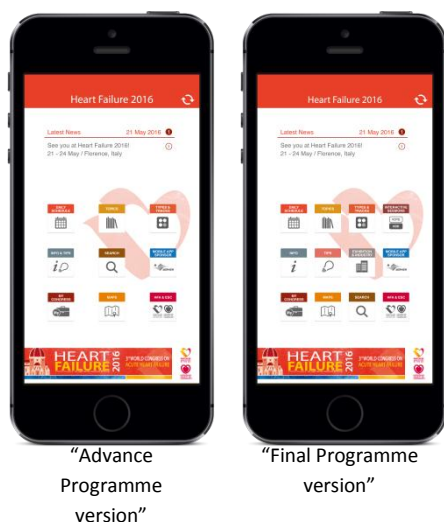


Full list of congresses where promotional documents were sent – in chronological order

Congress	Congress Dates	Location	Item
Heart Failure 2015	23-25/05/15	Spain – Seville	FA HF 2016
Annual Congress of the Czech Society of Cardiology	24-27/05/15	Czech Republic - Brno	FA HF 2016
Nordic-Baltic Congress of Cardiology	04-06/06/15	Estonia - Tallinn	FA HF 2016
Annual Meeting Italian Association of Inhospital Cardiologists (ANMCO)	04-06/06/15	Italy - Milan	Local flyer + FA HF 2016
EuroHeartCare 2015	14-15/06/15	Croatia – Dubrovnik	FA HF 2016
EHRA EUROPACE-CARDIOSTIM 2015	21-24/06/15	Italy – Milan	FA HF 2016
ESC Congress 2015	29/08-02/09/16	UK – London	FA HF 2016
Heart Valve Summit: Medical, Surgical and Interventional Decision Making	01-03/10/2015	USA – Chicago	FA HF 2016
Herzinsuffizienz Dreiländertreffen	01-03/10/2015	Austria - Seefeld	FA HF 2016 (bag insert)
ESICM Annual Congress - LIVES 2015	03-07/10/2015	Germany – Berlin	FA HF 2016
European Congress on Emergency Medicine (ECEM organised by EuSEM)	10-14/10/2015	Italy – Turin	Local flyer + FA HF 2016
ESC in Argentina	15-17/10/2015	Argentina - Buenos Aires	HF WCAHF 2016
Acute Cardiovascular Care	17-19/10/2015	Austria - Vienna	FA HF 2016
Annual Congress of the Spanish Society of Cardiology (SEC)	22-24/10/2015	Spain – Bilbao	FA HF 2016
Turkish Cardiology Congress	22-25/10/2015	Turkey – Antalya	FA HF 2016
ESC in South Africa	25-27/10/2015	South Africa - Sun City	FA HF 2016
Panhellenic Congress of Cardiology	29-31/10/2015	Greece - Thessaloniki	FA HF 2016
Resuscitation - ERC (European Resuscitation Council)	29-31/10/2015	Czech Republic - Prague	Posters + FA HF 2016
ESC in China @ GW ICC	29/10-01/11/2015	China - Beijing	FA HF 2016
ESC in Mexico	21-25/11/15	Mexico - Acapulco	FA HF 2016
EuroEcho-Imaging 2015	02-05/12/2015	Spain – Seville	FA HF 2016
European Mechanical Circulatory Support Summit (EUMS)	02-05/12/2015	France - Paris	FA HF WCAHF 2016
ESC in India	03-06/12/2015	India - Chennai	FA HF WCAHF 2016

Russian Heart Failure Society Congress	10-12/12/2015	Russia - Moscow	Posters + FA HF 2016
National Congress of Italian Society of Cardiology	11-14/12/2015	Italy – Rome	Posters + Local flyers
European Days, Annual Meeting of the French Society of Cardiology	13-16/01/2016	France - Paris	HF WCAHF 2016
Kardiologie Interaktiv	15-16/01/2016	Austria - Vienna	FA HF 2016
Annual Scientific Meeting of the Belgian Society of Cardiology (BSC)	28-29/01/2016	Belgium - Brussels	HF WCAHF 2016
Les Rencontres Lyonnaises de Rythmologie	04-05/02/2016	France - Lyon	FA HF 2016
Joint Interventional Meeting (JIM)	11-13/02/2016	Italy - Milan	Local flyers
ESC in Arabia - SHA 27	12-15/02/2016	Saudi Arabia - Riyadh	HF WCAHF 2016
Annual Meeting of the Society of Thrombosis and Hemostasis Research – GTH	17-20/02/2016	Germany - Muenster	FA HF 2016
Milan Cardiology	18-20/02/2016	Italy – Milan	Posters + Local flyer (bag insert)
Critical Care Congress (Society of Critical Care Medicine annual congress)	20-24/02/2016	USA - Phoenix	Leaflets HF WCAHF 2016
Chronic Heart Failure in 2016: prognosis	24-27/02/2016	Italy – Milan	Posters + Local flyer (bag insert)
EACPR Training course	03-04/03/2016	Italy – Milan	Posters + Local flyer (bag insert)
Diastole diseased	03-05/03/2016	Italy – Pisa	Posters + Local flyer (bag insert)
International Conference on PreHypertension, Hypertension & Cardio Metabolic Syndrome	03-06/03/2016	Italy - Venice	Posters + Local flyer (bag insert)
Resuscitation	09-12/03/2016	USA - Las Vegas	HF WCAHF 2016
International Symposium on Intensive Care and Emergency Medicine (ISICEM)	15-18/03/2016	Belgium – Brussels	HF WCAHF 2016
Japanese Circulation Society	18-20/03/2016	Japan – Sendai	HF WCAHF 2016
Annual Meeting of the German Cardiac Society	30/03-02/04/2016	Germany - Mannheim	HF WCAHF 2016 + AP
American College of Cardiology Scientific Sessions (ACC)	02-04/04/2016	USA - Chicago	AP HF WCAHF 2016
Printemps de la Cardiologie	07-08/04/2016	France – Dijon	AP HF WCAHF 2016
Annual Conference of the Israel Heart Society in association with the Israel Society of Cardiothoracic Surgery	12-13/04/2016	Israel - Tel-Aviv	AP HF WCAHF 2016
European Stroke Conference	13-15/04/2016	Italy – Venice	Local flyer
International Conference on Emergency Medicine (ICEM)	18-21/04/2016	South Africa - Cape Town	AP HF WCAHF 2016
Global Cardiovascular Educational Forum - Russian Cardiovascular Days	21-24/04/2016	Russia - St Petersburg	AP HF WCAHF 2016
International Congress of the European Society for Cardiovascular and Endovascular Surgery (ESCVS)	21-24/04/2016	Serbia – Belgrade	AP HF WCAHF 2016
National Congress of the Portuguese Society of Cardiology 2016	23-26/04/2016	Portugal - Vilamoura	AP HF WCAHF 2016
ESICM Regional Conference	28-30/04/2016	Portugal – Porto	AP HF WCAHF 2016
CardioSleep International Congress	29/04-01/05/2016	Czech Republic - Prague	AP HF WCAHF 2016
Annual Scientific Sessions HRS	04-07/05/2016	USA - San Francisco	AP HF WCAHF 2016
Society for Acute Medicine (SAM) - Spring Meeting	05-06/05/2016	UK - Belfast	AP HF WCAHF 2016
Annual meeting of the Hungarian Society of Cardiology 2016	05-07/05/2016	Hungary – Balatonfured	AP HF WCAHF 2016
The European Stroke Organisation Conference	10-12/05/2016	Spain - Barcelona	AP HF WCAHF 2016
EuroPCR 2016	17-20/05/2016	France - Paris	AP HF WCAHF 2016

6.5 Mobile App



Since 2014, the Heart Failure Mobile App (for iOS and Android devices) is launched in January on the App Store® and Google Play. From January until April, it is called the “*Advance Programme version*” (with ‘lighter’ version of content corresponding to the Advance Programme – 9 buttons), was launched on **22 January**. The “full” version, called “*Final Programme version*” (with Final Programme content and the button “Exhibition & Industry” – 12 buttons) was launched on **25 April**.

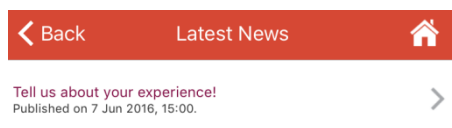
The mobile app contained:

- The entire scientific programme of the Congress (including abstracts & learning objectives)
- Congress related maps (congress floor plan overview and exhibition map)
- Congress general information & resources
- Heart Failure Association corporate information
- Possibility to include notes and tags on sessions
- Possibility to create a personal schedule selecting favourite sessions/presentations
- Optimised search function to easily find sessions/presentations/exhibitor/speaker
- Possibility to share content on social media (Facebook, Twitter, LinkedIn) and by mail
- Stand alone app, once downloaded, no need to connect to the internet to access all congress info (only for updates and specific functionalities)

New this year for Heart Failure 2016:



- Mobile App Interactive Sessions: direct access from the home screen with a dedicated button
- News list (“Latest news” block): the publication date and hour (when the news was sent) is mentioned
- Possibility to share SERVIER section and HFA/ESC section via the social media and email



Key metrics from the Heart Failure 2016 Mobile App

Heart Failure 2016 Mobile App was downloaded **4 435 times** (+56.0% compared to 2015).

Downloads per platform

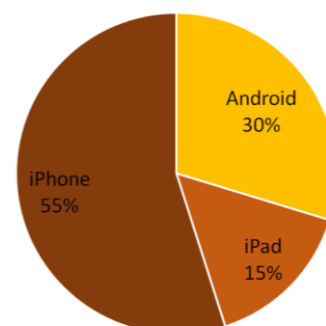
Downloads per iPhones and iPads (3 118 downloads in total) were largely used by our audience. **70.3% of downloads were on iOS.**

This stresses the need to focus development on iOS devices future apps. Android represents 29.7% and its share is staying still (30.1% in 2015).

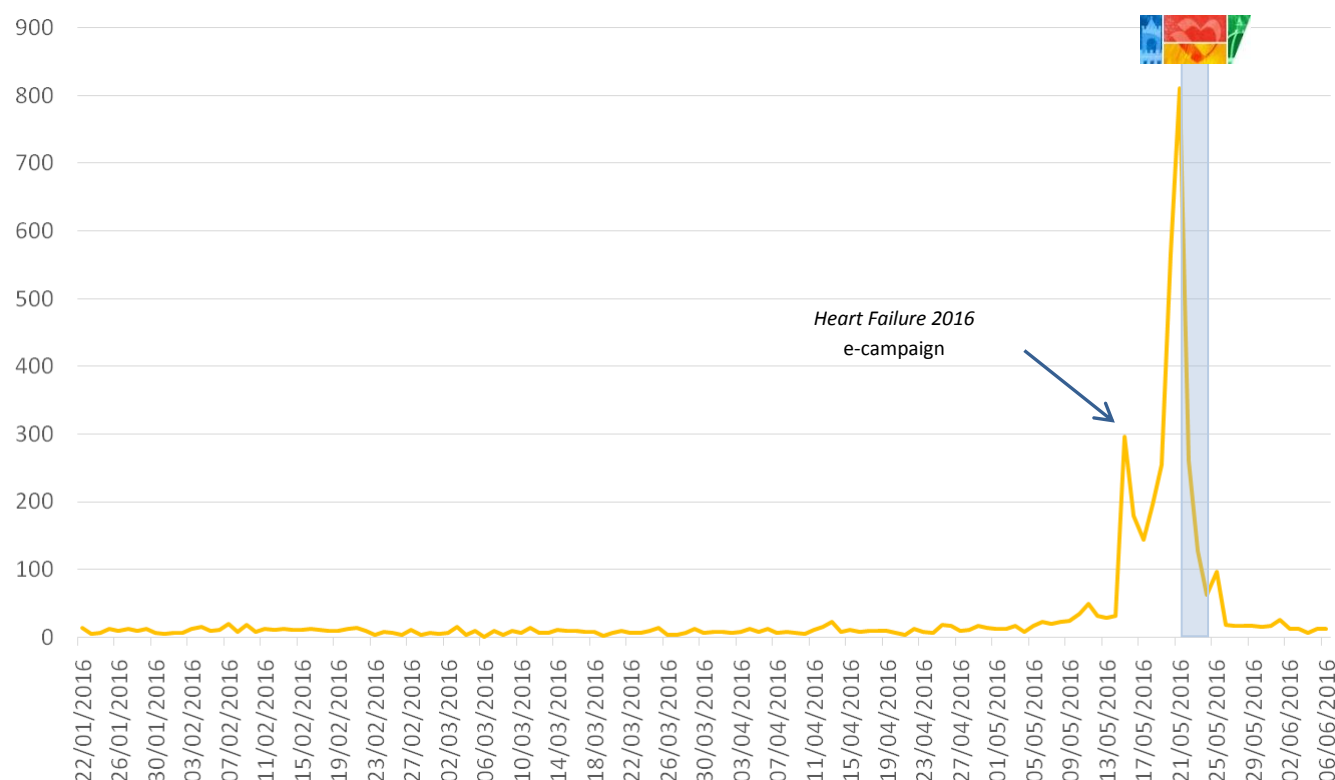
Downloads per day

The mobile app for Heart Failure 2016 was launched on **22 January** as well as its dedicated webpage.

Downloads by platform



Downloads per day



One can see the impact of mobile app promotion in e-campaign is more important right before the congress than the rest of the year.

This year, 65.3% of the users downloaded the app before the congress, it is slightly less than in 2015.

User behaviour

The top 20 most popular sessions on the mobile app

Session name	# of views
The new ESC Guidelines for the diagnosis and treatment of acute and chronic heart failure – Overview	5 282
Acute heart failure: when the going gets tough	3 763
The new ESC Guidelines: Focus on co-morbidities	3 305
The new ESC Guidelines: Focus on acute heart failure	3 258
Novel heart failure therapies	3 078
The new ESC Guidelines: Focus on arrhythmias and devices	2 922
Late Breaking Trials I: Focus on acute heart failure	2 640
The new ESC Guidelines: Focus on chronic heart failure	2 566
How to implement the new ESC guidelines on heart failure in clinical practice	2 444
Late Breaking Trials II: Focus on chronic heart failure	2 334
How to tackle congestion in heart failure	2 301
Challenges in the management of heart failure	2 246
What a clinician should know about heart failure with preserved ejection fraction	2 230
Cardiomyopathies: what are the mechanisms?	2 181
Cardiogenic shock: how can we improve prognosis?	2 172
Individualising therapy in heart failure	2 140
Novel drugs - how do they work?	2 102
How to manage acute right ventricular failure	2 085
Implementation of heart failure guidelines in clinical practice	2 044
Biomarkers in heart failure: what's new?	2 031

Ranking of popular exhibitors on the mobile app

Exhibitor's name	# of views
Heart Failure Association (HFA) / European Society of Cardiology (ESC)	2 003
SERVIER	1 127
Novartis Pharma AG	243
Bayer	165
Abbott Vascular	160
HeartWare	94
St. Jude Medical	89
Vifor Pharma	85
Orion Pharma	75
Medtronic	73

The top 25 searched items in the mobile app:

Rank	Searched word	# of times searched	Rank	Searched word	# of times searched
1	Guidelines	53	13	"Solomon"	34
2	"Mcmurray"	47	14	"Mullens"	33
3	"Milicic"	47	15	"Entresto"	32
4	"Ivabradine"	45	16	"Frigerio"	30
5	"Anker"	43	17	"Cowie"	30
6	"Braunwald"	40	18	"Ruschitzka"	29
7	"Sabatini"	39	19	"Socrates"	28
8	"Metra"	39	20	"Abraham"	28
9	"Iron"	39	21	"Voors"	28
10	"Pieske"	36	22	"Lam"	27
11	"Oliva"	36	23	"Gheorghiade"	26
12	"Damman"	34	24	"Maaten"	26
			25	"Spoladore"	26

7 HFA at Heart Failure 2016

7.1 HFA/ ESC Stand

Type of stand

Size 54m2 corporate stand built by Vision Ltd

The stand had an optimal location situated right in front of the main entrance to the exhibition area.

Focus was on Membership, ESC Congress 2016 and HoT spot.

The promotion was focused on new HFA Gold, Silver and Regular Membership 2016. A reduction of 20% was granted during the congress dates. A total of almost 358 members were made during the congress. This year we took cash payments which helped to increase the amount of new members plus the fact that the stand was open on the last day gave good membership figures.

The young Heart Failure specialists "HOT" became HFA Members on the HoT spot.

Full text of the **New ESC Guidelines for the diagnosis and treatment of acute and chronic heart failure** were distributed from Saturday 26 May at 11:00.

Key figures

- 2300 Full Text of the **New ESC Guidelines for the diagnosis and treatment of acute and chronic heart failure** were distributed
- 1000 Pocket Guidelines distributed
- 358 New Members (vs 141 in 2015)
- 6760 documents distributed (vs 3590 in 2015)
- 555 give aways handed out

Estimated number of visitors on the stand 2 182

Top 5 distributed documents:

- Full text Heart Failure (2300)
- Flyers guidelines app (300)
- ESC Congress 2016 Rome 2016 (279)
- Heart Failure 2016 (270)
- Heart Failure Curriculum (250)
- Heart Failure White book (250)

Top distributed give-aways:

- We are the ESC pins (200)
- ESC Congress 2016 magnets (200)
- Heart Failure 2017 key rings (200)
- Heart Failure pins
- Polos Heart Failure (250)

Awards Ceremony

The Young Investigator, Nursing Investigator Awards and Clinical Case Competition awards were distributed from the ESC/ HFA Stand on Sunday during the afternoon coffee break. This special event ran smoothly and brought additional traffic to the ESC/ HFA Stand

Communication priorities on the stand:

- Heart Failure Membership
- ESC Congress 2016
- HoT Young community



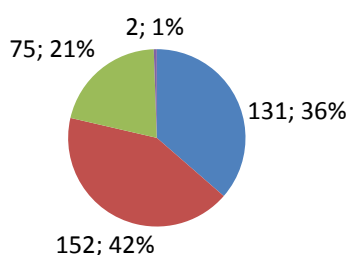
New Memberships registered on the stand – and comparison with 2015

Only HFA Memberships were done during the HFA Congress

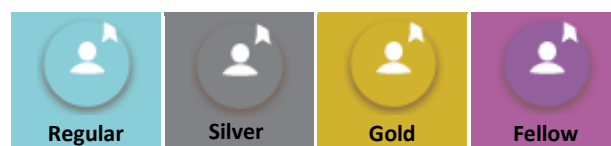
Membership type	2015	2016
Regular (free)	80	131
Silver (paying)	49	152
Gold (paying)	12	75
Fellow (paying)		-
Total	141	358

Membership by category

■ Regular ■ Silver ■ Gold ■ Fellow



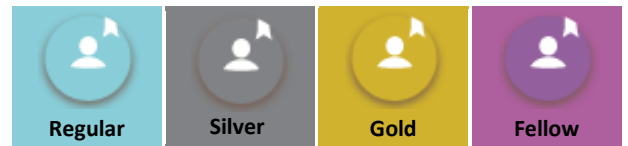
Membership BENEFITS



Services

Reception of informative HFA mails	✓	✓	✓	✓
Automatic ESC membership	✓	✓	✓	✓
Access to online EJHF		✓	✓	✓
Receive print copy of EJHF				✓
Discount Print EJHF		60 € **	60 € **	Print EJHF included in membership
Combined online & print	99 €			
Access to HFA online CME programme		✓	✓	✓
Access Congress slides		✓	✓	✓
HFA organised webinars	✓	✓	✓	✓
Discount on ESC HF submission*		✓	✓	✓
Review HF congress abstracts		✓	✓	✓
Contribute to HFA emails		✓	✓	✓
Propose HFA educational material		✓	✓	✓
Discount on HFA Educational Training Programmes		✓	✓	✓
Review HFA fellowship and grants		✓	✓	✓

* please contact HFA Office for code



Career enhancement

HFA Membership directory	✓	✓	✓	✓
HFA Members Lounge			✓	✓
Apply for London School of Economics scholarship			✓	✓
Apply Postgraduate Course in Heart Failure place			✓	✓

Rights

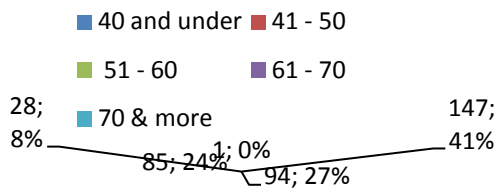
HFA Voting rights*			✓	✓
Eligible for Committee members position		✓	✓	✓
Eligible to become FHFA (year n+1)			✓	
Eligible for Board positions			✓	✓

* limitations apply

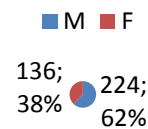
** shipping included

Primary selling points for HFA Membership is access to the congress resources (primarily slides)

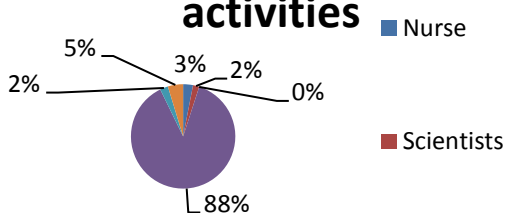
Membership by age



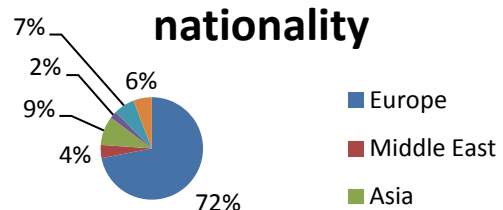
Membership by gender



Membership by activities



Membership by nationality



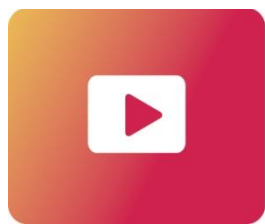
7.2 HFA Events & Meetings

Alongside the congress activities, corporate HFA events, or social events hosted by the HFA take place during the annual congress.

Friday 20 May	HFA Presidents Dinner	Palazzo Capponi	HFA Board, Presidents of National Heart Failure Societies, Guest of honour E. Braunwald, HFA Committee members
Saturday 21 May	Inaugural Session Networking Reception HFA Career Cafe	Room London Exhibition Polveriera	All delegates
Sunday 22 May	Award Ceremony Faculty Dinner	HFA Stand Palazzo Vecchio	All Faculties of HF2016 Congress
Monday 23 May	HoT Walk HFA General Assembly EJHF Dinner	Congress Center Room Madrid Caffe dell'oro	All HoT members All HFA Members and HF delegates Editorial Board

Friday 20 May	HFA Board Meeting, Palazzo Capponi
Saturday 21 May	EORP – HF Lg Term Registry
	SG on PPCM
	HoT Nucleus Meeting
	EORP PPCM Registry
	HoT National Representative
Sunday 22 May	ESC HF Journal Editorial Board Meeting
	Acute HF Meeting
	HF Matters.org
	HF 2017 Paris
Monday 23 May	Industry Forum
	NHFS Committee
	Translational Research Committee
	WG of Myocardial Function
	Exerice Phy&Train Committee
	EJHF Editorial Board Meeting
	HFA General Assembly
	HF GAP meeting with Novartis
Tuesday 24 May	On Line Education Committee
	SG on Imaging Committee
	Cardio-Oncology Meeting
	Certification Exam
	HF GAP meeting with Servier

7.3 HFA News



HFA News

Video highlights from Heart Failure congresses

HFA NEWS is a new derivative product from the Heart Failure congress and World Congress on Acute Heart Failure. The project is to present, in the format of “videos on demand”, the key take-home messages from HFA congresses.

Project description

The final product is 6 short videos, a compilation, by topic, of content from the congress:

- Footage from the congress (general)
- Footage from key sessions
- Interview of Key Opinion Leaders and Faculty

In total, 42 interviews were filmed from Friday 20 May until Tuesday 24 May.

Rationale & opportunities linked to the project

- Dissemination of educational messages from the congress
- Promotion of the value of the Congress
- Promotion of the HFA as a means to vehicule key scientific messages
- Engaging with virtual audiences to grow congress interest
- Make the most of derivative products (before external competitors)
- Develop our reach & grow new audiences for HFA membership & congress participation
- Drive new revenue
- Promotion of Membership ? ↗ access the resources ...

Audience

- Cardiology Professionals with an interest in HF
Congress delegates, past delegates / HFA Members / individuals who have not yet made the decision to be involved in congress or HFA activities
- HF Congress attendees – Highlights summarised and packaged in an easily accessible resource available but also to share with their colleagues & peers
- HFA Community - Keep up to date with latest science and best practice. Informative & Educational purpose.
- A wider audience - Heart Failure is a very transversal topic and this product has the potential to interest other professionals such as oncologists, endocrinologists...

Promotion

E-campaigns

- HFA emailing 25 May
- My ESC News: 27 May
- My ESC Congress and Events: 27 May
- HFA emailing: 1 June
- My ESC Congress and Events: 1 July
- HFA emailing: 22 July

ESC / HFA Website

Top news on the homepage of the Heart Failure congress

HEART FAILURE

World Congress on Acute Heart Failure

- Scientific sessions
- Call for science
- Registration
- About the congress
- Exhibition and industry
- Congress resources

PREVIEW THE SCIENTIFIC PROGRAMME

SP&P

Prepare your congress with the Scientific Programme & Planner

Heart Failure 2017

Featuring the 4th World Congress on Acute Heart Failure

Saturday 29 April - Tuesday 02 May 2017 (4 Days), Paris - France

ADD TO CALENDAR

[f](#) [t](#) [G+](#) [in](#) [+](#)

Cardiovascular Nursing | Heart Failure (HF)

IN-PERSON EVENT

"Heart failure: rendez-vous with the future"



Heart Failure 2017 and 4th World Congress on Acute Heart Failure

Paris

29 April - 2 May

Heart Failure: rendez-vous with the future

[www.heartfailure2017.com](#) #HeartFailure2017

Video highlights from 2016 Congress

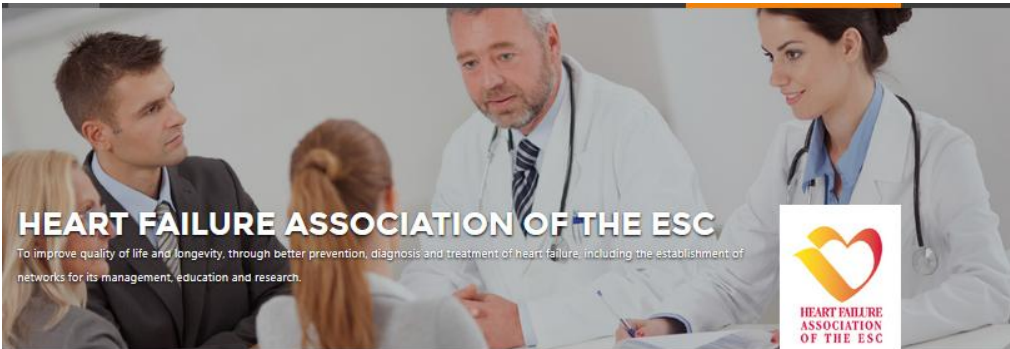
Take a look at the latest videos and news of the 2016 Florence Heart Failure Congress

[ACCESS](#)

HFA News


Video highlights from Heart Failure congress

Rotating news on the homepage of the Heart Failure Association of the ESC



HEART FAILURE ASSOCIATION OF THE ESC

To improve quality of life and longevity, through better prevention, diagnosis and treatment of heart failure, including the establishment of networks for its management, education and research.



Home / The ESC / Communities / Heart Failure Association (HFA)

HEART FAILURE ASSOCIATION (HFA)

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- About
- Publications
- Membership
- Education
- Meetings

Heart Failure (HF)

Video highlights from 2016 Congress

Take a look at the latest videos and news of the 2016 Florence Heart Failure Congress

[ACCESS](#)

HFA News

Video highlights from Heart Failure congresses

1 2 3 4 5

Mobile App Push Notifications

Push notifications were sent with the Heart Failure 2016 Mobile App, downloaded 4 435 times.

Date	Title	Message
22/05/2016	HFA News: video highlights from the congress!	<p>Did you see the camera crew roaming around the congress ?</p> <p>They are filming HFA News: Video highlights from the congress!</p> <p>The videos will be available straight after the congress: stay connected on www.escardio.org/heartfailure</p>
13/06/2016	HFA News: video highlights from the congress!	<p>HFA News 2016 covers the highlights from Heart Failure 2016 and the 3rd World Congress of Acute Heart Failure in short videos focused on 6 main topics, with interviews from major presentations of the congress.</p> <p>Chronic Heart Failure Diagnosis Chronic Heart Failure Therapies Devices for Heart Failure Treatment Heart Failure Comorbidities Management of Acute Heart Failure Exercise and Lifestyle</p> <p>Watch the videos</p>

Figures

The **HFA News** webpage is live since 1 June and accumulated 439 page views until 5 July.

HFA News 2016 will be an important component in the promotion of Heart Failure 2017 with targeted e-mailings by topic of interest sent to our key audience to demonstrate the scientific value of the congress.



HFA News 2016 is supported by Novartis Pharma AG in the form of an unrestricted educational grant.

7 Press

7.1 Press releases

Date	Content	Release title (click to read)
28/04/2016	Congress alert	New heart failure guidelines set to be launched at congress in May
21/05/2016	ESC Guidelines	ESC Guidelines on acute and chronic heart failure launched today
22/05/2016	Poster presentation	One-third of heart failure patients do not return to work
23/05/2016	Late Breaking Trial presentation	Exercise associated with longer life in patients with heart failure
23/05/2016	Late Breaking Trial presentation	End of the road for aliskiren in heart failure
23/05/2016	Poster presentation	Flu vaccination associated with lower dementia risk in patients with heart failure
23/05/2016	Late Breaking Trial presentation	Flu jab associated with fewer hospitalisations in patients with heart failure
24/05/2016	Moderated poster presentation	One in four patients develop heart failure within four years of first heart attack

7.2 Key facts

Number of articles:

705

Number of articles per press release

Release	Number of articles
Patients return to work	208
General + Industry	194
Guidelines	121
Exercise	104
Flu vaccination & dementia	32
HF after first heart attack	31
Aliskiren	23
Flu jab & hospitalisations	22
Total	705

*(excluding Google coverage as there are no figures – google coverage has been added to the overall figures per article in the table above and for key figures but has not been incorporated individually below as text)

List of outlets (publications)

Medical

Medscape, MedPage, Cardiobrief

Newsire

Reuters, Yahoo, UPI

Lay

CNBC, Philly, Health, L'Express

Business

Financial Times, NASDAQ, BFM

Comparison with previous years

Congress	Number of articles
Heart Failure 2016	705
Heart Failure 2015	549
Heart Failure 2014	807
Heart Failure 2013	727

7.3 Top coverage

In this summary we have listed the top 5 articles (from the highest publicity value to lowest) by type of media: medical, lay, newswire and press.

Medical

Outlet: MedPage Today

Title: Entresto Gets Boost in Updated HF Guidelines

Publication Date: 21/05/2016

Source URL: <http://www.medpagetoday.com/Cardiology/CardioBrief/58050>

Outlet: MedPage Today

Title: Guidelines Galore, Exercise in HF, PFO Closure at FDA

Publication Date: 27/05/2016

Source URL: <http://www.medpagetoday.com/Cardiology/CHF/58184>

Outlet: MedPage Today

Title: CardioBrief: Flu Vaccine May Benefit Heart Failure Patients

Publication Date: 25/05/2016

Source URL: <http://www.medpagetoday.com/Cardiology/CardioBrief/58114>

Outlet: Medscape

Title: New Acute, Chronic HF Guidelines Debut at ESC Heart Failure 2016

Publication Date: 17/05/2016

Source URL: <http://www.medscape.com/viewarticle/863399>

Outlet: CardioBrief

Title: Entresto Gets Boost in Updated HF Guidelines

Publication Date: 20/05/2016

Source URL: <http://ct.moreover.com/?a=26604338562&p=y3&v=1&x=1hO2RwySnIPMMwH0CbVH2Q>

Lay

Outlet: CNBC

Title: Cytokinetics Announces Additional COSMIC-HF Results to Be Presented at Heart Failure 2016

Publication Date: 14/05/2016

Source URL: <http://www.cnbc.com/2016/05/13/globe-newswire-cytokinetics-announces-additional-cosmic-hf-results-to-be-presented-at-heart-failure-2016.html>

Outlet: CNBC

Title: Trevena Reports TRV027 Did Not Achieve Primary or Secondary Endpoints in BLAST-AHF Phase 2b Trial in Acute Heart Failure

Publication Date: 16/05/2016

Source URL: <http://www.cnbc.com/2016/05/16/business-wire-trevena-reports-trv027-did-not-achieve-primary-or-secondary-endpoints-in-blast-ahf-phase-2b-trial-in-acute-heart-failure.html>

Outlet: Philly

Title: Message for Heart Failure Patients: Exercise

Publication Date: 26/05/2016

Source URL: http://www.philly.com/philly/health/topics/HealthDay711258_20160526_Message_for_Heart_Failure_Patients_Exercise.html

Outlet: Health

Title: Message for Heart Failure Patients: Exercise

Publication Date: 26/05/2016

Source URL: <https://news.health.com/2016/05/26/message-for-heart-failure-patients-exercise/>

Outlet: Express

Title: Novartis: recommandation de classe I pour l'Entresto.

Publication Date: 23/05/2016

Source URL: http://votreargent.lexpress.fr/bourse-de-paris/novartis-recommandation-de-classe-i-pour-l-entresto_1794854.html

Newswire

Outlet: Reuters

Title: Trevena Reports First Quarter 2016 Financial Results and Provides Corporate Update

Publication Date: 05/05/2016

Source URL: <http://www.reuters.com/article/pa-trevena-idUSnBw055411a+100+BSW20160505>

Outlet: Yahoo Finance

Title: Cytokinetics Announces Additional COSMIC-HF Results to Be Presented at Heart Failure 2016

Publication Date: 13/05/2016

Source URL: <http://finance.yahoo.com/news/cytokinetics-announces-additional-cosmic-hf-200000512.html>

Outlet: Yahoo Finance

Title: Adaptive Servo-ventilation (ASV) Therapy Suggests Positive Cardiovascular Outcomes for People with Sleep-Disordered Breathing and Heart Failure With Preserved Ejection Fraction In Phase II Study

Publication Date: 22/05/2016

Source URL: <http://finance.yahoo.com/news/adaptive-servo-ventilation-asv-therapy-064000264.html>

Outlet: Yahoo Finance

Title: Novartis' Entresto® given strong Class I recommendation in both US and EU heart failure guidelines, less than a year after regulatory approvals

Publication Date: 21/05/2016

Source URL: <http://finance.yahoo.com/news/novartis-entresto-given-strong-class-000302890.html>

Outlet: Yahoo Finance

Title: Positive CAT-HF Study Results to Drive ASV Sales

Publication Date: 25/05/2016

Source URL: <http://finance.yahoo.com/news/resmed-positive-cat-hf-study-125112893.html>

Outlet: Yahoo Finance

Title: Sunshine Heart Announces OPTIONS HF Clinical Experience

Publication Date: 24/05/2016

Source URL: <http://finance.yahoo.com/news/sunshine-heart-announces-options-hf-093000341.html>

Outlet: Yahoo Finance

Title: Cytokinetics Announces Presentation of Additional Results From COSMIC-HF at Heart Failure 2016 Congress

Publication Date: 23/05/2016

Source URL: <http://finance.yahoo.com/news/cytokinetics-announces-presentation-additional-results-113000420.html>

Business

Outlet: Financial Times

Title: Novartis highlights i – Company Announcement

Publication Date: 25/05/2016

Source URL: <http://announce.ft.com/Detail/?DocKey=1330-545891en-7HC04FHH1I03KVB3L418321I6F>

Outlet: Financial Times

Title: Novartis' Entresto® g – Company Announcement

Publication Date: 21/05/2016

Source URL: <http://announce.ft.com/Detail/?DocKey=1330-545317en-0AF5VJVS1SK26GI7HI85PQJUF>

Outlet: NASDAQ

Title: Novartis' Entresto® given strong Class I recommendation in both US and EU heart failure guidelines, less than a year after regulatory approvals - NASDAQ.com

Publication Date: 21/05/2016

Source URL: <http://www.nasdaq.com/press-release/novartis-entresto-given-strong-class-i-recommendation-in-both-us-and-eu-heart-failure-guidelines-20160520-00699>

Outlet: BFMTV

Title: Novartis : Recommandation de classe I pour l'Entresto

Publication Date: 23/05/2016

Source URL: <http://www.tradingsat.com/actualites/informations-societes/novartis-recommandation-de-classe-i-pour-l-entresto-676161.html>

Outlet: NASDAQ

Title: ResMed: Positive CAT-HF Study Results to Drive ASV Sales

Publication Date: 25/05/2016

Source URL: <http://www.nasdaq.com/article/resmed-positive-cat-hf-study-results-to-drive-asv-sales-cm626134>

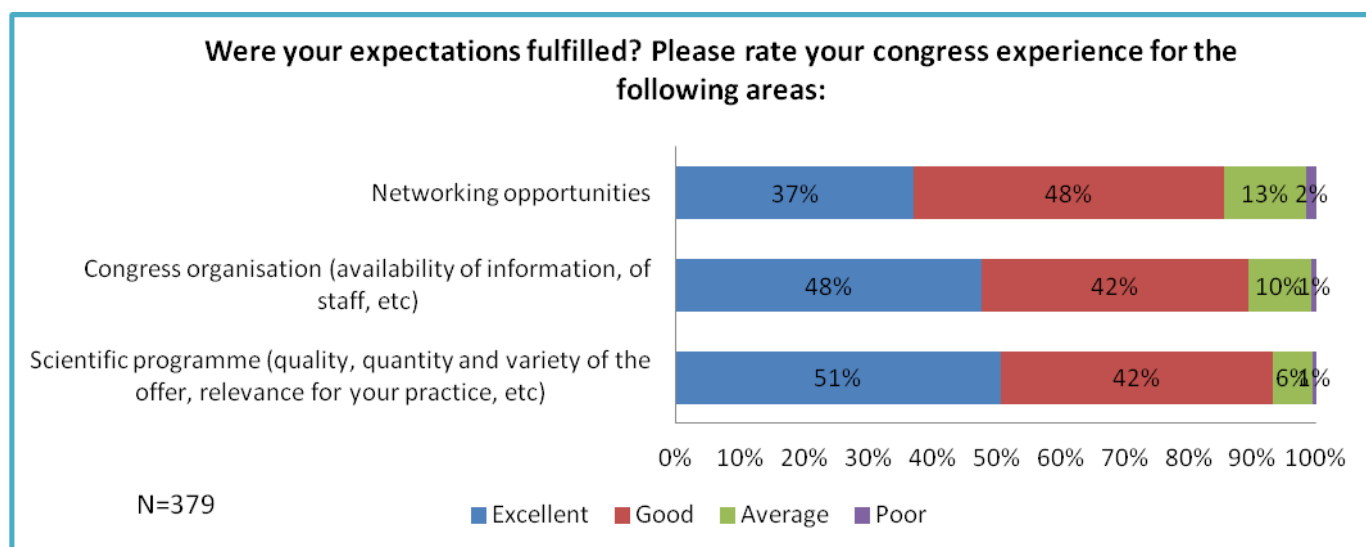
8 Satisfaction questionnaire

This survey was sent to 2 763 participants out of which **379** responses were collected during 13 days it represents **14%** of response rate. The response rate is quite higher than the previous year's Heart Failure 2015, 2014 and 2013. Where Heart Failure 2015 had 11%, Heart Failure 2014 had 14% and Heart Failure 2013 had 10%. There is a steady improvement in the respondent's response rate. However more efforts need to be made to maintain this high response rate.

The following results have been grouped into 4 different parts, congress experience in general, level of information & resources availability, most interesting topics and respondent's satisfaction under the main objective of measuring the audience's level of satisfaction.

8.1 Congress experience in general

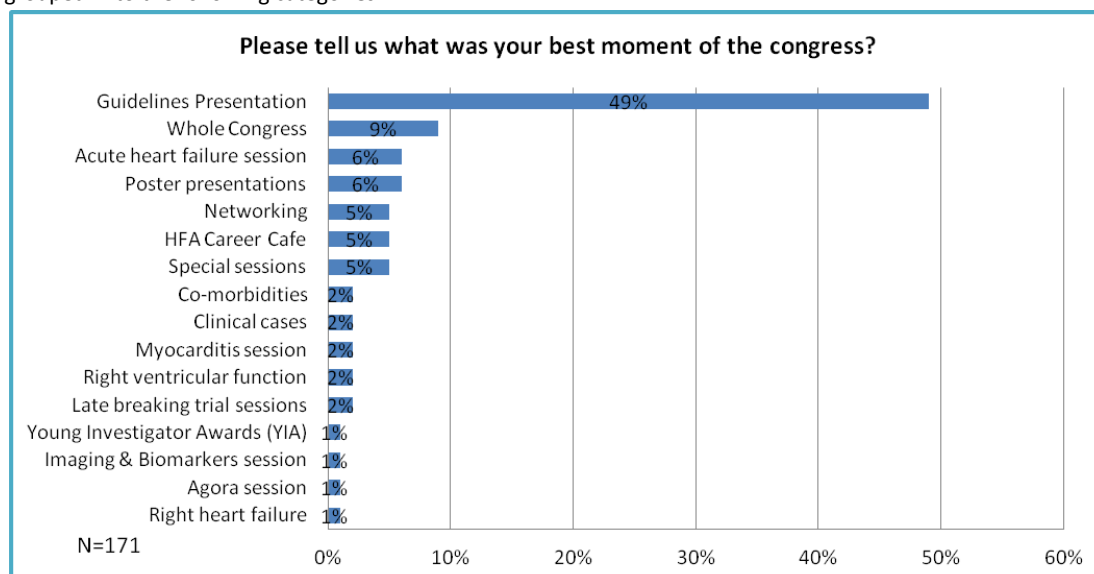
The respondent's expectations this year again were gradually high where 92 % of respondents answers were "Excellent" and "Good" compared to 88% of last year's Heart Failure.



In the above graph the respondent's had 85% of 'excellent' and 'good' answers for 'Networking', 'Congress organisation' had 90% of 'excellent' and 'good' answers and 'Scientific programme' obtained 93% in total.

The satisfaction level of respondent's has been increasing every year and the effort made to increase and maintain the standard has been successful in spite of huge increase in the number of registration.

As the respondents had a very good overall experience, we shall now look at the respondent's best moments in the congress which will help us to analyse the satisfaction level more specifically. Here is an open ended question where the respondent's answers have been grouped in to the following categories:



By looking on the above graph almost 50% of the respondents had their best moment in the 'Guidelines Presentation', 9% of them in 'Whole Congress', 6% in 'Acute heart failure session' and 6% in Poster presentation. Here we can see that half of the respondent's most awaited and exciting time is usually in attending the new guidelines presentation of the congress which is really impressive and also 9% of the respondents perceived the entire congress as a best moment.

'Networking', 'HFA Career Cafe' and 'Special sessions' was mentioned as their best moments in the congress by 5% of respondents. These networking activities can be a unique selling point of the congress compared to an entire event or resource.

We also had some more specific sessions/topics like 'Co-morbidities', Clinical cases, 'Myocarditis session', 'Late breaking trial sessions' mentioned as the best moments experienced in the congress by 2% of respondents.

To sum up the general congress experience we shall consider an open ended question where the respondents were asked if they had something to share with us. Their answers were grouped into the following categories:

- Programme
- Session/topic
- Location

1) Feedbacks given in reference to the [Programme](#):

- "Excellent congress in compact place thus making networking opportunities natural."
- "Excellent edge breaking congress of heart failure."
- "Overall it was a great congress; the only negative point was that in the basic/translational session the last talk was given by somebody not familiar with the field. This should be avoided in the future to maintain high quality."
- "Scientific level in my opinion less than other years and tend to be a bit 'populistic' and not critical as it concerns an RCT. Furthermore, some presenters were over-represented, doing too many talks, also on topics they are less familiar with."

2) Feedbacks given in reference to the [Session/Topic](#):

- "Would like sessions on scientific mechanisms behind acute and chronic heart failure."
- "Interactive teaching case reports would be of interest."
- "Less theory and more practical tips and tricks from those who work with such patients on every day basis."
- "I suggest to organise sessions related to clinical pharmacist activities in Heart failure."

3) Feedbacks given in reference to the [Location](#):

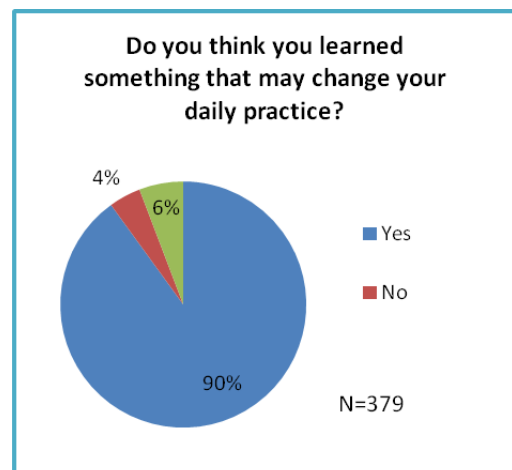
- "Very nice atmosphere, great place for this kind of conference."
- "Halls were too small it was felt during popular lectures and discussions."
- "You need a larger venue. Lecture rooms were frequently so full that they had to be closed."

The respondents had quite a lot of positive comments made on the programme apart from few specific requests. In session/topic the respondent's preferred to have more practical tips and tricks rather than theoretical lectures. They also suggested having more interactive teaching case reports.

For those respondents who spoke about the location felt great with the atmosphere, ambience, and venue apart from the fact that the halls/rooms were too small for this kind of conference. This feeling maybe due to the un expected high number of attendees this year (1300 more).

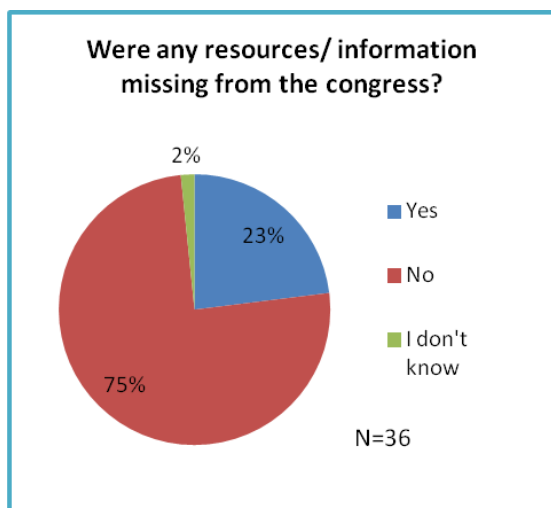
8.2 Level of information & resources availability

In-order to know if the level of information shared in the congress will modify their daily practice, a question regarding their learning in the congress was asked.



We have 90% of the respondent's answering they have learnt something that may change their daily practice. This clearly states the high level of scientific content given to the attendees. For the respondents who answered 'I don't know' (6%). The survey was sent two weeks after the congress and was not sufficient for the respondents to inherit the learning's into daily practices.

To better understand the respondent's needs an open ended question was asked if there were any resources/ information missing from the congress.

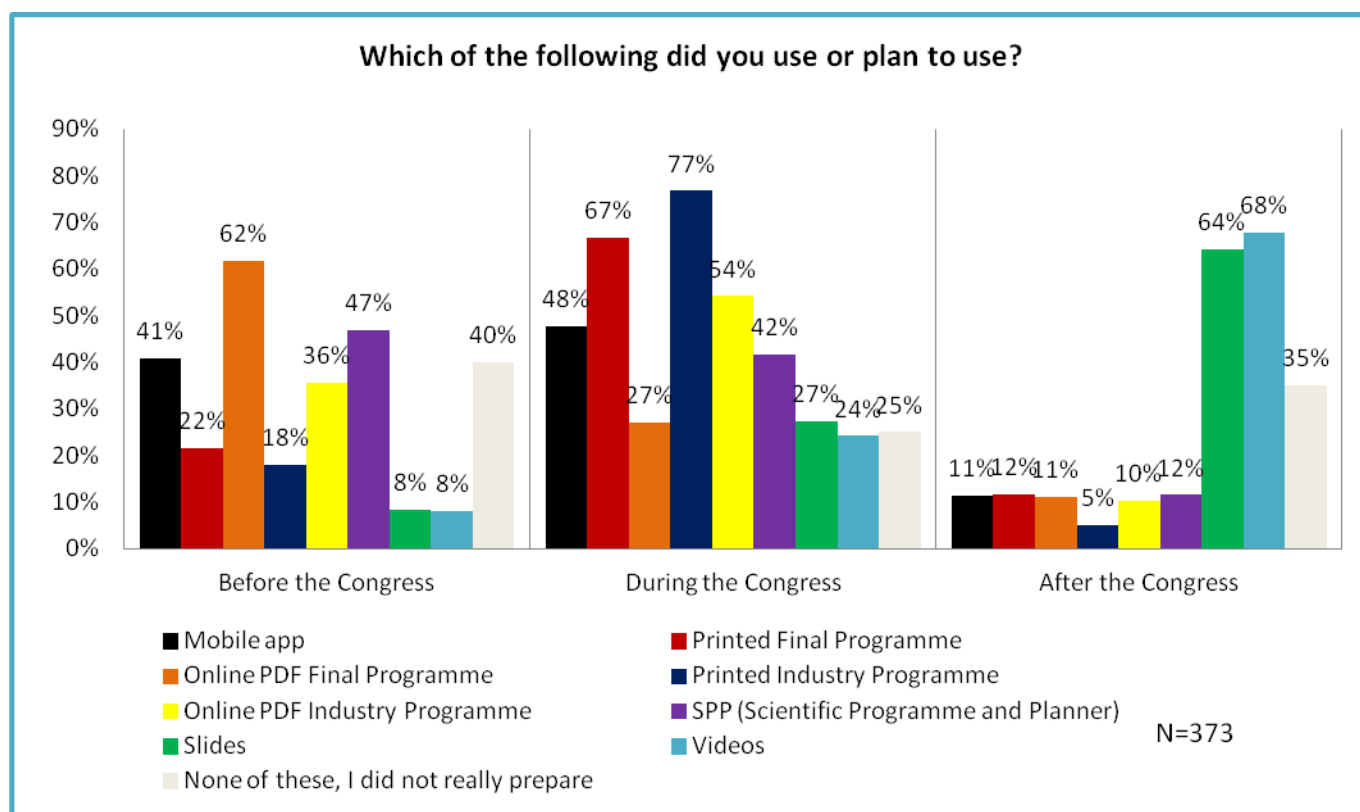


Majority of the respondent's (75%) didn't think any resource/ information was missing in the congress. However 23% of respondents felt that there was something missing.

1. *"Child care room, nursery room."* This facility may be provided in other congresses (ie ESC Congress); and delegates might expect it at Heart Failure.
2. *"Slides not available except for HFA paying member"*. Congress resources are indeed a benefit exclusive to HFA paying members, except on-site where resources are accessible from the e-Library; perhaps communication on this can be enhanced.
3. *"More Take home messages"*. This can be emphasized with congress faculty: to include the key take-home messages systematically at the end of their presentations.

4. *"Congress Bags and the final book programme"*. This concern may have risen due to the unexpected increase in the number of registration.

The following question serves to know which type of programme publication on the website the respondent's used to prepare their attendance before, during and after the congress.

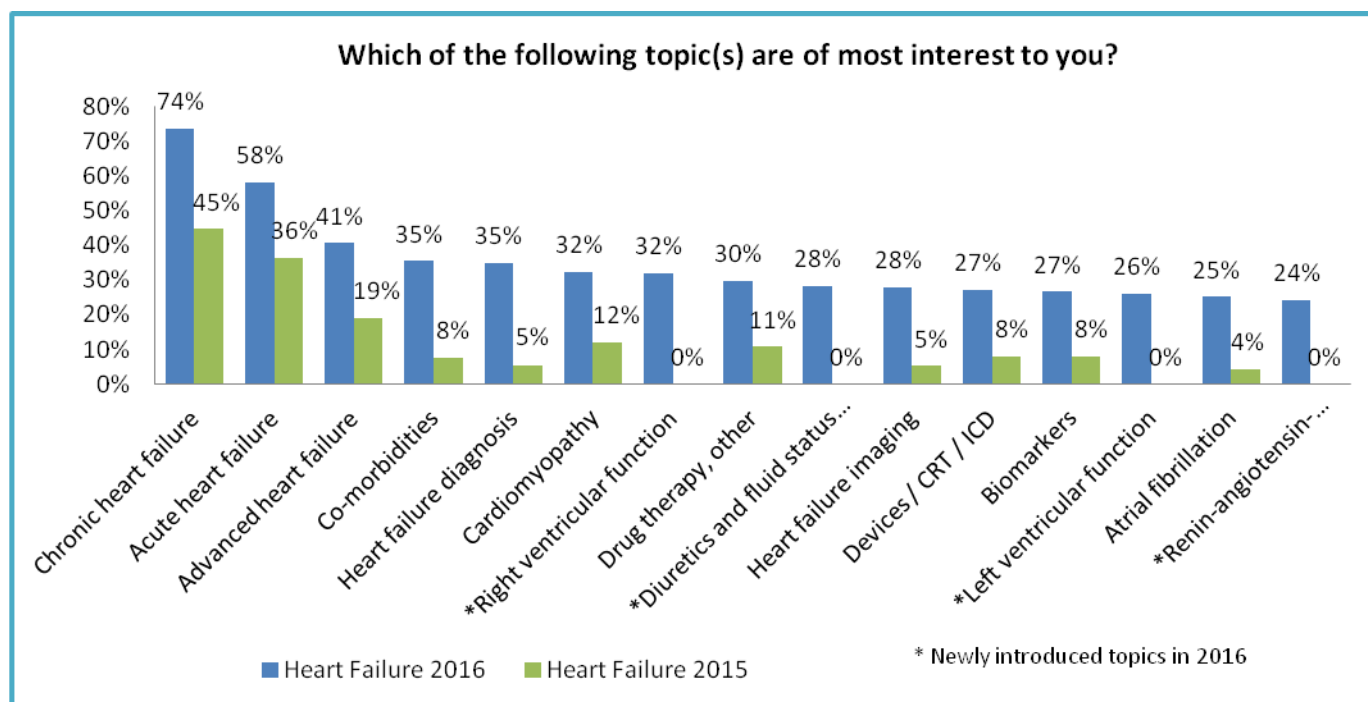


To prepare their attendance before the congress the respondents mainly used online materials. During the congress most of the respondents were dependent on printed materials other than Online PDF industry Programme. After the congress the respondents preferred using more interactive modes such as videos and slides.

One more interesting thing which highlights in the graph is that before and during the congress a good number of respondents actually did not really prepare for the congress (40%, 25% and 35%).

8.3 Most interesting topics

In order to answer Heart Failure business objectives regarding the topics, the following question was asked and the below graph also compares it with previous years Heart Failure.



As we can see in the above chart the top preferred topics are Chronic heart failure (74%), Acute heart failure (58%) and 41% of them chose Advanced heart failure. The top 3 topics have remained the same in both Heart Failure 2015 and Heart Failure 2016.

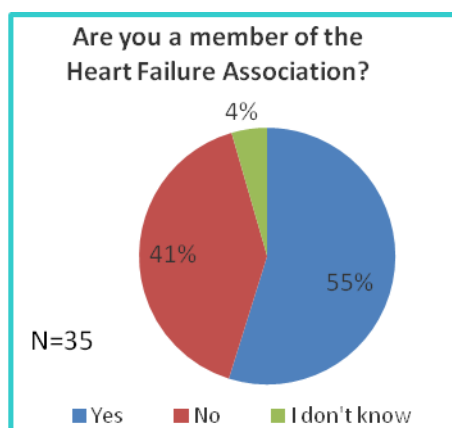
Good number of respondents showed interests on this year's newly introduced topics like Right ventricular function, Diuretics and fluid status, Left ventricular function and Renin-angiotensin-aldosterone antagonists.

The response rate has increased rapidly for most of the topics when compared to last year's Heart Failure. This may be due to the fact that respondent's had possibility of answering multiple answers on the question, whereas last year the respondent's only had one answer to choose. The average multiple answers chosen by the respondents this year was 7-8 topics.

8.4 Respondent's profile

To understand the respondent's and the member's profile the following study was done on their membership, country and age.

The following chart represents the respondent's membership status of HFA (Heart Failure Association).



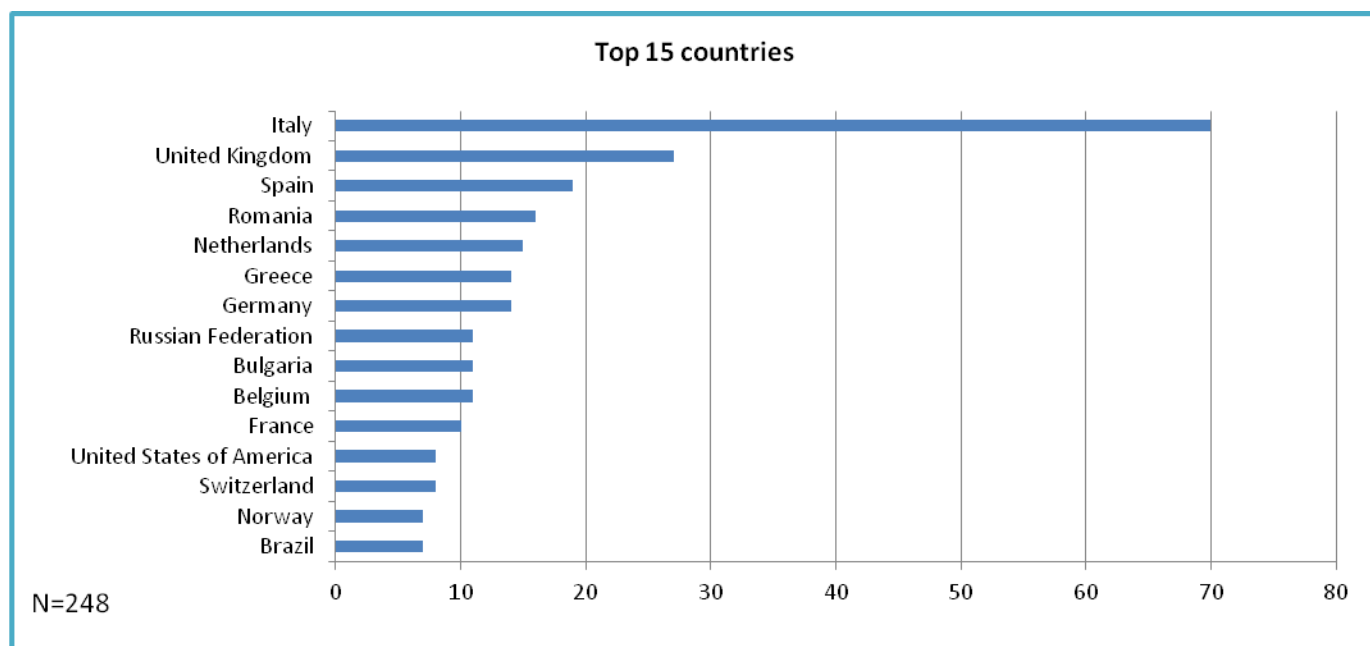
As we can see in this chart 55% of respondent's answered that they are member, 41% of respondents are not member and just 4% of the respondent's did not know about it.

When compared to 'Heart Failure 2015' there is 8% decrease in the respondents who answered 'I don't know'. It can be the promotional efforts put to the membership activities or in creating the awareness among them.

There is 17% decrease in the respondents who answered 'No' in spite of huge increase in the registration this year. This decrease might be of two reasons:

1. More number of members showing interest in attending this year's congress.
2. Special offer of 20% discount given to the new silver & gold memberships which attracted them to become a member.

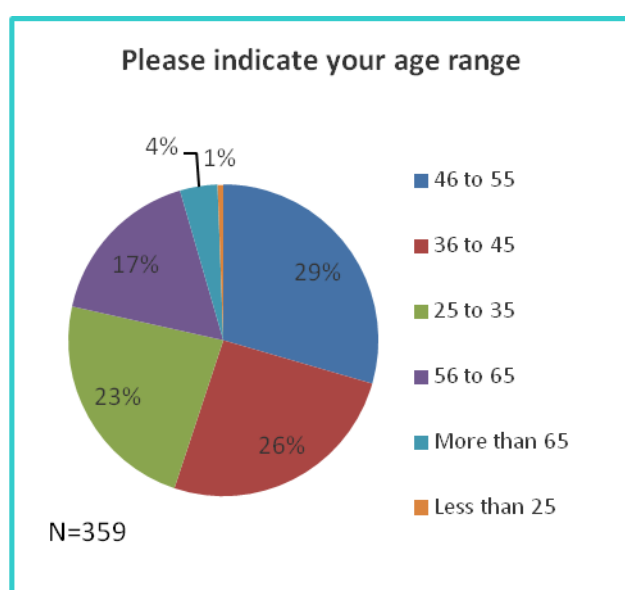
The following question is to know the respondent's country of residence. The below chart represents the top 15 countries.



The graph depicts that the highest number of respondents were from Italy (70), UK (27), Spain (19), Romania (16) and Netherlands (15).

Italy is at the top of the list this maybe also due to the fact that the congress was organised this year in Florence (Italy). Interestingly the number of respondent's from 'Romania' has risen above several countries when compared to Heart Failure 2015. These results are in line with the number of registrations per country.

In the below graph the respondent's age range has been displayed:



Majority of the respondent's age are from the age '36 to 55' which represents 55%. 17% of respondents are from '56 to 65' and just 4% above 65 years old.

The factor to lookout for is the increase in younger generation attending this particular congress, were 23% of respondents are between the age of '25 to 35'. There is continuous increase in the numbers when compared to Heart Failure 2015 (18%) and Heart Failure 2014 (22%).

The increase in younger generation attending the Heart Failure congress shows the future scope of considering them while organising the congress.

The overall respondent's were members (55%), 70 respondents were from Italy and 55% of the respondents were between 36 to 55 years old.

8.5 Conclusion

The respondent's level of satisfaction has been increasing every year and the effort made to maintain the standard has been successful in spite of excess number of registration. 90% of respondent's answers were 'excellent' and 'good'. Half of the respondent's most awaited and exciting time was usually in attending the new guidelines presentation.

50% of the respondents had their best moment in the 'Guidelines Presentation', 9% of them in 'Whole Congress'.

In an open ended question the respondents had quite a lot of positive comments made on the programme. In session/topic the respondent's preferred to have more practical tips and tricks rather than theoretical lectures. They also suggested having more interactive teaching case reports. For those respondents who spoke about the location felt great with the atmosphere, ambience, and venue apart from the fact that the halls/rooms were too small for this kind of conference. This feeling maybe due to the expected number of attendees this year was plus 1300 par.

90% of the respondent's answering they have learnt something that may impact their daily practice.

Regarding the use of congress materials available, they mainly used online materials such as Online PDF Final programme, SPP (Scientific Programme and Planner) and Mobile app to prepare their attendance before the congress. During the congress most of the respondents were dependent on printed materials other than Online PDF industry Programme. After the congress the respondents preferred using more interactive modes such as videos and slides.

The respondent's most preferred top 3 topics remain the same where 74% of respondent's answered Chronic heart failure, 58% of them chose Acute heart failure and 41% of them chose Advanced heart failure. Good number of respondents showed interests on this year's newly introduced topics.

55% of respondents are member, 41% of respondents are not member and just 4% of the respondent's did not know about it. When compared to 'Heart Failure 2015' there is 17% decrease in the respondents who answered 'No' in spite of huge increase in the registration this year. This decrease might be of two reasons: 1. More number of members showing interest in attending this year's congress. 2. Special offer of 20% discount given to the new silver & gold memberships which attracted them to become a member.

Italy is the top country of respondents, also the highest country in registered delegates, due to the fact the congress was in Italy. Interestingly the number of respondent's from 'Romania' has risen above several countries when compared to Heart Failure 2015. These results are in line with the number of registrations per country.

Majority of the respondent's age are from the age 36 to 55 which represents 55%. There is increase in younger generation attending the congress. Younger generation is getting more interested in the Heart Failure 2016 and this can be taken into consideration while organising future congress.

End of report