

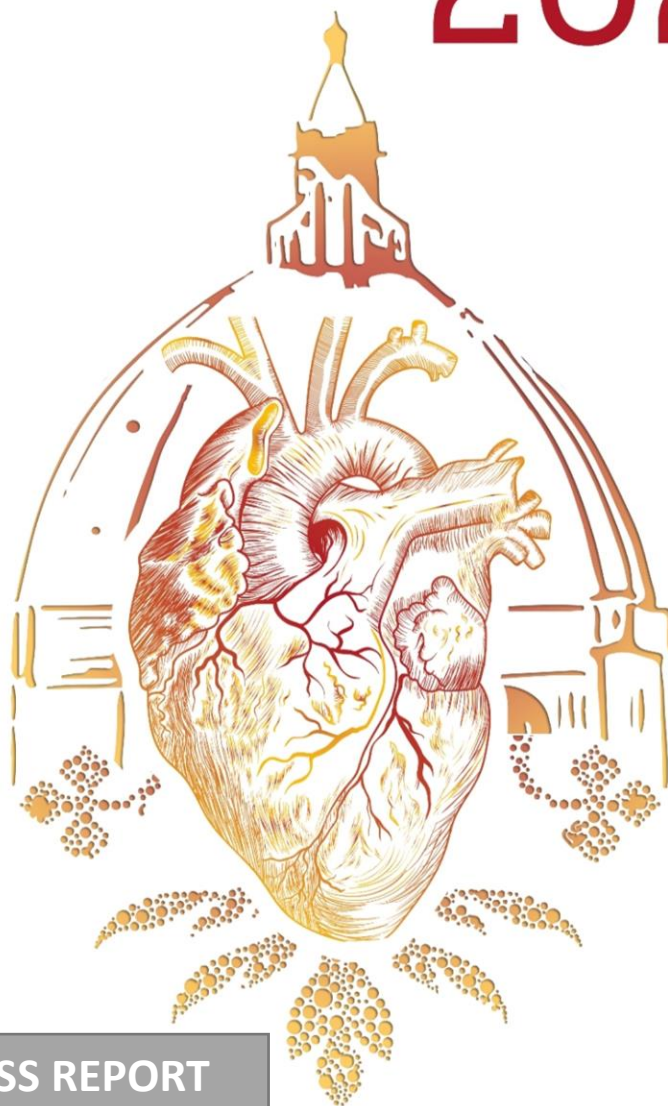


HFA
Heart Failure
Association

Heart Failure

& World Congress on
Acute Heart Failure

2021



POST CONGRESS REPORT

Organised by the Heart Failure Association of the ESC

**29 June
to 1 July**

**ONLINE
CONGRESS**

www.escardio.org/heartfailure
[#HeartFailure2021](https://twitter.com/HeartFailure2021)



ESC
European Society
of Cardiology

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1. INTRODUCTION

a. Quick facts & figures

CME credits

17 CME credits from UEMS

Event platform

4 channels live streamed

1 full live from the studio in Florence

3 channels for pre-recorded sessions

On-demand content

8169 total registrations

123 countries represented

44.5 % of registrants under 40

44.5 % of registrants were female

237 Faculty members (for 529 Faculty roles) from 40 countries

Scientific sessions

88 scientific and educational sessions

26 abstract-based sessions

25 Satellite Symposia

Abstracts & clinical cases submitted

1156 abstracts submitted and **154** clinical cases

971 abstracts accepted and **111** clinical cases accepted

Other

No printed PAAG

No Mobile App

No printed programme

b. Heart Failure 2021 CPC

Heart Failure 2021 Chair

Prof. Massimo Francesco Piepoli (Italy)

Heart Failure 2021 Co-Chair

Prof. Maurizio Volterrani (Italy)

c. Event schedule

DAY BEFORE THE CONGRESS: Monday 28 June

09:00 Opening of the congress platform.

Access to abstract gallery, virtual exhibition etc...

DAY 1: Tuesday 29 June

08:00: Inaugural session LIVE from the HF Studio in Florence

08:20 – 12:25: Live stream (4 channels)

1 LIVE Channel - 3 scientific sessions (incl. Guidelines in mainstream)

3 live streamed channels - 6 Pre-recorded sessions

8 Industry sessions – non-exclusive slots

14:10 – 14:55: Oral Abstract sessions (6 slots – zoom)

15:00 – 20:55: Live stream (1 channel mainstream)

5 LIVE scientific sessions

2 Industry sessions – exclusive slots

DAY 2: Wednesday 30 June

08:00 - 12:05: Live stream (4 channels)

1 LIVE Channel - 3 scientific sessions

3 live streamed channels - 9 Pre-recorded sessions

8 Industry sessions – non-exclusive slots

14:10 - 14:55: Oral Abstract sessions (6 slots – zoom)

14:10 – 19:20 : Live stream (4 channels)

1 LIVE Channel - 4 scientific sessions

3 live streamed channels - 9 Pre-recorded sessions

2 Industry sessions – exclusive slots

DAY 3: Thursday 1st July

08:00 – 12:05: Live stream (4 channels)

1 LIVE Channel - 3 scientific sessions

3 live streamed channels - 6 Pre-recorded sessions

8 Industry sessions – non-exclusive slots

14:10 - 14:55: Oral Abstract sessions (6 slots – zoom)

14:10 – 21:45: Live stream (1 channel mainstream)

5 LIVE scientific sessions

2 Industry sessions – exclusive slots

Suppliers:

CYIM: Industry Sessions + live sessions Florence + Streaming





STS Communication: Studio

K4: Pre-recorded sessions

Studio Arancio: Studio furniture

2. EVENT PLATFORM

a. Overview

 Programme Search Browse the scientific programme and see what you don't want to miss. Start now →	 Speakers Discover the leading experts presenting at this event. Start now →	 Latest science Access abstracts and clinical cases. Start now →	 Schedule Overview See what's planned by day in each channel. Start now →
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[Schedule overview](#) ● [Search in the programme](#) [My Programme](#)









Programme

Search through all the scientific sessions and bookmark your favourites.

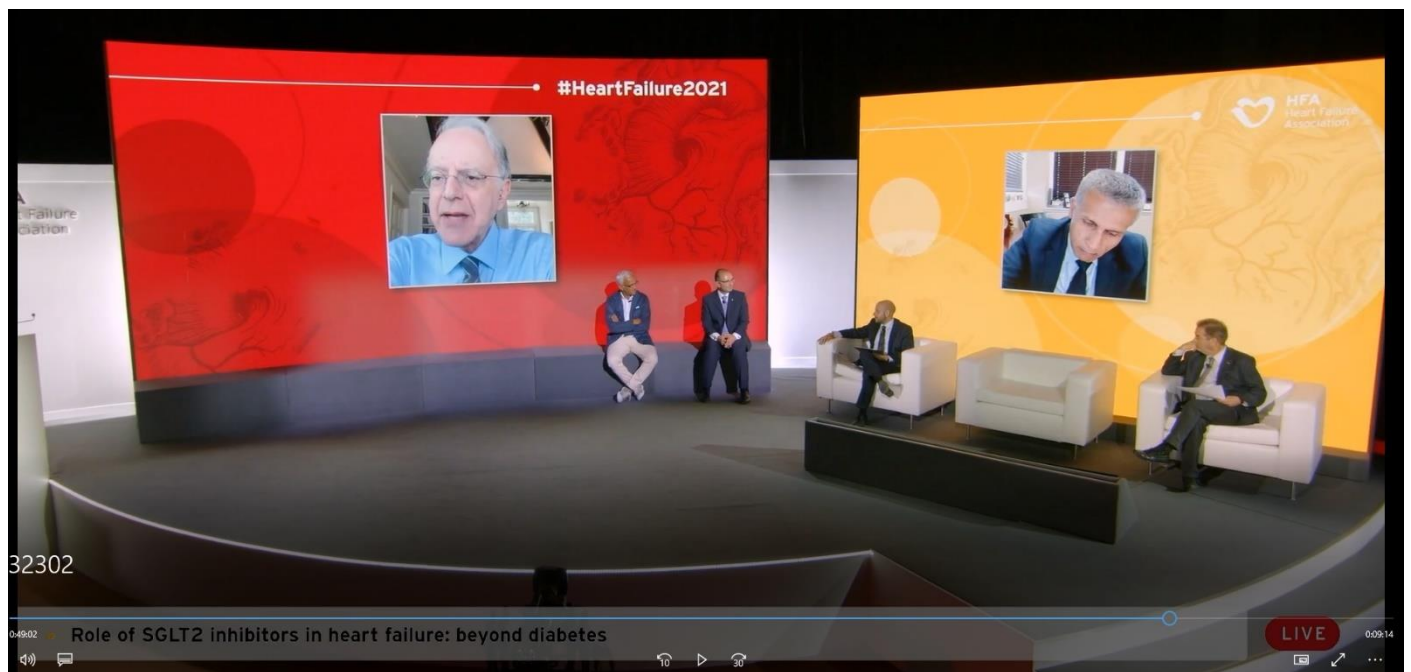
Search

Sessions (77) Industry Sessions (26) Speakers (332) Abstracts (0)

Days Types and tracks Topics CLEAR x

 29 June - 08:20 Cardiomyopathies: one of the leading causes of heart failure SEE DETAILS →	 29 June - 08:20 Heart failure epidemiology: surveys and registries 2021 SEE DETAILS →	 29 June - 08:20 Multidisciplinary interventions in acute heart failure: clinical case presentations SEE DETAILS →	 29 June - 08:20 SGLT2i in heart failure SEE DETAILS →
 29 June - 09:50	 29 June - 09:50	 29 June - 09:50	 29 June - 09:50

b. HF Studio in Florence



c. Interactivity

i. Forum during scientific sessions

- ✓ Delegates could ask questions and interact during the sessions
- ✓ For the pre-recorded sessions: Presenters were asked to connect online to answer questions during scientific sessions
- ✓ For the pre-recorded sessions: Presenters were asked to connect online to answer questions
- ✓ For the live sessions: questions answered orally by the session host

NEW:

- ✓ Up to 3 Scientific polls/ sessions on top of the Marketing survey at the end
- ✓ Questions and comments from the audience made visible during live sessions.

Supplier: Pigeonhole

ii. Abstract gallery

When viewing an abstract, delegates could ask a question to the abstract submitter.

iii. General feedback on session

Delegates were able to give us feedback on their level of satisfaction after each session (via the forum).

iv. Scientific content poll to engage audience

Scientific polls were created by the speakers (poll launched via the forum)

v. Live zoom discussion rooms

Best rated abstracts were featured in live discussions rooms (Zoom).

d. Resources & VOD

Sessions: available on the event platform within the hour after the session

Until 15/07/2021: All content (VOD) available to registered delegates on the event platform (2 Weeks)

From 16/07/2021: Resources only available to HFA paying members via ESC 365

3. SCIENTIFIC AND EDUCATIONAL PROGRAMME

a. Overview

TOTAL sessions in HF 2021 Online & On demand = **114**

Detailed breakdown available below

88 sessions - Scientific and Educational Programme

Session type	# sessions
Case-Based Session	5
Debate Session	6
HFA Focus	1
How To ...	5
Special Event	1
Special Session	30
Symposium	40
Grand Total	88

26 sessions – Abstract-based programme

Session type	# sessions
Abstract Sessions	16
Award Sessions	4
Clinical Cases	3
Clinical Trial Update	1
e-posters	1
Registry Session	1
Grand Total	26

27 – Industry Programme

Session type	# sessions
Satellite Symposium	25
Tutorials	2
Grand Total	27

For full Industry Programme report – see [Industry section](#)

Channels per day

The programme was articulated around 4 channels per day to features the topic related sessions + on demand content available throughout the event.

Tuesday 29 June

- Full-day channel - HF Studio (Live sessions only)
- Morning channel - Chronic Heart Failure (pre-recorded sessions only)
- Morning channel - Acute Heart Failure (pre-recorded sessions only)
- Morning channel - Specials (pre-recorded sessions only)

Wednesday 30 June

- Full-day channel - HF Studio (Live sessions only)
- Full-day channel - Chronic Heart Failure (pre-recorded sessions only)
- Full-day channel - Acute Heart Failure (pre-recorded sessions only)
- Full-day channel - Specials (pre-recorded sessions only)

Thursday 1 July

- Full-day channel - HF Studio (Live sessions only)
- Morning channel - Chronic Heart Failure (pre-recorded sessions only)
- Morning channel - Heart Failure (pre-recorded sessions only)
- Morning channel - Specials (pre-recorded sessions only)

Broadcast & on-demand content:

- **40 pre-recorded sessions** were broadcast on the “pre-recorded” channels or made available on demand.
- **24 self-recorded sessions** were made available on demand
- **28 Live sessions** were broadcast live on the HF Studio channel
- **18 Live abstract & clinical case discussion rooms** were organised via zoom and broadcast on the congress platform.

Session Type	29-Jun	30-Jun	1-Jul	On demand throughout the event
e-posters				1
Abstract Sessions	5	6	5	
Clinical Cases	1		1	1
Award Sessions				4
Clinical Trial Update				1
Registry Session				1
Case-Based Session	1	2	1	1
Debate Session		3	3	
HFA Focus	1			
How To ...			3	2
Special Event	1			
Special Session	7	8	9	6
Symposium	7	13	2	18
Grand Total	23	32	24	35

Contributors to the programme – with breakdown Faculty + Presenters + Assigned Presenter

237 Faculty

651 Abstract Presenters + 92 Clinical Case Presenters + 14 Clinical Trial updates Presenters + 9 Registry Presenters
=> 1003 contributors to the programme

b. Faculty - Activities / Roles

529 Faculty Roles (excluding Industry and special events)

- 190 Hosts roles
- 283 Speaker roles
- 11 Judge abstract roles
- 14 Session Discussants
- 31 Abstract / clinical cases live session Moderators

Year	2018	2019	2020	Year	2021
Faculty number of roles	670	639	510	Faculty number of roles	529
Chairperson	233	232	169	Chairperson	190
Speaker	344	319	310	Speaker	283
Judges	20	15	4	Judges	11
Discussant	73	73	27	Discussant	14
				Live Abstract / Clinical Case Moderators	31
Total number of Faculty	286	296	251	Total number of Faculty	237

Number of Faculty

237 Faculty Members (excluding abstract & clinical cases Presenters and Industry)

Role distribution per faculty

# roles	# Faculty
1	130
2	40
3	21
4	16
5+	30
Grand Total	237

Gender representation

Gender	2019		2020		2021	
Female	68	23%	66	26%	55	23%
Male	228	77%	185	74%	182	77%
Grand Total	296	100%	251	100%	237	100%

Age Table

Age range	# Faculty	%
35 and under	10	4%
36 to 40	24	10%
41 to 46	23	10%
47 to 57	72	30%
58 to 68	82	35%
69 and above	26	11%
Grand Total	237	100%

Region

Faculty by Region	2019	%	2020	%	2021	%
ESC	251	85%	211	84%	209	88%
North America	31	10%	31	12%	19	8%
Asia Pacific	11	4%	8	3%	6	3%
South & Central America	2	1%	0	0%	2	1%
Africa (non ESC)	1	0%	1	0%	1	0%
Grand Total	296	100%	251	100%	237	100%

Country by order of country representation

237 Faculty coming from 40 different countries

Country	# Faculty per country
Italy	60
Germany	32
UK & Northern Ireland	27
USA	17
France	13
Greece	9
The Netherlands	9
Sweden	9
Spain	7
Switzerland	5
Austria	4
Poland	4
Belgium	3
Israel	3
Canada	2
Croatia	2
Denmark	2
Egypt	2
Lebanon	2
Portugal	2
Romania	2
Russia	2
Serbia	2
Argentina	1
Australia	1
Brazil	1
Bulgaria	1
China	1
Cyprus	1
Czechia	1
Finland	1
Hungary	1
India	1
Japan	1
Kazakhstan	1
Lithuania	1
Norway	1
Singapore	1
Slovenia	1
South Africa	1
Grand Total	237

Faculty invited onsite in Florence, Italy

All Faculty involved in live sessions have been invited to Florence (HF Studio).

In total, 76 Faculty have been invited (32 Board members + 44 Faculty)

=> **36 Faculty** (21 Board members + 15 Faculty) **came to Florence.**

c. Scientific and educational Programme

GENERAL OVERVIEW – Tuesday 29 June

Start	End	Duration	Channel 1 HF Studio	Start	End	Duration	Channel 2 Chronic Heart Failure Pre-recorded sessions	Channel 3 Acute Heart Failure Pre-recorded sessions	Channel 4 Specials Pre-recorded sessions
8:00	8:15	0:15	900 - LIVE - Inaugural session						
8:15	8:20	0:05	INTERLUDE						
8:20	9:10	0:50	901 - Cardiomyopathies: one of the leading causes of heart failure	8:20	9:05	0:45	152 - SGLT2i in Heart Failure	124 - Multidisciplinary interventions in acute heart failure: clinical case presentations.	134 - Heart failure epidemiology: surveys and registries 2021
9:10	9:15	0:05	INTERLUDE						
9:15	9:45	0:30	Non-exclusive Industry session	9:15	9:45	0:30	Non-exclusive Industry session	Non-exclusive Industry session	Non-exclusive Industry session
9:45	9:50	0:05	INTERLUDE						
9:50	10:40	0:50	922 - Current pharmacological treatment of heart failure with mid-range ejection fraction	9:50	10:35	0:45	161 - HFA Focus: challenging clinical scenarios in heart failure	118 - Heart Team evaluation in valvular heart diseases	103 - COVID-19 and cardiorespiratory failure, from pathophysiology to clinical practice
10:40	10:45	0:05	INTERLUDE						
10:45	11:30	0:45	911 - LIVE - Heart Failure Guidelines 2021: pharmacological treatment						
11:30	11:40	0:10	INTERLUDE						
11:40	12:25	0:45	Non-exclusive Industry session	11:40	12:25	0:45	Non-exclusive Industry session	Non-exclusive Industry session	Non-exclusive Industry session
12:25	14:00		BREAK						
14:10	14:55	0:45	Implications and messaging about HVAD withdrawal by Medtronic - effect on patients, and the advanced HF field	14:00	15:00	1:00	6 Rapid fire abstract zoom rooms in parallel		
14:55	15:00	0:05	INTERLUDE						
15:00	16:00	1:00	912 - Expert opinion on heart failure management: drug titration						
16:00	16:05	0:05	INTERLUDE						
16:05	16:35	0:30	Exclusive Industry Live session						
16:35	16:40	0:05	INTERLUDE						
16:40	17:40	1:00	913 - Late breaking trial 1						
17:40	17:45	0:05	INTERLUDE						
17:45	18:30	0:45	Exclusive Industry Live session						
18:30	18:35	0:05	INTERLUDE						
18:35	19:35	1:00	909 - Heart failure specifics in chronic kidney disease						
19:35	19:40	0:05	INTERLUDE						
19:40	20:40	1:00	902 - Role of SGLT2 inhibitors in heart failure: beyond diabetes						
20:40	20:45	0:05	INTERLUDE						
20:45	20:55	0:10	916 - Wrap-up day 1						
20:55	21:00	0:05	INTERLUDE						
21:00	21:45	0:45	REPLAY 911 - Heart Failure Guidelines 2021: pharmacological treatment						

GENERAL OVERVIEW – Wednesday 30 June

Start	End	Duration	Channel 1 HF Studio	Start	End	Duration	Channel 2 Chronic Heart Failure Pre-recorded sessions	Channel 3 Acute Heart Failure Pre-recorded sessions	Channel 4 Specials Pre-recorded sessions
8:00	8:50	0:50	904 - Controversies in primary prevention of sudden cardiac death in 2021: should class I recommended for ICD be reconsidered?	8:00	8:45	0:45	102 - Treating common comorbidities (iron deficiency and sleep apnoea)	120 - Diagnostic and prognostic value of biomarkers in acute heart failure	136 - Implementation science: barriers to HFrEF therapy
8:50	8:55	0:05	INTERLUDE	8:45	8:55	0:10	INTERLUDE		
8:55	9:45	0:50	906 - Expert opinion in heart failure management - Heart failure with preserved ejection fraction	8:55	9:40	0:45	181 - Rapid Parade of devices: emerging treatment options in heart failure (Part 1)	144 - When prescribing the right drugs is not enough	140 - Gene therapy, Genome Editing and beyond – Are we seeing the birth of a new generation of medicines?
9:45	9:50	0:05	INTERLUDE	9:40	9:50	0:10	INTERLUDE		
9:50	10:20	0:30	Non-exclusive Industry session	9:50	10:20	0:30	Non-exclusive Industry session	Non-exclusive Industry session	Non-exclusive Industry session
10:20	10:25	0:05	INTERLUDE	10:20	10:25	0:05	INTERLUDE		
10:25	11:15	0:50	920 - Expert opinion in heart failure management - Disease management	10:25	11:10	0:45	145 - Cardiac resynchronisation therapy, areas of debate	131 - Peri-discharge period after acute heart failure: the prime time to bother about comorbidities.	138 - Cardiac tissue engineering: from the bench to bedside. Are we ready?
11:15	11:20	0:05	INTERLUDE	11:10	11:20	0:10	INTERLUDE		
11:20	12:05	0:45	Non-exclusive Industry session	11:20	12:05	0:45	Non-exclusive Industry session	Non-exclusive Industry session	Non-exclusive Industry session
12:05	14:00		BREAK	12:05	14:00		BREAK		
14:10	14:55	0:45	155 - Life-time achievement 2020	14:00	15:00	1:00	6 Rapid fire abstract zoom rooms in parallel		
14:55	15:00	0:05	INTERLUDE						
15:00	15:50	0:50	905 - Controversies in 2021 OMT: should SGLT-2i and ARNI now be considered first line treatments in HFrEF?	15:00	15:45	0:45	112 - Challenges in cardiac rehabilitation in chronic heart failure	122 - Treating valvular heart disease in acute heart failure	972 - e-Health and social media in heart failure care: pro and con
15:50	15:55	0:05	INTERLUDE	15:45	15:55	0:10	INTERLUDE		
15:55	16:45	0:50	914 - Late breaking trial 2	15:55	16:40	0:45	149 - HoT session - HFrEF treatment: not so easy as it seems, Part 1	117 - New concepts in the management of cardiogenic shock	113 - Digital health and telemedicine in heart failure
16:45	16:50	0:05	INTERLUDE	16:40	16:50	0:10	INTERLUDE		
16:50	17:20	0:30	Exclusive Industry Live session						
17:20	17:25	0:05	INTERLUDE	17:20	17:25	0:05	INTERLUDE		
17:25	18:15	0:50	918 - Expert opinion in heart failure management - Drugs	17:25	18:10	0:45	153 - Prevention from heart failure 1: role of risk factors	128 - Contemporary management of sudden cardiac death in patients with heart failure	101 - Advanced HFrEF: what are the options when drug therapy is maximised?
18:15	18:20	0:05	INTERLUDE	18:10	18:20	0:10	INTERLUDE		
18:20	19:05	0:45	Exclusive Industry Live session						
19:05	19:10	0:05	INTERLUDE						
19:10	19:20	0:10	917 - Wrap-up day 2						

GENERAL OVERVIEW – Thursday 1st July

Start	End	Duration	Channel 1 HF Studio	Start	End	Duration	Channel 2 Chronic Heart Failure Pre-recorded sessions	Channel 3 Heart Failure Pre-recorded sessions	Channel 4 Specials Pre-recorded sessions
8:00	8:50	0:50	907 - How to optimise treatment according to patient profile in HFREF	8:00	8:45	0:45	126 - Practical aspects on ventricular assist devices	154 - Prevention from heart failure 2: population attributable risk around the world	151 - Heart Failure Association patient profiling
8:50	8:55	0:05	INTERLUDE	8:45	8:55	0:10	INTERLUDE		
8:55	9:45	0:50	903 - Tailored therapy in heart failure: which, how and when	8:55	9:40	0:45	182 - Rapid Parade of devices: emerging treatment options in heart failure (Part 2)	107 - Is HFpEF a disease of women? From biological to epidemiological evidence	147 - Pragmatic trials are here to stay
9:45	9:50	0:05	INTERLUDE	9:40	9:50	0:10	INTERLUDE		
9:50	10:20	0:30	Non-exclusive Industry session	9:50	10:20	0:30	Non-exclusive Industry session	Non-exclusive Industry session	Non-exclusive Industry session
10:20	10:25	0:05	INTERLUDE	10:20	10:25	0:05	INTERLUDE		
10:25	11:15	0:50	908 - Heart failure disease management programs: is losing weight a good or a bad thing?	10:25	11:10	0:45	150 - HoT session - HFREF treatment: not so easy as it seems, Part 2	132 - Do we improve quality of life in patients with heart failure?	961 - How to optimise implementation of cardiac resynchronisation therapy
11:15	11:20	0:05	INTERLUDE	11:10	11:20	0:10	INTERLUDE		
11:20	12:05	0:45	Non-exclusive Industry session	11:20	12:05	0:45	Non-exclusive Industry session	Non-exclusive Industry session	Non-exclusive Industry session
12:05	14:00	BREAK							
14:10	14:55	0:45	156 - Life-time achievement 2021	14:00	15:00	1:00	6 Rapid fire abstract zoom rooms in parallel		
14:55	15:00	0:05	INTERLUDE						
15:00	16:00	1:00	919 - Expert opinion in heart failure management - Devices						
16:00	16:05	0:05	INTERLUDE						
16:05	16:35	0:30	Exclusive Industry Live session						
16:35	16:40	0:05	INTERLUDE						
16:40	17:40	1:00	915 - Late breaking trial 3						
17:40	17:45	0:05	INTERLUDE						
17:45	18:30	0:45	Exclusive Industry Live session						
18:30	18:35	0:05	INTERLUDE						
18:35	19:35	1:00	910 - Expert opinion in heart failure management - Heart failure and ischaemic heart disease						
19:35	19:40	0:05	INTERLUDE						
19:40	20:40	1:00	921 - Expert opinion in heart failure management - Imaging						
20:40	20:45	0:05	INTERLUDE						
20:45	21:45	1:00	923 - Heart Failure 2021 Highlights						

Sessions by topic (EXCLUDING Industry sessions and Special Event)

Topic	# Session
10 - Atrial Fibrillation (AF)	1
13 - Ventricular Arrhythmias and Sudden Cardiac Death (SCD)	1
13.4 - Treatment	1
14 - Device Therapy	1
15 - Chronic Heart Failure	33
15.1 - Pathophysiology and Mechanisms	3
15.1.10 - Heart Failure with Preserved Ejection Fraction (HFpEF)	2
15.2 - Epidemiology, Prognosis, Outcome	2
15.3 - Diagnostic Methods	1
15.3.2 - Imaging	2
15.4 - Treatment	5
15.4.2 - Pharmacotherapy	1
15.4.3 - Rehabilitation	1
15.4.5 - Cardiac Resynchronisation Therapy (CRT)	2
15.4.6 - Ventricular Assist Devices	2
15.4.7 - Heart Transplantation	1
15.4.9 - Multidisciplinary Interventions	1
16 - Acute Heart Failure	4
16.3.1 - Biomarkers	1
16.4 - Treatment	1
16.4.2 - Nonpharmacological Treatment	1
16.4.2.1 - Circulatory Support	1
16.4.3 - Multidisciplinary Interventions	2
17 - Coronary Artery Disease (Chronic) / Chronic Coronary Syndromes (CCS)	1
19 - Acute Cardiac Care	2
19.4 - Cardiogenic Shock	1
20 - Valvular Heart Disease	1
20.4 - Treatment	1
20.4.2 - Intervention	1
22 - Myocardial Disease	2
26 - Pulmonary Circulation, Pulmonary Embolism, Right Heart Failure	1
33 - Risk Factors and Prevention	3
34.1 - Exercise Testing	1
35 - Cardiovascular Disease in Special Populations	1
36 - Pharmacology and Pharmacotherapy	2
37 - Cardiovascular Nursing and Allied Professions	5
38 - e-Cardiology/Digital Health	1
38.6 - Hospital Information Systems, Electronic Medical Records, Clinical Decision Support	1
40 - Research Methodology	1
40.2 - Big Data Analysis	1
40.3 - Cardiovascular Epidemiology	1
40.4 - Trial Design	1
41 - Basic Science	2
41.2 - Cardiac Biology and Physiology	2
41.2.8 - Leukocytes, Inflammation, Immunity	1

41.3.11 - Gene Therapy, Cell Therapy	1
41.3.12 - Biomarkers	1
41.3.3 - Heart Failure	2
41.4.1 - Stem Cells, Cell Cycle, Cell Senescence, Cell Death	1
90.2 - Heart Failure Association (HFA)	5
Grand Total	113

Joint sessions

5 Pre-recorded joint sessions:

161 - HFA focus: challenging clinical scenarios in heart failure

Joint session with the Heart Failure Society of America (HFSA) and the Japanese Heart Failure Society (JHFS).

965 - Heart failure and brain function: adding insult to injury

Joint session with the ESC Council on Stroke

962 - Cardiac rhythm management devices in heart failure: areas of debate

Joint session with the European Heart Rhythm Association (EHRA)

961 - How to optimise implementation of cardiac resynchronisation therapy

Joint session with the European Heart Rhythm Association (EHRA)

972 - e-Health and social media in heart failure care: pro and con

Joint session with the Association of Cardiovascular Nursing and Allied Professions (ACNAP)

911 - Heart Failure Guidelines 2021: pharmacological treatment

A joint ESC/HFA Session

Capture of Content – Live sessions

28 Live sessions

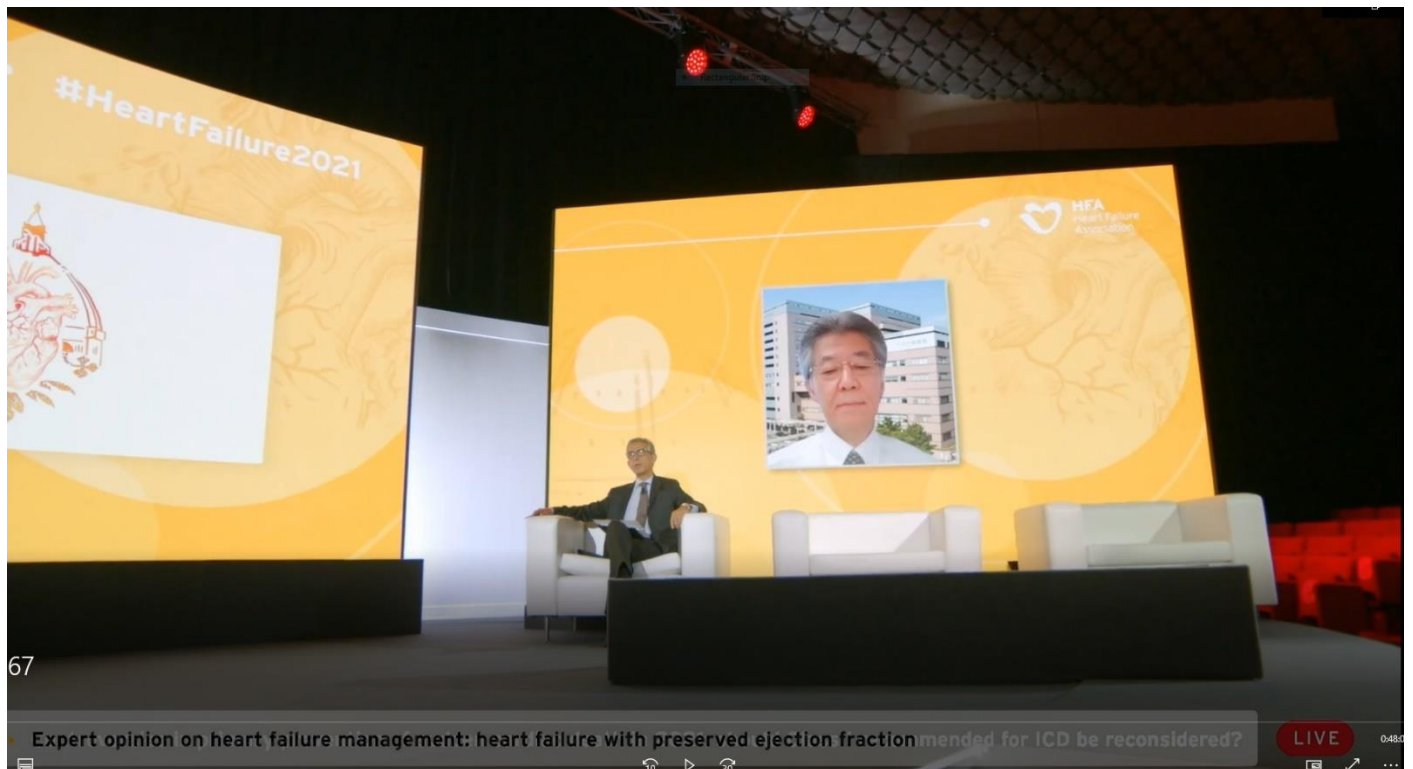
Supplier: CYIM / STS

For the Live Sessions, Faculty did not attend any content rehearsals prior the live event. Faculty joining remotely were asked to connect 1 hour before the start of the live session. Faculty onsite were asked to come 1 hour before the start of the live session in the briefing room. All together, they reviewed the scenario and underwent final technical checks with the supplier.

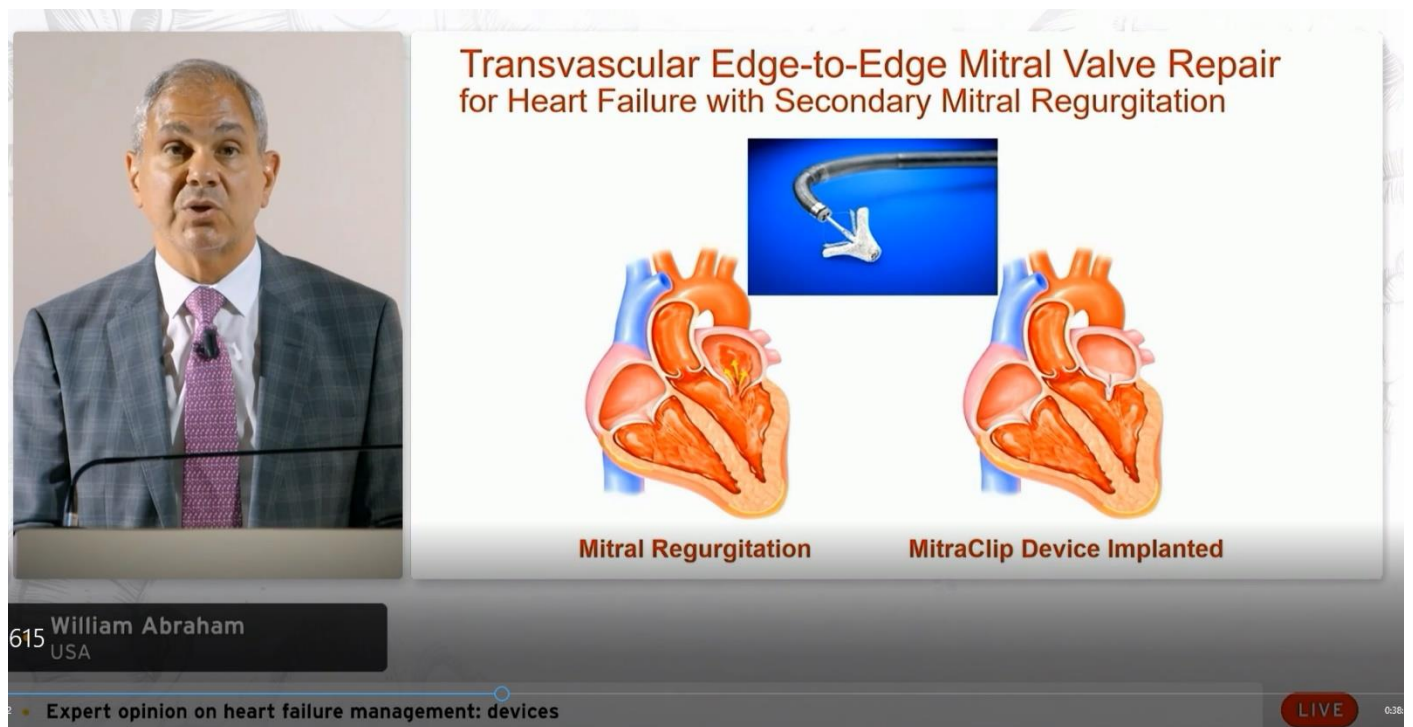
No specific functionalities (such as voting, etc) were used during the live sessions.

Session	Type	Title	Room location	Date	StartTime
900	Special Event	Heart Failure 2021 - Inaugural Session	All active channel	29/06/2021	29/06/2021 08:00
901	Symposium	Cardiomyopathies: one of the leading causes of heart failure	HF Studio	29/06/2021	29/06/2021 08:20
922	Symposium	Current pharmacological treatment of heart failure with mid-range ejection fraction	HF Studio	29/06/2021	29/06/2021 09:50
911	Special Session	Heart Failure Guidelines 2021: pharmacological treatment	All active channel	29/06/2021	29/06/2021 10:45
924	Special Session	Implications and messaging about HVAD withdrawal by Medtronic - effect on patients, and the advanced HF field	HF Studio	29/06/2021	29/06/2021 14:10
912	Special Session	Expert opinion on heart failure management: drug titration	HF Studio	29/06/2021	29/06/2021 15:00
913	Special Session	Late-Breaking Trials 1	HF Studio	29/06/2021	29/06/2021 16:40
909	Symposium	Heart failure specifics in chronic kidney disease	HF Studio	29/06/2021	29/06/2021 18:35
902	Symposium	Role of SGLT2 inhibitors in heart failure: beyond diabetes	HF Studio	29/06/2021	29/06/2021 19:40
916	Special Session	Wrap-up Day 1	HF Studio	29/06/2021	29/06/2021 20:45
925	Special Session	Heart Failure Guidelines 2021: pharmacological treatment	HF Studio	29/06/2021	29/06/2021 21:00
904	Debate Session	Controversies in primary prevention of sudden cardiac death in 2021: should Class I recommended for ICD be reconsidered?	HF Studio	30/06/2021	30/06/2021 08:00
906	Special Session	Expert opinion on heart failure management: heart failure with preserved ejection fraction	HF Studio	30/06/2021	30/06/2021 08:55
920	Special Session	Expert opinion on heart failure management: disease management	HF Studio	30/06/2021	30/06/2021 10:25
155	Special Session	Lifetime achievement 2020	HF Studio	30/06/2021	30/06/2021 14:10
905	Debate Session	Controversies in 2021 OMT: should SGLT2i and ARNI now be considered first line treatments in HFrEF?	HF Studio	30/06/2021	30/06/2021 15:00
914	Special Session	Late-Breaking Trials 2	HF Studio	30/06/2021	30/06/2021 15:55
918	Special Session	Expert opinion on heart failure management: drugs	HF Studio	30/06/2021	30/06/2021 17:25
917	Special Session	Wrap-up Day 2	All active channel	30/06/2021	30/06/2021 19:10
907	How To ...	How to optimise treatment according to patient profile in HFrEF	HF Studio	01/07/2021	01/07/2021 08:00
903	Debate Session	Tailored therapy in heart failure: which, how and when	HF Studio	01/07/2021	01/07/2021 08:55
908	Debate Session	Heart failure disease management programs: is losing weight a good or a bad thing?	HF Studio	01/07/2021	01/07/2021 10:25
156	Special Session	Lifetime achievement 2021	HF Studio	01/07/2021	01/07/2021 14:10
919	Special Session	Expert opinion on heart failure management: devices	HF Studio	01/07/2021	01/07/2021 15:00
915	Special Session	Late-Breaking Trials 3	HF Studio	01/07/2021	01/07/2021 16:40
910	Special Session	Expert opinion on heart failure management: heart failure and ischaemic heart disease	HF Studio	01/07/2021	01/07/2021 18:35
921	Special Session	Expert opinion on heart failure management: imaging	HF Studio	01/07/2021	01/07/2021 19:40
923	Special Session	Heart Failure 2021 highlights	HF Studio	01/07/2021	01/07/2021 20:45

Print screen of a live session – view of the HF Studio with remote and onsite Faculty during chairperson’s introduction => 2 chairs on the right side of the stage (1 onsite + 1 remote):



Print screen of a live session – view of the HF Studio with onsite speaker during his presentation – PIP view:



Print screen of a live session – view of the HF Studio with onsite speaker during their presentation – Studio view:

#HeartFailure2021

MitraClip Expanded Indication

- Secondary mitral regurgitation reduction
 - FDA approved new indication for MitraClip on March 14, 2019
 - “patients with normal mitral valves who develop heart failure symptoms and moderate-to-severe or severe mitral regurgitation because of diminished left heart function (commonly known as secondary or functional mitral regurgitation) despite being treated with optimal medical therapy”

3615 William Abraham
USA

3:09 Expert opinion on heart failure management: devices **LIVE** 0:36:58

Print screen of a live session – view of the HF Studio with remote speaker during their presentation – PIP view:

#HeartFailure2021

MADIT II

- 1232, LVEF<30% :ICD or OMT
- Post MI > 1 month, no prior VT/VF
- Mortality: ICD 14% , OMT 20%
- ACEI-70%, BB-69%, MRA-0%, DIG-57%

Probability of Survival

Defibrillator

Conventional therapy

p = 0.009

Year

Moss et al. NEJM 2002; 346:877-83.

SCD-HeFT

2521, CHF, LVEF≤35%

50% DCM, NYHA II (70%);III (30%)

60yrs; 77% ♂

ACEI/ARB-97%, BB-92%, MRA-20%

Mortality Rate

Amiodarone vs. placebo

ICD therapy vs. placebo

Hazard Ratio (95% CI) P Value

0.96 (0.84-1.10) 0.51

0.77 (0.62-0.96) 0.007

Amiodarone (240 deaths, 5 yr event rate: 0.140)

Placebo (244 deaths, 5 yr event rate: 0.143)

ICD therapy (182 deaths, 5 yr event rate: 0.230)

Placebo

Months of Follow up

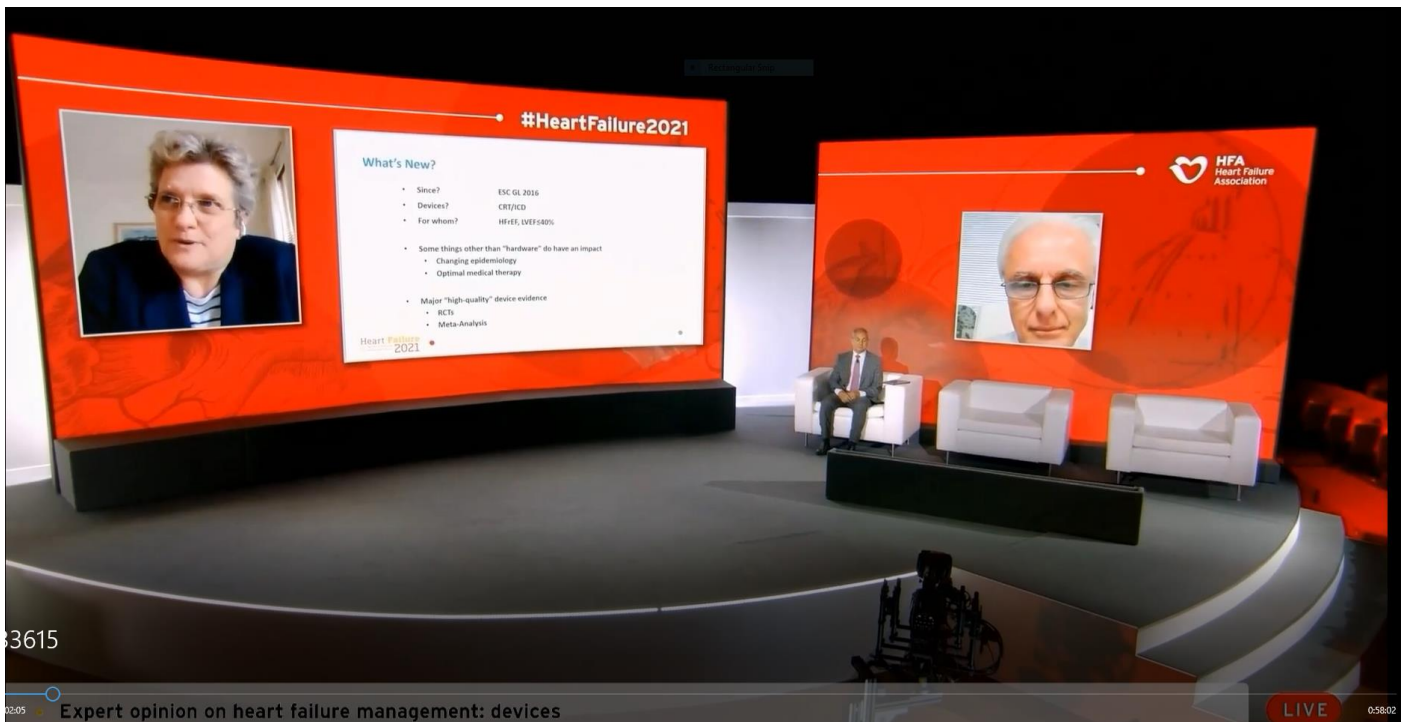
Bardy et al. NEJM 2005;352:225-37

Heart Failure 2021

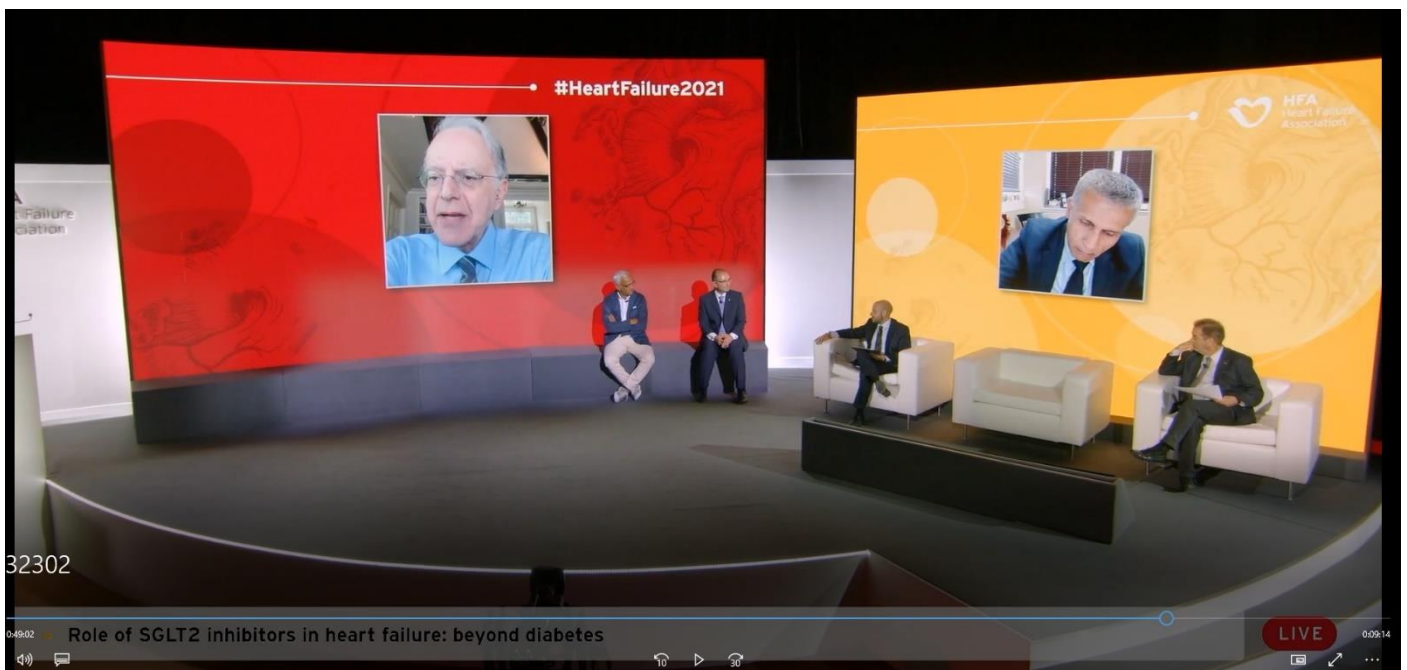
3615 Theresa McDonagh
UK

Expert opinion on heart failure management: devices **LIVE** 0:52:21

Print screen of a live session – view of the HF Studio with remote speaker during their presentation – Studio view:



Print screen of a live session – view of the HF Studio with remote and onsite Faculty during panel discussion => 3 chairs on the right side of the stage (2 onsite + 1 remote), 3 speakers on the left side (2 onsite + 1 remote).



Capture of Content – Pre-recorded sessions

40 pre-recorded sessions

Supplier: K4 Events

For most pre-recorded sessions, Faculty were invited to attend a content rehearsal, the recording meeting and to connect on the day of the broadcast for interaction with the audience via a Discussion Chat.

Session	Type	Title	Room location	Date	StartTime
101	Symposium	Advanced HFrEF: what are the options when drug therapy is maximised?	Specials	30/06/2021	30/06/2021 17:25
102	Symposium	Treating common comorbidities (iron deficiency and sleep apnoea)	Chronic Heart Failure	30/06/2021	30/06/2021 08:00
103	Symposium	COVID-19 and cardiorespiratory failure, from pathophysiology to clinical practice	Specials	29/06/2021	29/06/2021 09:50
107	Symposium	Is HFpEF a disease of women? From biological to epidemiological evidence	Heart Failure	01/07/2021	01/07/2021 08:55
112	Symposium	Challenges of cardiac rehabilitation in chronic heart failure	Chronic Heart Failure	30/06/2021	30/06/2021 15:00
113	Symposium	Digital health and telemedicine in heart failure	Specials	30/06/2021	30/06/2021 15:55
117	Symposium	New concepts in the management of cardiogenic shock	Acute Heart Failure	30/06/2021	30/06/2021 15:55
118	Symposium	Heart Team evaluation in valvular heart diseases	Acute Heart Failure	29/06/2021	29/06/2021 09:50
120	Symposium	Diagnostic and prognostic value of biomarkers in acute heart failure	Acute Heart Failure	30/06/2021	30/06/2021 08:00
122	Case-Based Session	Treating valvular heart disease in acute heart failure	Acute Heart Failure	30/06/2021	30/06/2021 15:00
124	Case-Based Session	Multidisciplinary interventions in acute heart failure: clinical case presentations	Acute Heart Failure	29/06/2021	29/06/2021 08:20
126	Case-Based Session	Practical aspects of ventricular assist devices	Chronic Heart Failure	01/07/2021	01/07/2021 08:00
128	Symposium	Contemporary management of sudden cardiac death in patients with heart failure	Acute Heart Failure	30/06/2021	30/06/2021 17:25
131	Symposium	Peridischarge period after acute heart failure: prime time to bother about comorbidities	Acute Heart Failure	30/06/2021	30/06/2021 10:25
132	How To ...	Do we improve quality of life in patients with heart failure?	Heart Failure	01/07/2021	01/07/2021 10:25
134	Symposium	Heart failure epidemiology: surveys and registries 2021	Specials	29/06/2021	29/06/2021 08:20
136	Symposium	Implementation science: barriers to HFrEF therapy	Specials	30/06/2021	30/06/2021 08:00
138	Symposium	Cardiac tissue engineering from bench to bedside: are we ready?	Specials	30/06/2021	30/06/2021 10:25
140	Symposium	Gene therapy, genome editing and beyond: are we seeing the birth of a new generation of medicines?	Specials	30/06/2021	30/06/2021 08:55
144	Case-Based Session	When prescribing the right drugs is not enough	Acute Heart Failure	30/06/2021	30/06/2021 08:55
145	Debate Session	Cardiac resynchronisation therapy, areas of debate	Chronic Heart Failure	30/06/2021	30/06/2021 10:25
147	Debate Session	Pragmatic trials are here to stay	Specials	01/07/2021	01/07/2021 08:55
149	Symposium	HoT session – HFrEF treatment: not so easy as it seems, Part 1	Chronic Heart Failure	30/06/2021	30/06/2021 15:55
150	Symposium	HoT session – HFrEF treatment: not so easy as it seems, Part 2	Chronic Heart Failure	01/07/2021	01/07/2021 10:25
151	Special Session	Heart Failure Association patient profiling	Specials	01/07/2021	01/07/2021 08:00

152	Special Session	SGLT2i in heart failure	Chronic Heart Failure	29/06/2021	29/06/2021 08:20
153	Special Session	Prevention from heart failure 1: role of risk factors	Chronic Heart Failure	30/06/2021	30/06/2021 17:25
154	Special Session	Prevention from heart failure 2: population attributable risk around the world	Heart Failure	01/07/2021	01/07/2021 08:00
161	HFA Focus	HFA focus: challenging clinical scenarios in heart failure	Chronic Heart Failure	29/06/2021	29/06/2021 09:50
181	Special Session	Rapid parade of devices: emerging treatment options in heart failure, Part 1	Chronic Heart Failure	30/06/2021	30/06/2021 08:55
182	Special Session	Rapid parade of devices: emerging treatment options in heart failure, Part 2	Chronic Heart Failure	01/07/2021	01/07/2021 08:55
961	How To ...	How to optimise implementation of cardiac resynchronisation therapy	Specials	01/07/2021	01/07/2021 10:25
962	Symposium	Cardiac rhythm management devices in heart failure: areas of debate	On demand	29/06/2021	29/06/2021 08:00
965	Symposium	Heart failure and brain function: adding insult to injury	On demand	29/06/2021	29/06/2021 08:00
972	Symposium	e-Health and social media in heart failure care: pro and con	Specials	30/06/2021	30/06/2021 15:00
974	Special Session	Best papers of heart failure journals	On demand	29/06/2021	29/06/2021 08:00
980	Award Sessions	Young Investigator Award: clinical research	On demand	29/06/2021	29/06/2021 08:00
983	Award Sessions	Clinical Case Award	On demand	29/06/2021	29/06/2021 08:00
982	Award Sessions	Nursing Investigator Award	On demand	29/06/2021	29/06/2021 08:00
981	Award Sessions	Young Investigator Award: basic science	On demand	29/06/2021	29/06/2021 08:00

Print screen of recording – Capture of the Chairpersons introduction

● New concepts in the management of cardiogenic shock

The screenshot displays three video feeds of the chairpersons. Below each feed is the name and country of the individual. The recording title is 'New concepts in the management of cardiogenic shock'. A decorative Islamic geometric pattern is visible in the bottom left corner, and the hashtag #HeartFailure2021 is in the bottom right corner.

Ovidiu Chioncel
Romania

Offer Amir
Israel

Yuhui Zhang
China

#HeartFailure2021

Print screen of recording – Speaker during her presentation

● Treating valvular heart disease in acute heart failure

HF department admission - diagnosis

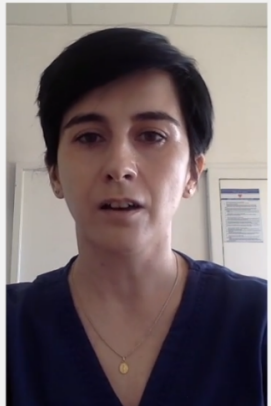
- Decompensated chronic heart failure, NYHA class IV, with moderately reduced LVEF
- Symptomatic severe high gradient calcific aortic stenosis, with afterload mismatch
- Hypertension gr. III
- Mild anaemia with iron deficit
- Type 2 diabetes mellitus
- Mild form of dementia

• EUROSCORE II 5.55%

• frailty

→ intermediate operative risk

Heart Failure 2021



Elena-Laura Antohi
Romania

#HeartFailure2021

Print screen of recording – Faculty of a session during the Discussion time

● Treating valvular heart disease in acute heart failure

 <p>Ovidiu Chioncel Romania</p>	 <p>Roberto Lorusso The Netherlands</p>	 <p>John Parissis Greece</p>
 <p>Elena-Laura Antohi Romania</p>	 <p>Effie Polyzogopoulou Greece</p>	 <p>Francesco Maisano Switzerland</p>

#HeartFailure2021

Capture of Content – Self-recorded sessions

24 pre-recorded sessions

Supplier: CYIM

Faculty self-registered their presentations, chairperson introduction / conclusion via the CYIM recorder through their MyESC profile. Chairperson introductions, speaker presentations and chairperson conclusions have then been packaged by CYIM. These sessions were available on demand on the event platform, consultable anytime throughout and after the congress.

Print screen of recording – Capture of the Chairperson introduction


● **Right ventricular dysfunction in heart failure: more burning questions than answers? - chairperson introduction.**

Right ventricular dysfunction in heart failure: More burning questions than answers?

Sick right heart: do HFpEF and HFrEF differ in mechanisms?
Veli-Pekka Harjola, Finland

Diagnostic algorithm for right heart failure: CPET for all patients?
Piergiuseppe Agostoni, Italy

Management of right heart failure: what can we learn from PAH?
Marco Guazzi, Italy



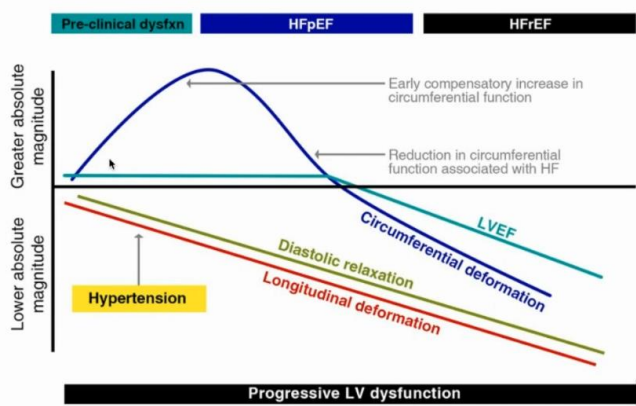
John R TEERLINK
(San Francisco - US)

#HeartFailure2021


Print screen of recording – Speaker during his presentation

● **Echocardiography.**

The transition from heart failure with preserved ejection fraction (HFpEF) to heart failure with reduced ejection fraction (HFrEF) in arterial hypertension



Cikes and Solomon Eur Heart J, Volume 37, Issue 21, 1 June 2016, Pages 1642–1650, <https://doi.org/10.1093/eurheartj/ehv510>



Fausto Jose PINTO
(Lisbon - PT)

#HeartFailure2021

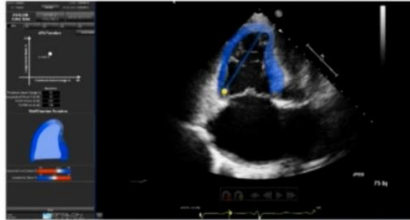
● Imaging in heart failure - chairperson conclusion.

Cardiac Imaging

Assessment of RV function & PA Pressures

An obligatory element of echocardiography examination!

- ❖ RV structure & function
- ❖ RA size
- ❖ Estimate RV systolic function:
 - TAPSE <17mm
 - S' <9.5m/sec
 - PASP from TR velocity
 - 3D echo volumes is recommended
 - speckle tracking – specialised centres



Jelena CELUTKIENE
(Vilnius - LT)

Heart Failure
World Congress on
Acute Heart Failure
2021



#HeartFailure2021

d. Abstracts & clinical cases

Figures – Acceptance rate

Overview Abstract & Clinical cases submitted/ accepted

	Status	2019		2020		2021	
		abstracts	clinical cases	abstracts	clinical cases	abstracts	clinical cases
Abstracts	Submitted	1 721	273	1864	225	1156	154
	Not validated & withdrawn	52	10	143	10	84	3
	Accepted	1 499	206	1580	155	971	111
	Rejected	222	67	141	60	103	43
	Accepted withdrawn	71	6	N/A	N/A	79	5
	% acceptance	87%	75%	85%	69%	84%	72%
Total presented & published on the abstract & clinical case platform						892	106
						998	

Top ten countries of accepted abstracts

Country	#ACCEPTED abstracts
Russian Federation	148
Portugal	138
Spain	103
Italy	65
UK & Northern Ireland	58
United States of America	51
Germany	32
Netherlands (The)	27
Poland	24
Ukraine	23

Top ten countries of accepted clinical cases

Country	# ACCEPTED clinical cases
Portugal	25
Spain	13
Italy	11
Romania	10
UK and Northern Ireland	9
Mexico	4
Germany	3
Ireland	3
Lebanon	3

Reviewing committee

Graders Pool overview	Number
Total Experts invited to be a grader	434
Declined	22
Never answered	66
Accepted but did not complete the grading	23
Completed grading	323

Digital Presentation format

Type of sessions	# Abstracts & Clinical Cases
Live Abstract sessions	141
Oral Abstracts - YIA	8
Oral Abstracts - NIA	4
e-Poster Presentation	739
Accepted withdrawn	79
TOTAL ACCEPTED ABSTRACTS	971
Live Clinical case session	18
Clinical cases Presentations	84
Clinical Case Award session	4
Accepted withdrawn	5
TOTAL ACCEPTED CLINICAL CASES	111

971 ACCEPTED abstracts VS 892 PUBLISHED abstracts on the event platform = 79 ACCEPTED WITHDRAWN

Award Sessions: YIA clinical research, YIA Basic science, Nursing Investigator Award & Clinical Case Award

2021 winners:

Session Title	Role	Last Name	First Name	Country	Presentation Title	Eligibility criteria
Young Investigator Award: clinical research	FINALIST	Rodolico	Daniele	Italy	Target dose of heart failure medications is associated with better mortality/morbidity: data from the Swedish Heart Failure Registry	The first author/presenter must be 35 years old or less at the time of presentation.
	RUNNER UP 2	De Marzo	Vincenzo	Italy	Efficacy of additional medical therapies in patients with heart failure, a reduced ejection fraction and chronic kidney disease already receiving neurohormonal inhibitors: a network meta-analysis	
	WINNER	Subramanian	Muthiah	India	Effect of SGLT2 inhibitors on diastolic function in patients with non-obstructive hypertrophic cardiomyopathy	
	RUNNER UP 1	Rettl	Rene	Austria	Tafamidis treatment in patients with transthyretin amyloid cardiomyopathy	
Young Investigator Award: basic science	WINNER	Grote Beverborg	Niels	Netherlands (The)	Phospholamban antisense oligonucleotides improve cardiac function in murine cardiomyopathy	The first author/presenter must be 35 years old or less at the time of presentation.
	RUNNER UP 2	Eaton	Deborah	USA	Cardiomyocyte function and myofilament calcium sensitivity are altered by HDAC inhibition	
	RUNNER UP 1	Nunez-Toldra	Raquel	UK & Northern Ireland	Mechanosensitive molecular mechanisms of myocardial fibrosis in living myocardial slices	
	FINALIST	Monguio-Tortajada	Marta	Spain	Extracellular vesicles from mesenchymal stromal cells combined with tissue engineering for myocardial repair	
Nursing Investigator Award	RUNNER UP 1	McDonagh	Julee	Australia	Correlation and agreement between subjective clinician-estimated frailty and a modified version of the frailty phenotype in adults with heart failure: a cross-sectional study.	Reserved for registered nurses and allied professionals within 5 years after confirmation of their PhD.
	FINALIST	Durante	Angela	Italy	Care dependency levels of heart failure patients: psychometric testing and congruence analysis within dyads	
	RUNNER UP 2	Chehade	Mireille	Lebanon	Lived experiences of left ventricular assist device patient caregiver dyads	
	WINNER	Lawson	Claire	UK & Northern Ireland	16-year trends in 30-day cause specific readmissions following hospitalisation for heart failure in England by sex, socioeconomic status and ethnicity.	
Clinical Case Award	FINALIST	Hobson	Simon	UK & Northern Ireland	Acute heart failure secondary to Multisystem Inflammatory Syndrome in Adults (MIS-A) temporally associated with asymptomatic SARS-CoV-2 infection.	
	RUNNER UP 1	Morris	Joseph	Ireland	Never Too Late to be Just in Time: Fulminant Giant Cell Myocarditis.	
	WINNER	Dominguez Rodriguez	Luis Manuel	Spain	Severe ventricular dysfunction due to a catecholamine-secreting paraganglioma.	

	RUNNER UP 2	Haegler- Laube	Eva	Switzerland	Nivolumab associated myasthenia gravis with severely elevated cardiac biomarkers: to treat or not to treat?	
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Jury Members:

Session Title	Role	Last Name	First Name	City	Country
Young Investigator Award: clinical research	Judge Abstract	Cannata	Antonio	Trieste	Italy
	Judge Abstract	Jankowska	Ewa Anita	Wroclaw	Poland
Young Investigator Award: basic science	Judge Abstract	Maack	Christoph	Wuerzburg	Germany
	Judge Abstract	Eschenhagen	Thomas	Hamburg	Germany
	Judge Abstract	Balligand	Jean-Luc	Brussels	Belgium
Nursing Investigator Award	Judge Abstract	Rakisheva	Amina	Almaty	Kazakhstan
	Judge Abstract	Neubeck	Lis	Edinburgh	UK & Northern Ireland
	Judge Abstract	Hill	Loreena	County Antrim	UK & Northern Ireland
Clinical Case Award	Judge Abstract	Volterrani	Maurizio	Rome	Italy
	Judge Abstract	Seferovic	Petar	Belgrade	Serbia
	Judge Abstract	Hill	Loreena	County Antrim	UK & Northern Ireland

Abstract & Clinical Case Presenters Profile

Country representation

Country	# Abstract presenters	# Clinical case presenters
Algeria	2	0
Argentina	9	1
Armenia	2	0
Australia	4	1
Austria	10	1
Azerbaijan	0	1
Belarus	8	0
Belgium	8	0
Brazil	7	1
Bulgaria	3	0
Canada	8	0
China	4	0
Colombia	2	0
Croatia	4	0
Cyprus	1	0
Czechia	1	0
Denmark	3	0

Egypt	3	0
Finland	1	0
France	10	2
Georgia	2	0
Germany	32	4
Greece	17	1
Guinea	1	0
Hong Kong	2	1
Hungary	5	2
Iceland	1	0
India	7	1
Indonesia	5	1
Iraq	3	0
Ireland	11	3
Israel	5	2
Italy	66	12
Japan	4	3
Kazakhstan	1	0
Korea (Republic of)	3	0
Kyrgyzstan	1	0
Lebanon	3	3
Lithuania	4	2
Malta	3	0
Mexico	3	4
Moldova (Republic of)	3	0
Morocco	8	0
Netherlands (The)	28	1
North Macedonia	1	0
Norway	3	1
Peru	2	1
Poland	22	3
Portugal	128	25
Romania	11	7
Russian Federation	140	2
Saudi Arabia	1	0
Serbia	4	0
Singapore	4	2
Slovakia	2	0
Slovenia	2	0
South Africa	3	1
Spain	99	13
Sweden	8	3
Switzerland	4	2
Taiwan	1	0
Thailand	7	0
Tunisia	5	0
Turkey	11	0

Ukraine	22	3
United Arab Emirates	2	1
UK & Northern Ireland	49	11
United States of America	51	8
Uzbekistan	0	1
Viet Nam	2	0
Grand Total	892	131

Presenters age group

Age range	Abstract presenters	%	Clinical Case presenters	%
35 and under	558	63%	94	72%
36 to 40	113	13%	9	7%
41 to 46	73	8%	4	3%
47 to 57	103	12%	14	11%
58 & above	45	5%	10	8%
Grand Total	892	100%	131	100%

Gender Representation

Gender	Abstract presenters	%	Clinical case presenters	%
Female	446	50%	65	50%
Male	446	50%	66	50%
Grand Total	892	100%	131	100%

Abstract gallery

Concept - Accepted abstracts were published on the dedicated congress platform in various formats (see table below). This platform allowed for continued discussions during the event, with interaction functionalities such as rating the presentation, number of views, chat and comments.

Session type	# Sessions	Total Number of Abstracts/Cases	Maximum number of slides to be uploaded - including the title one	Commentary recording	Commentary recording Max Duration	WEBCAM
Award Sessions	4	16	14	MANDATORY	10mns	MANDATORY
Live Abstract Sessions	16	141	6	MANDATORY	6mns	OPTIONAL
Clinical Cases	1	84	6	MANDATORY	6mns	OPTIONAL
Live Clinical Case Sessions	2	18	6	MANDATORY	6mns	OPTIONAL
ePosters	1	739	1	MANDATORY	3mns	NONE

Resources were sorted by Session Type, Topic / Most Viewed / Best Rated

The screenshot displays the 'Heart Failure 2021' congress website interface. At the top, there is a navigation bar with tabs for 'Broadcast', 'Abstracts', 'Exhibition', 'HFA Booth', and 'Online Support'. A search icon is located in the top right corner. The main heading is 'Abstracts, Clinical Cases and Latest Science'. Below this, there are two sections: 'Browse by Session Type' and 'Search by Topic'. The 'Browse by Session Type' section includes buttons for 'Registry Session', 'Abstract Sessions', 'Award Sessions', 'Clinical Cases', 'Clinical Trial Update', and 'E-Posters'. The 'Search by Topic' section includes buttons for 'Interventional Cardiology And Cardiovascular Surgery', 'Preventive Cardiology', 'Cardiovascular Nursing And Allied Professions', 'Basic Science', 'Vascular, Myocardial, Pericardial, Pulmonary, Congenital Heart Disease', 'Basic Science', 'E-Cardiology/Digital Health, Public Health, Health Economics, Research Methodology', 'Hypertension', 'Interventional Cardiology And Cardiovascular Surgery', and 'Heart Failure Hypertension'. The 'Most viewed' section displays five abstract cards, each with a title, author name, and a small image. The titles of the abstracts are: 'From arterial hypertension to left ventricular hypertrophy and heart failure: role of CPET in...', 'Omecamtiv Mecarbil in Patients with Severe Heart Failure: An Analysis from Global Approac...', 'Rhythm control versus rate control in patients with atrial fibrillation and heart failure...', 'Efficacy of omecamtiv mecarbil in heart failure with reduced ejection fraction according to...', and 'Regional influences on the response to empagliflozin in patients with heart failure and...'. Each card also shows a small icon for likes and views.

e. Live zoom abstracts

Overview – Table on topic & attendance

Session Number	Type	Topic	Title	Date & StartTime	Max attendance
508	Abstract	15.1 - Pathophysiology and Mechanisms	Chronic Heart Failure - Pathophysiology and Mechanisms 1	29/06/2021 14:00	384
510	Abstract	15.2 - Epidemiology, Prognosis, Outcome	Chronic Heart Failure - Epidemiology, Prognosis, Outcome	29/06/2021 14:00	160
506	Abstract	16 - Acute Heart Failure	Acute Heart Failure - Epidemiology, Prognosis, Outcome	29/06/2021 14:00	126
502	Abstract	35 - Cardiovascular Disease in Special Populations	Risk Factors and Prevention, Rehabilitation and Sports Cardiology, Cardiovascular Disease in Special Populations	29/06/2021 14:00	88
501	Abstract	41 - Basic Science	Basic Science	29/06/2021 14:00	55
505	Clinical Cases	15 - Chronic Heart Failure	Clinical Cases: Chronic Heart Failure and Comorbidities	29/06/2021 14:00	131
509	Abstract	15.1 - Pathophysiology and Mechanisms	Chronic Heart Failure - Pathophysiology and Mechanisms 2	30/06/2021 14:00	190
512	Abstract	15.4 - Treatment	Chronic Heart Failure - Treatment 1	30/06/2021 14:00	196
507	Abstract	16 - Acute Heart Failure	Acute Heart Failure - Diagnostic and Clinic	30/06/2021 14:00	123
515	Abstract	17 - Coronary Artery Disease (Chronic) / Chronic Coronary Syndromes (CCS)	Coronary Artery Disease, Acute Coronary Syndromes and Cardiogenic Shock	30/06/2021 14:00	63
516	Abstract	22 - Myocardial Disease	Myocardial Disease	30/06/2021 14:00	70
503	Abstract	37 - Cardiovascular Nursing and Allied Professions	Cardiovascular Nursing and Allied Professions, e-Cardiology/Digital Health, Research Methodology	30/06/2021 14:00	68
514	Abstract	10 - Atrial Fibrillation (AF)	Atrial Fibrillation and Device Therapy	01/07/2021 14:00	38
511	Abstract	15.3 - Diagnostic Methods	Chronic Heart Failure - Diagnostic Methods	01/07/2021 14:00	182
513	Abstract	15.4 - Treatment	Chronic Heart Failure - Treatment 2	01/07/2021 14:00	141
517	Abstract	20 - Valvular Heart Disease	Valvular Heart Disease and Interventional Cardiology	01/07/2021 14:00	44
518	Abstract	26 - Pulmonary Circulation, Pulmonary Embolism, Right Heart Failure	Pulmonary Circulation, Pulmonary Embolism, Right Heart Failure and Hypertension	01/07/2021 14:00	69
504	Clinical Cases	16 - Acute Heart Failure	Clinical Cases: Acute Heart Failure	01/07/2021 14:00	79

Capture of a Live Abstract discussion room:

The 2 hosts and Presenters activate their webcam, whereas the audience is blinded but can activate their webcam if they wish and unmute their microphone to ask questions

The screenshot displays a Zoom meeting interface. The main window shows a grid of 25 participants. The top row includes video feeds for 'antoniasambola', 'Congress Zoom 6', 'Ahmed Magdy', 'Catherine Ward', and 'Daria Erylaccia'. The remaining 20 participants are shown as name tiles with red 'X' icons indicating they are muted. The participants list on the right shows 26 participants, including the host 'Congress Zoom 6' and various guests. The chat window at the bottom shows messages from 'Me to Everyone' and 'Me to Emine'.

Participant Name	Status
antoniasambola	Video On
Congress Zoom 6	Video On
Ahmed Magdy	Video On
Catherine Ward	Video On
Daria Erylaccia	Video On
Umar Ali	Muted
Clara Simón	Muted
Mariana Martelho	Muted
Emine Ozpak	Muted
Itzhak Sharabi	Muted
sofiegevaert	Muted
Ann Samnegård	Muted
massimo pozzoli	Muted
Simon Littlewood	Muted
Arthur Iturriaga...	Muted
cardio	Muted
Balázs	Muted
Jari P	Muted
Gabriela Tiucu	Muted
Ramona Iulia Rusu	Muted
pietrovandoni	Muted
Lidija	Muted
Christian Hassager	Muted
Pranas Šerpytis	Muted
Alberto	Muted

f. Publications (abstract supplement)

All accepted abstracts will be published in the abstract supplement of the European Journal of Heart Failure.

(See schedule below)

Production Stage	Date
Copy into production	6-Jul-21
To setter (service level)	8-Jul-21
Proofs Out	29-Jul-21
Proof Corrections due	5-Aug-21
Make up in	9-Aug-21
Revises out	18-Aug-21
Corrections for Rev due	25-Aug-21
Revised corrections to typesetter	8-Sep-21
Press files for approval	13-Sep-21
Approval from client due	15-Sep-21
Due online	27-Sep-21

Abstracts were published on the congress dedicated platform during and after the event (event platform closed on 16 July).

Abstracts are also published on ESC 365.

4. INTERLUDES

Different items were used to entertain the audience before, during (during breaks) and after the congress: waiting slides, session openings and promotional videos.

Specific visuals were created for the Studio to enhance the viewer experience.

a. Slides (waiting, transition, technical)

These slides are used either at the beginning or at the end of the daily programme.

- Starting at 08:00 CEST (not visible to the audience)
- Starting at 08:00 CEST (Studio version) (not visible to the audience)
- See you tomorrow (Studio version) (557 unique viewers)
- Save the date - HF 2022 (1,049 unique viewers)
- Join us on the: Main Channel at 14:10 CEST (229 unique viewers)
- Thank you / Access all resources here (Studio version) (264 unique viewers)
- Transition slide INTRO (Studio version) (1,699 unique viewers)
- Transition slide OUTRO (Studio version) (1,998 unique viewers)
- Curtain video IN (829 unique viewers)
- Curtain video OUT (916 unique viewers)

The technical slide was prepared for the ESC AV team and suppliers in case there is an issue with the video broadcast.

b. Interludes (promo videos) and daily countdowns

The following videos were broadcast between scientific sessions to promote association or ESC content/products.

Code	Video title	Video duration (hh:mm:ss)	Tue. 29 June Unique viewers	Wed.30 June Unique viewers	Thr. 1 July Unique viewers	Occurrence	TOTAL Unique viewers
CD_1a	Daily count down	00:05:00	14	96	32	6	136
CD_1b	Daily count down (Studio version)	00:05:05	86	83	133	6	266
Inter_1	HFA Corpo_Membership	00:00:36	1,318	1,062	948	31	1,983
Inter_2	HFA Education	00:01:02	1,536	1,041	950	29	2,171
Inter_3	HFA Publications	00:00:46	914	1,177	796	25	1,753
Inter_4	HeartFailureMatters	00:02:19	1,053	436	868	18	1,607
Inter_5	ESC 365	00:00:39	1,066	967	617	20	1,708
Inter_6	ESC Pocket Guidelines	00:00:54	1,349	915	783	20	1,990

Code	Video title	Video duration (hh:mm:ss)	Tue. 29 June Unique viewers	Wed.30 June Unique viewers	Thr. 1 July Unique viewers	Occurrence	TOTAL Unique viewers
Inter_7	ESC - Our diversity (a unique community)	00:00:45	901	639	739	14	1,526
Inter_8	ESC Advocacy	00:00:53	544	555	440	9	1,089
Inter_9	ESC Congress 2021 promo	00:00:53	778	658	455	12	1448
Inter_10a	Stay tuned - looped version "Short break"	00:03:50	1,974	1,622	1,340	77	2,713
Inter_10b	Time for a break - looped version "Back at 09:50 CEST"	00:03:50	149	-	-	2	149
Inter_10c	Time for a break - looped version "Back at 10:25 CEST"	00:03:50	-	48	201	3	232
Inter_10d	Time for a break - looped version "Back at 14:10 CEST"	00:03:50	-	-	-	0	-
Inter_10e	Time for a break - looped version "Back at 15:00 CEST"	00:03:50	-	332	-	3	332
Inter_10f	Time for a break - looped version "Back at 14:10 CEST" (Studio version)	00:15:00	246	413	452	3	862

c. Intro/outro

These intro videos, as well as outro videos and industry intro/outro, are used to introduce a session and frame it.

Specific intros and outros were also produced by STS Communication for the Studio:

- Inaugural session intro
- Inaugural session outro
- President intro
- Scientific session intro
- Scientific session outro

No independent statistics are available as these videos are included in the full session duration.

d. Advertorial Broadcasts

Four industry related videos were promoted during the congress.

Code	Video title	Video duration (hh:mm:ss)	Tue. 29 June Unique viewers	Wed.30 June Unique viewers	Thr. 1 July Unique viewers	Occurrence	TOTAL Unique viewers
AB_Astra Zeneca_1	THRIVE Advert broadcast 1 ---> Tuesday 11:40 HF Studio	00:00:20	266	-	-	1	266
AB_Astra Zeneca_2	THRIVE Advert broadcast 2 ---> Tuesday 16:05 HF Studio	00:00:20	540	-	-	1	540
AB_Ast3a Zeneca_4	SGLT2i Video --> Tuesday before 09:15	00:00:15	103	-	-	1	103
AB_Astra Zeneca_1	HiK symposium_video (RAASi) --> Tuesday before 11:40	00:00:15	112	-	-	1	112

5. INDUSTRY

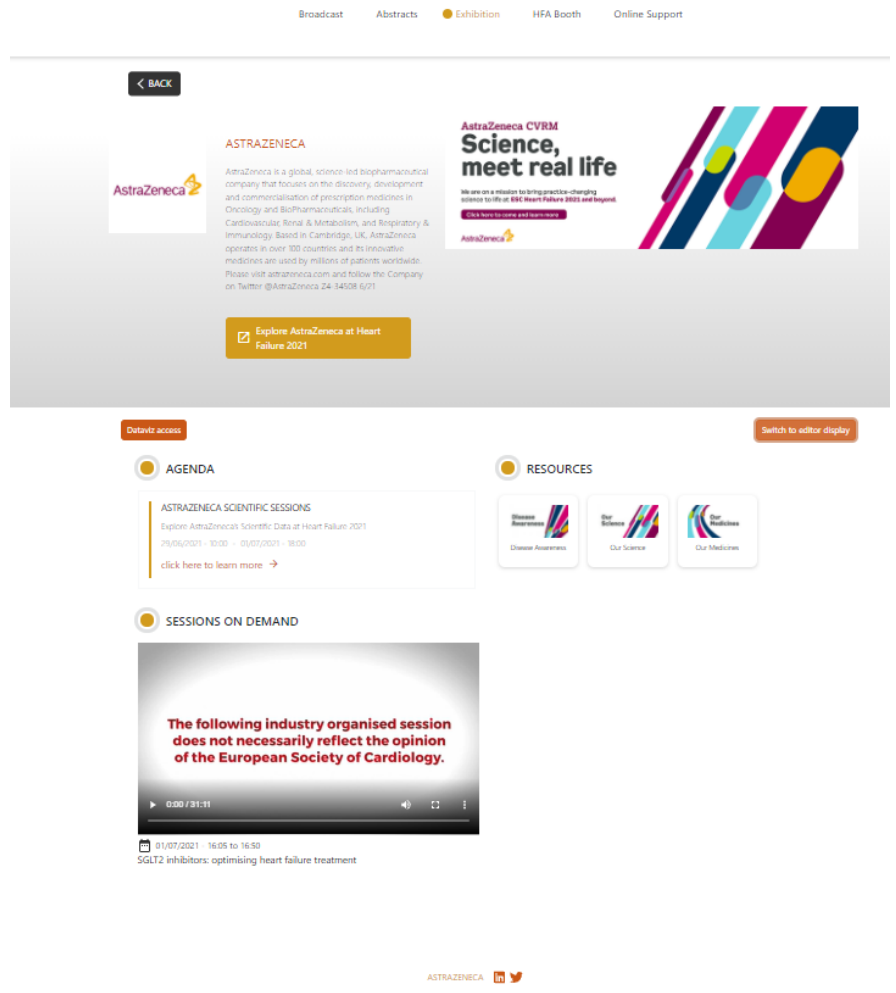
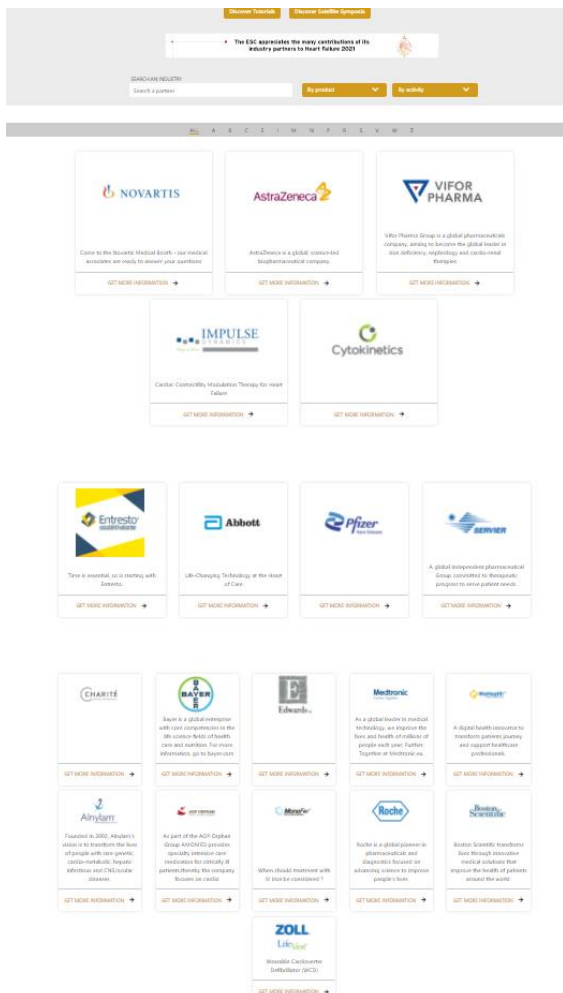
a. Exhibition

3 Exhibitor packages were available to industry partners wishing to exhibit at Heart Failure 2021. Each package enabled exhibitors to provide company information, promotional and scientific content (videos, pdf, links to external websites and a selection of their on-demand videos) as well as the opportunity for interaction with delegates (chat, book an appointment functionalities).

A total of 20 Packages were purchased by 19 Industries


Package type	Quantity
Starter	11
Booster	4
Expert	5
Total	20

In addition, 4 exhibitors ordered the Virtual Booth Insert to promote their external virtual booth / microsite on the congress platform.



PFIZER

Take disease prevention to the next level. Pfizer's new COVID-19 vaccine is the most advanced COVID-19 vaccine available. It's the only one that's been shown to be effective against the virus that causes COVID-19. Pfizer's COVID-19 vaccine is the most advanced COVID-19 vaccine available. It's the only one that's been shown to be effective against the virus that causes COVID-19.



[Pfizer Live Session](#)

[Default access](#)

[Switch to editor display](#)

AGENDA

SYMPOSIUM - ATTK-CM UNCOVER THE CLUES IN YOUR HEART FAILURE WISDOMS

Join George (mod), Chad, Frank Smarck (Germany) and Oliver (mod) (29/06/2021 - 09:00-10:00)

ATTK-CM symposium will feature disease that number 10 worldwide. It's a complex issue of heart failure. Join us for an exciting symposium with the most advanced disease. You will gain insight into the latest research and the latest technology and what will be the next generation of care.






[Go to session](#)

SESSIONS ON DEMAND



ATTK-CM - UNCOVER THE CLUES IN YOUR HEART FAILURE WISDOMS

CHAT WITH THE TEAM

-  **Christine Zander** (German, English, Swedish)
Sr. Medical & Sr. Sales Manager
[christine.zander@medtronic.com](#)
-  **Karin Kuchta** (German and English)
Specialist Case Manager
[karin.kuchta@medtronic.com](#)
-  **Ulla Reuter** (German, English)
Sr. Medical & Scientific Sales Manager
[ulla.reuter@medtronic.com](#)
-  **Sylvia Mischler**
[sylvia.mischler@medtronic.com](#)
-  **Jas Moller** (English and German)
Medical Scientific Sales Manager
[jas.moller@medtronic.com](#)

DOCUMENTS




RESOURCES





MEDTRONIC

Making healthcare better is our priority and we believe technology can play an even greater role in improving people's lives. In addition to alleviating pain, restoring health, extending lives, we work in partnership with others to create seamless, more efficient care. Join our two satellite symposia: "Digital solutions in heart failure device therapy to improve patient outcomes" and "An update on cardiac device therapy for heart failure". Further, Together at Medtronic.eu.

[Medtronic](#)

[Book an appointment](#)



[Default access](#)

[Switch to editor display](#)

AGENDA

AN UPDATE ON CARDIAC DEVICE THERAPY FOR HEART FAILURE

Chairperson: K. Dickstein (Strasbourg, ND)

09/07/2021 - 11:00 to 12:00 (L1)

11:20 Welcome and introduction
11:28 What are the benefits of ICD therapy in modern HF patients?
A. Rao (Liverpool, GB)
11:43 Reducing CRT response: Learnings from the REVERSE study and the HFA CRT position paper
C. Lind (Stockholm, SE)
11:57 Conclusions
[register](#)

HAVE YOU MISSED EITHER OF OUR TWO SATELLITE SYMPOSIA?

They will be available on Academy, our education portal, for on demand viewing post-congress!

09/07/2021 - 09:00 - 10/07/2021 - 10:00 (L1)

SESSION ON DEMAND





Digital solutions in heart failure device therapy to improve patient outcomes



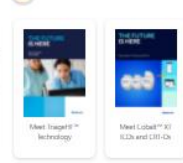
Digital solutions in heart failure device therapy to improve patient outcomes
29/06/2021 - 09:15 - 29/06/2021 - 10:00

CHAT WITH THE TEAM

Sorry we cannot meet you in person, please send us an email and we will get back to you within 2-3 working days.

-  **Alphons Vincent**
Medical Director CRM, Western Europe
[alphons.vincent@medtronic.com](#)
-  **Paraskevas Anthonopoulos**
Marketing Manager, Core Defibrillation Solutions, Western Europe
[paraskevas.anthonopoulos@medtronic.com](#)
-  **Alessandro Dulio**
Director Training and Education, Western Europe
[alessandro.dulio@medtronic.com](#)
-  **Christine Dettwiler**
Convention Manager, Western Europe
[christine.dettwiler@medtronic.com](#)

DOCUMENTS



RESOURCES



b. Industry Sponsored Sessions

In total, 25 Industry Sponsored Sessions were organised by 17 sponsors as well as one Tutorial.

Overview of industry sponsored sessions

Channel	Day & Time Slot	Number of Live Viewers	Median Viewing Time
Channel - Chronic Heart Failure	Tuesday 29/06/21 11:40-12:25	187	21:00
Channel - Specials	Tuesday 29/06/21 11:40-12:25	82	31:00
Channel - Specials	Thursday 01/07/21 11:20 - 12:05	94	14:00
Across All Channels	EXCLUSIVE Wednesday 30/06/21 18:20-19:05	413	27:53
Channel - HF Studio	EXCLUSIVE Thursday 01/07/21 16:05 - 16:35	450	29:53
Channel - Acute HF	EXCLUSIVE Thursday 01/07/21 17:45-18:30	386	44:07
Channel - Chronic Heart Failure	Tuesday 29/06/21 09:15-09:45	203	11:43
Channel - HF Studio	EXCLUSIVE Tuesday 29/06/21 17:45-18:30	488	41:28
Channel - HF Studio	Wednesday 30/06/21 09:50-10:20	352	29:23
Across All Channels	EXCLUSIVE Wednesday 30/06/21 16:50-17:20	537	29:24
Channel - Chronic Heart Failure	Wednesday 30/06/21 09:50-10:20	221	24:13
Channel - Chronic Heart Failure	Thursday 01/07/21 09:50 - 10:20	204	23:27
Channel - Specials	Wednesday 30/06/21 11:20-12:05	68	23:06
Channel - HF Studio	Tuesday 29/06/21 11:40-12:25	328	21:48
Channel - HF Studio	Tuesday 29/06/21 09:15-09:45	277	21:02
Channel - Heart Failure	Thursday 01/07/21 11:20 - 12:05	92	36:32
Channel - HF Studio	EXCLUSIVE Tuesday 29/06/21 16:05 - 16:35	574	26:00
Channel - HF Studio	Thursday 01/07/21 11:20 - 12:05	394	39:25
Channel - Chronic Heart Failure	Wednesday 30/06/21 11:20-12:05	147	39:33
Channel - Acute HF	Tuesday 29/06/21 11:40-12:25	188	27:48
Channel - Acute HF	Wednesday 30/06/21 11:20-12:05	157	33:52
Channel - Acute HF	Wednesday 30/06/21 09:50-10:20	116	25:37
Channel - HF Studio	Wednesday 30/06/21 11:20-12:05	344	40:40
Channel - Chronic Heart Failure	Thursday 01/07/21 11:20 - 12:05	352	29:23
Channel - HF Studio	Thursday 01/07/21 09:50 - 10:20	319	29:26

c. Sponsorship

Our sponsorship opportunities allowed industry partners to promote their activities before, during and after the congress.

i. Eblasts

Promotional eBlasts were sent on the following dates:

- Pre-Event eBlast: 25 June
- Event eBlasts: 29 June, 30 June and 1 July
- Post-Event eBlast: 8 July

The image displays three promotional eblast templates for the Heart Failure 2021 congress. Each template is designed for an online congress held from 29 June to 1 July. The templates are structured as follows:

- Header:** Features the event title "Heart Failure 2021" and the dates "29 June - 1 July ONLINE CONGRESS".
- Call to Action:** A prominent yellow banner at the top of each template encourages registration with the text "Don't miss @HeartFailure2021".
- Main Content:**
 - Template 1 (Left):** Focuses on "Make room in your agenda for the latest clinical advances from industry partners". It lists several sessions, including "Finding the balance between SGLT2 therapy and potassium" and "SGLT2 inhibitors: optimism heart failure treatment".
 - Template 2 (Middle):** Focuses on "Get the latest available industry knowledge!". It includes a "Dear Dr Merolf" salutation and promotes a "Satellite Symposium today!" and "Traveling different shades of heart failure - where are we heading?".
 - Template 3 (Right):** Focuses on "Relive all of our sessions on demand!". It includes a "Dear Doctor Hussain" salutation and promotes "On-demand content from Heart Failure 2021" and "Discover the latest insights from industry partners".
- Footer:** Each template includes the ESC logo, the tagline "Our Diversity Is Our Strength", and social media icons for Facebook, Twitter, YouTube, LinkedIn, and Instagram. A note at the bottom states: "This is a sponsored message and does not necessarily reflect the opinion of the ESC, nor does it engage its responsibility."

ii. Banners

One banner on the homepage and two banners on the exhibition section were used by sponsors. The banners were visible only during the Congress dates from 29 June to 01 July.

iii. Advert Broadcast

Advert Broadcasts are short videos promoting Satellite Symposia during the congress programme. One package was sold at Heart Failure 2021. The sponsor had 4 spots to promote their activities on Tuesday 29 June:

- 2 in the Chronic Heart Failure Channel
- 1 in the morning programme From the Studio channel
- 1 in the afternoon programme From the Studio Channel.

6. REGISTRATION, ATTENDANCE & PARTICIPATION

a. Registration

Registrations	
Full Congress	5,215
A Taste Of	1,768
Total active delegates	6,983
Delegates registered for both	181
Group vouchers not activated	1,011
Total registrations	8,175

b. Live programme attendance & participation

There were 2 separate registrations for HF 2021 – registration for the full event and a free ‘Taste of Heart Failure’ registration which gave limited access to the event.

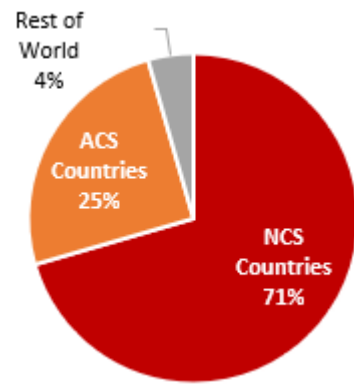
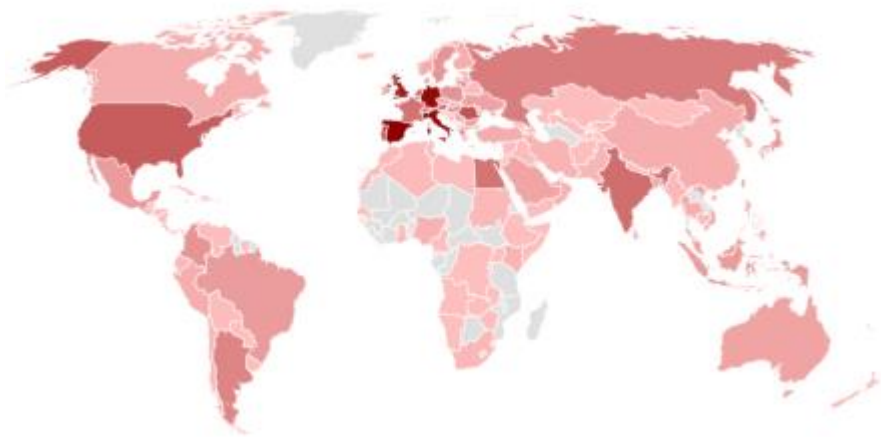
- A total of **6,983** delegates registered from **142** countries/territories.

	Registered Delegates
Full Congress	5,215
A Taste Of	1,768
Total	6,983

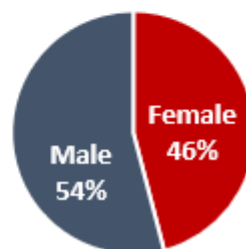
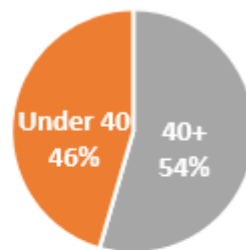
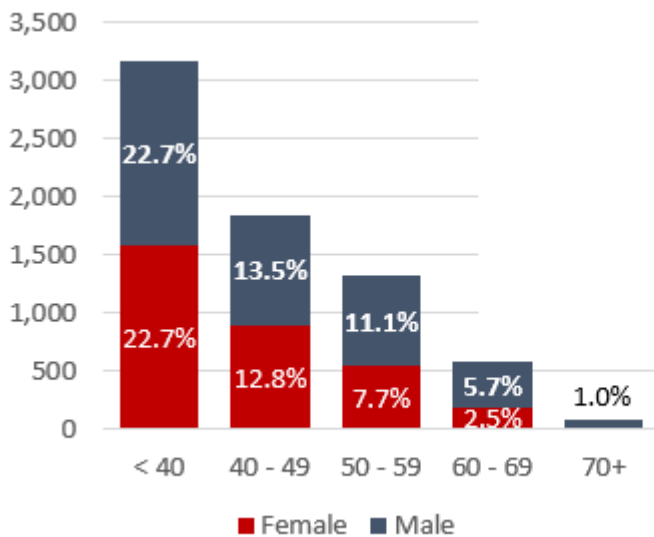
* where the same delegate had registered for both, we have only included them in the 'Full Congress' figure

- 71% of registered delegates came from National Cardiac Society Countries**
- 25% from Affiliated Cardiac Society countries**

Country	Registered	% of total
Spain	443	6.3%
Italy	429	6.1%
Germany	421	6.0%
United Kingdom	391	5.6%
Portugal	297	4.3%
Netherlands (The)	258	3.7%
Romania	250	3.6%
United States of America	225	3.2%
India	185	2.6%
France	178	2.5%



- **46%** of registrants under 40
- **46%** of registrants were female



Delegates

The live programme ran over 3 days from 08:00 on 29 June to 21:45 on 1 July 2021. A delegate is defined as someone logged in to the congress platform to view content between these times.

- **3,884** delegates logged onto the Congress platform during the event
- **3,364** delegates attended the live programme over the course of the event

	29 June	30 June	1 July	Total
Total event attendees	2,881	2,525	2,290	3,884
Live channel viewers	2,535	2,068	1,857	3,364

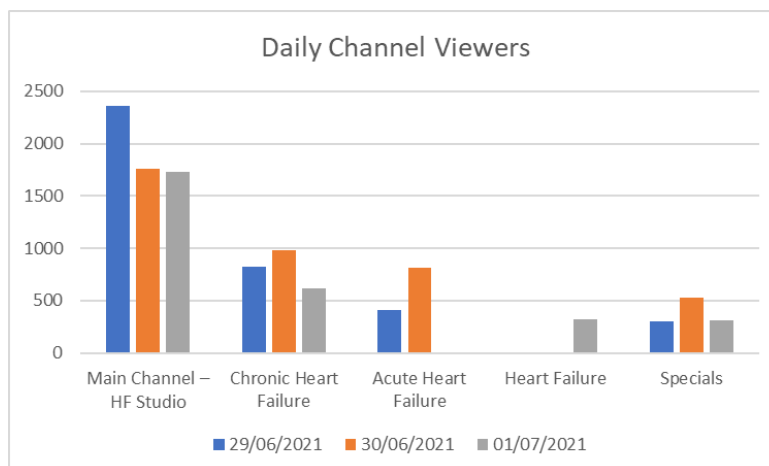
- The Main Channel was the most popular live broadcast channel on each of the 3 days

Channel	29 June	30 June	1 July	Total
Main Channel – HF Studio	2,355	1,759	1,734	3,106
Chronic Heart Failure	825	980	612	1,646
Acute Heart Failure	405	814		1,045
Heart Failure			321	321
Specials	300	528	309	886
Grand Total	2,535	2,068	1,857	3,364

Top 10 countries	Delegates	% of total delegates
Germany	269	6.93%
United Kingdom of Great Britain and Northern Ireland	231	5.95%
Spain	220	5.66%
Italy	184	4.74%
Portugal	181	4.66%
Netherlands (The)	179	4.61%
Romania	175	4.51%
France	113	2.91%
Austria	113	2.91%
Switzerland	112	2.88%

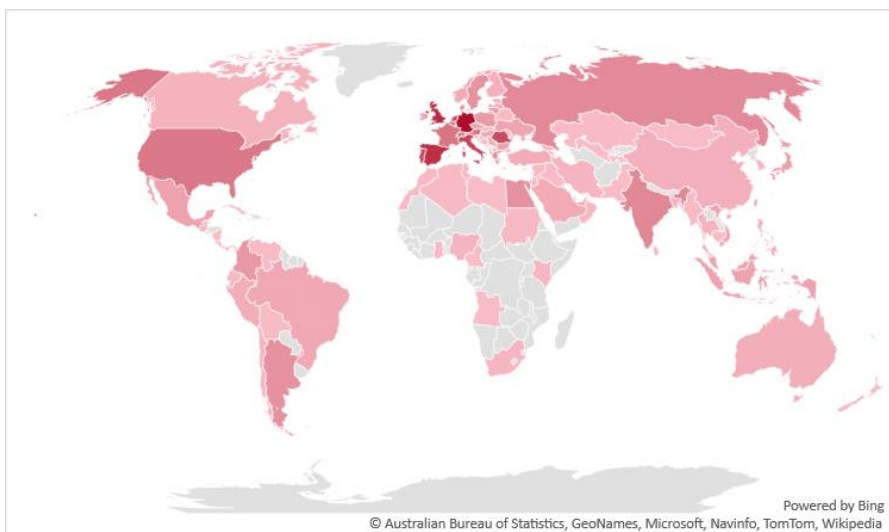
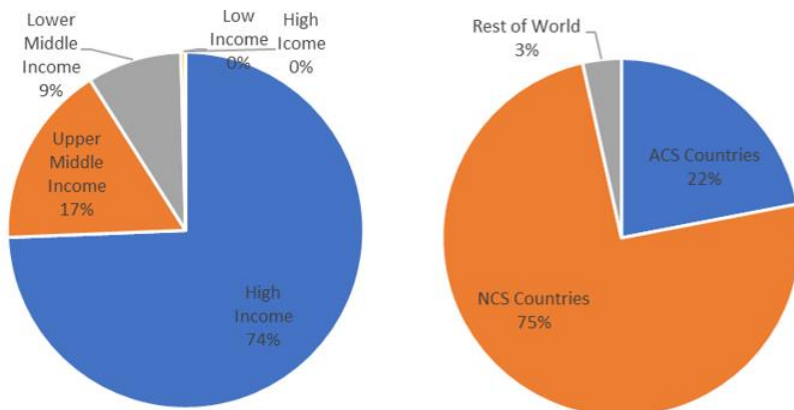
Event attendees

- 3,364** logged on to the congress platform and watched sessions live during congress hours.
- A further **520** delegates logged on to the congress platform during congress hours and only viewed on-demand content.
- In total, 3,884** logged on to the congress platform during the congress hours and watched live and/or on demand sessions.

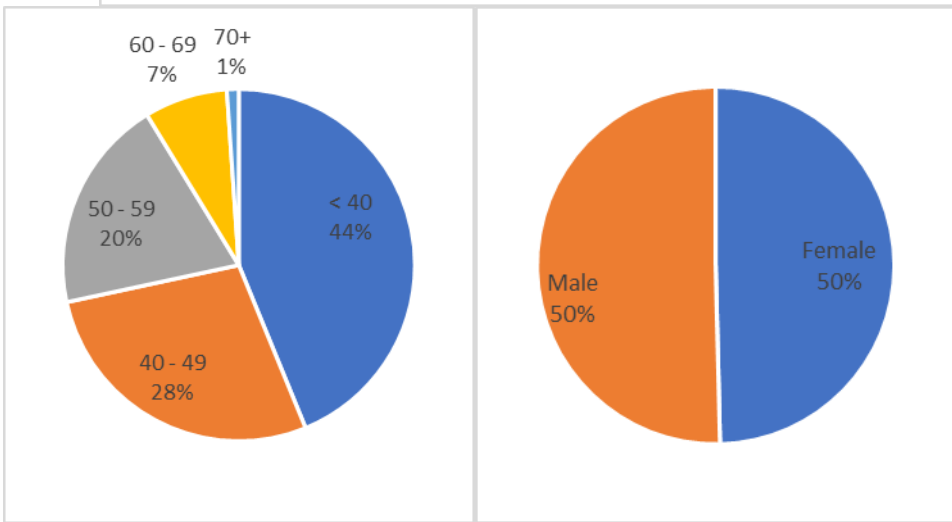
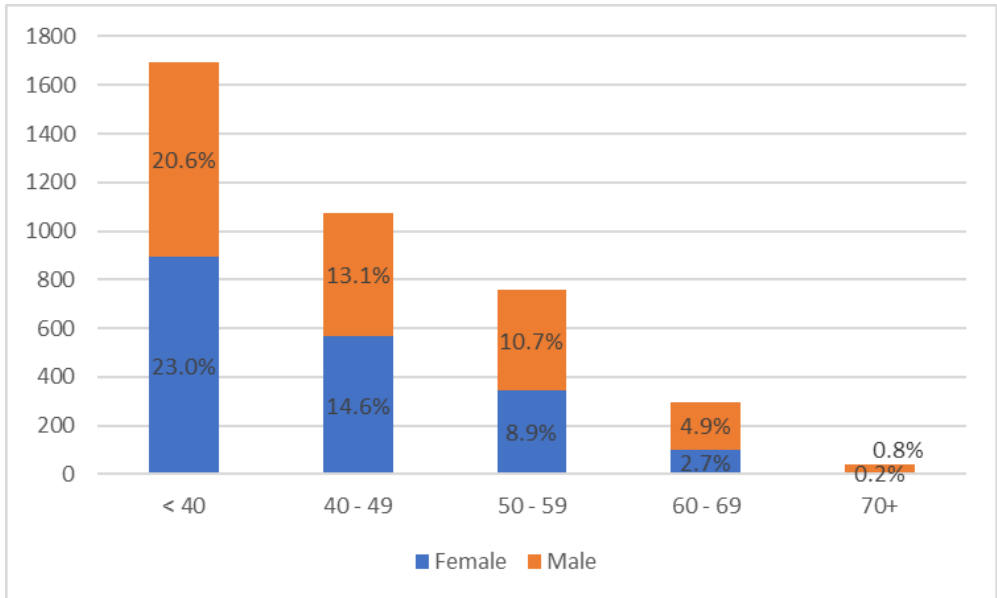


Attendee profiles

- **3,884** delegates from **113** countries/territories logged on to the congress platform during the congress times and watched live and/or on-demand sessions.
- **74%** from National Cardiac Society countries
- **22%** of delegates came from Affiliated Cardiac Society countries
- **3%** from rest of world countries



- **50%** of delegates were female and **44%** of delegates were under 40



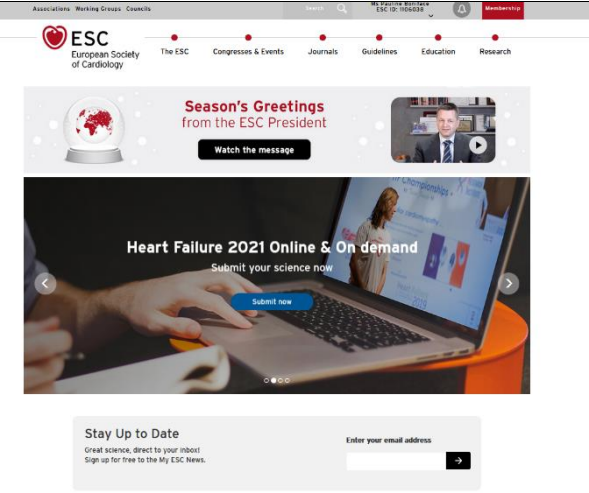

- **53%** of delegates were practising cardiology physicians
- **17%** of delegates were students or in training

	Practicing	In training	Student	Retired	Unknown	Total	
Physician Cardiologist	1685	336	28	16	1	2066	53.2%
Other	456	80	43	6		585	15.1%
Physician (non-cardiologist)	174	62	21	7		264	6.8%
Allied Professional	134	21	16	4	1	176	4.5%
Nurse	110	5	4			119	3.1%
Unknown	1	4	42	1	626	674	17.4%
Total	2560	508	154	34	628	3884	
	65.9%	13.1%	4.0%	0.9%	16.2%		


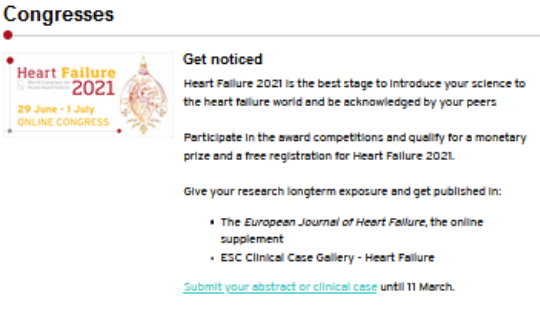
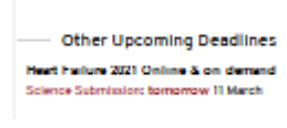
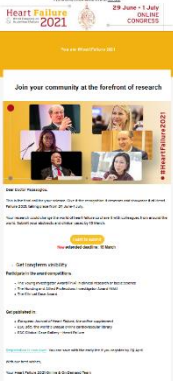
- **51%** of delegates work in a hospital setting (note that a single delegate can work in more than one setting)




7. E-COMMUNICATION



a. Promotional campaigns

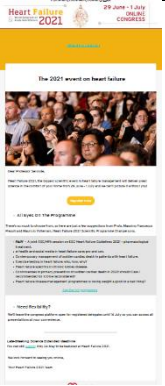


Channel	Content	Results
Slider Home		
HFA Bulletin		<p>Sent to: 44,049</p> <p>Open: 7,562</p> <p>Clicks: 1,202</p>

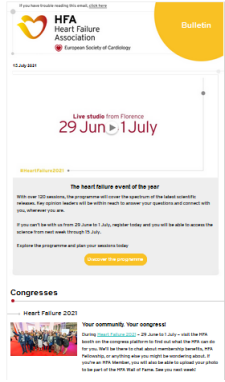
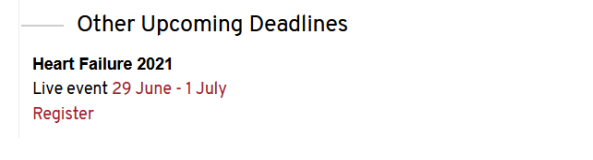

<p>Dedicated email</p>		<p>Sent to: 68,292</p> <p>Open: 16,333</p> <p>Clicks: 1,216</p>
<p>HFA Bulletin</p>		<p>Sent to: 44,283</p> <p>Open: 7,365</p> <p>Clicks: 1,276</p>
<p>Dedicated email</p>		<p>Sent to: 68,204</p> <p>Open: 16,068</p> <p>Clicks: 1,169</p>

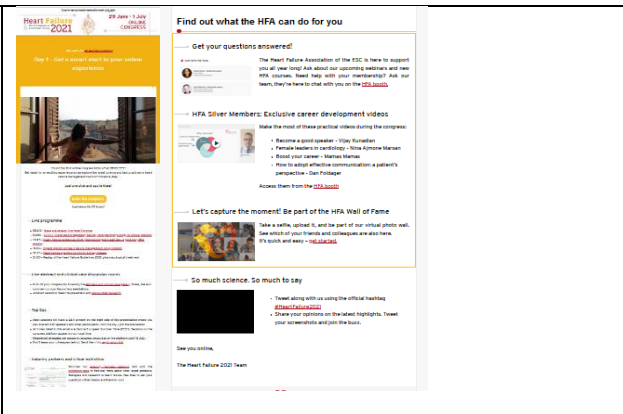
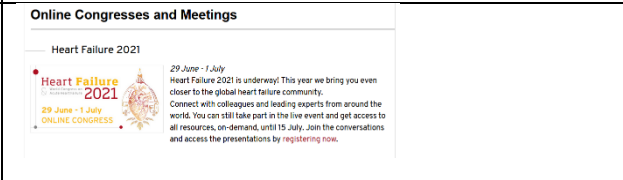
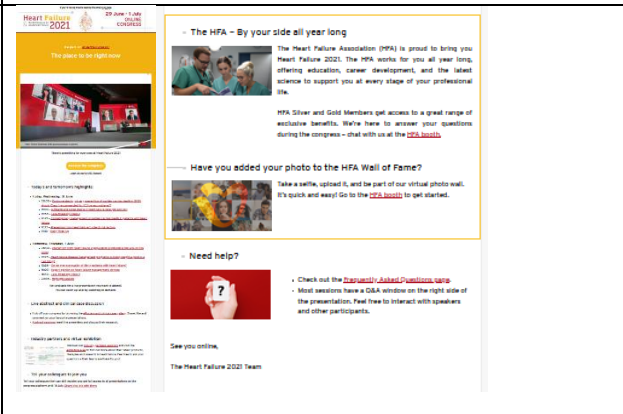
Slider home	 <p>The slider shows the ESC logo and navigation menu at the top. The main content features a large image of a person's hands typing on a laptop. Text on the slider reads: "Heart Failure 2021 Online & On demand", "Share your science with the HF world", "Deadline 11 March", and a "Submit now" button.</p>	
HFA Bulletin	 <p>The "Congresses" section features a "Heart Failure 2021" banner with dates "29 June - 1 July ONLINE CONGRESS". Below the banner, the text says: "Get noticed", "Heart Failure 2021 is the best stage to introduce your science to the heart failure world and be acknowledged by your peers", "Participate in the award competitions and qualify for a monetary prize and a free registration for Heart Failure 2021.", "Give your research longterm exposure and get published in:", and a list of journals: "The European Journal of Heart Failure, the online supplement" and "ESC Clinical Case Gallery - Heart Failure". A link says "Submit your abstract or clinical case until 11 March."</p>	<p>Sent to: 44,397</p> <p>Open: 11,405</p> <p>Clicks: 1,193</p>
My ESC News	 <p>The "Other Upcoming Deadlines" section highlights "Heart Failure 2021 Online & on demand" with a sub-heading "Science Submission: tomorrow 11 March".</p>	
Dedicated Email	 <p>The email content includes a "Join your community at the forefront of research" header, a "New Editor-in-Chief" announcement, and a "Submit your abstract or clinical case" call to action with a deadline of 11 March. It also lists "Participate in the award competitions" and "Get published in" the same journals as the website.</p>	<p>Sent to: 68,013</p> <p>Open: 14,892</p> <p>Clicks: 1,098</p>

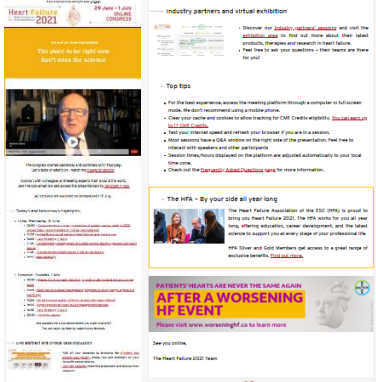

My ESC News	<p>Heart Failure 2021 Abstract Submission Extended: 25 March</p>	Sent to: 156,955 Open: 23,258 Clicks: 4,677
My ESC News	<p>Heart Failure 2021</p>  <p>Heart Failure 2021 29 June - 1 July ONLINE CONGRESS</p> <p>Deadline TOMORROW Your research could change the world of heart failure so make sure it gets the recognition it deserves. Submit your abstract by 25 March.</p>	Sent to: 157,769 Open: 22,809 Clicks: 4,499
HFA Member Newsletter	<p>Congresses</p>  <p>Heart Failure 2021 29 June - 1 July ONLINE CONGRESS</p> <p>Heart Failure Congress 2021 – Online and On Demand Do you have great Late Breaking Science in the pipeline? Get it featured in the programme of Heart Failure 2021, the world's leading congress in heart failure management. The deadline is 29 April. Don't forget that you can save today by taking advantage of the early registration fee if you sign up before 29 April. Register</p>	Sent to: 5,612 Open: 1,561 Clicks: 427
My ESC News	<p>Heart Failure 2021 Early Registration Savings: 29 April Late-Breaking Science Submission: 29 April</p>	Sent to: 159,609 Open: 23,085 Clicks: 3,852
HFA Bulletin	<p>Heart Failure 2021</p>  <p>Heart Failure 2021 29 June - 1 July ONLINE CONGRESS</p> <p>Save your seat today! From 29 June to 1 July, join more than 230 international speakers who will share their insights on heart failure management. Explore the scientific programme and bookmark the sessions you don't want to miss. Register by 29 April to get the best rate!</p>	Sent to: 44,644 Open: 10,395 Clicks: 837

<p>Dedicated email</p>		<p>Sent to: 68,413</p> <p>Open: 15,039</p> <p>Clicks: 1,767</p>
<p>Promotional toolkit email</p>		<p>Sent to: 407</p> <p>Open: 254</p> <p>Clicks: 34</p>
<p>My ESC News</p>	<p>Other Upcoming Deadlines</p> <p>Heart Failure 2021 Early Registration Savings: 29 April Late-Breaking Science Submission: 29 April</p>	<p>Sent to: 160,852</p> <p>Open: 22,908</p> <p>Clicks: 2,918</p>
<p>HFA Bulletin</p>		<p>Sent to: 44,743</p> <p>Open: 11,174</p> <p>Clicks: 1,447</p>

<p>Dedicated email</p>		<p>Sent to: 21,120</p> <p>Open: 5,597</p> <p>Clicks: 636</p>
<p>My ESC News</p>	<p>Online Congresses and Meetings</p> 	<p>Sent to: 163,478</p> <p>Open: 22,389</p> <p>Clicks: 2,466</p>
<p>Slider Home</p>		

<p>Dedicated email</p>		<p>Sent: 45,027</p> <p>Open: 7,490</p> <p>Clicks: 1,341</p>
<p>My ESC News</p>		<p>Sent to: 165,202</p> <p>Open: 21,883</p> <p>Clicks: 2,551</p>
<p>Dedicated email</p>		<p>Sent to: 941</p> <p>Open: 548</p> <p>Clicks: 273</p>

<p>e-bulletin</p>		<p>Sent to: 3,911</p> <p>Open: 1,715</p> <p>Clicks: 918</p>
<p>My ESC News</p>	<p>Online Congresses and Meetings</p> <p>Heart Failure 2021</p> 	<p>Sent to: 166,207</p> <p>Open: 21,626</p> <p>Clicks: 2,309</p>
<p>e-bulletin</p>		<p>Sent to: 4,852</p> <p>Open: 2,351</p> <p>Clicks: 991</p>

<p>e-bulletin</p>	 <p>The bulletin features a header with the event title and dates, followed by a 'Thank you for joining' message. The main content includes a 'Top tips' section with several bullet points, a 'The HFA - By your side all year long' section with a photo of a group of people, and a 'PATIENTS' HEARTS ARE NEVER THE SAME AGAIN' section with a 'See you online' link.</p>	<p>Sent to: 65,787</p> <p>Open: 16,568</p> <p>Clicks: 1,434</p>
<p>e-bulletin</p>	 <p>The bulletin features a header with the event title and dates, followed by a 'Thank you for joining' message. The main content includes a 'Thank you for joining' message, a 'Heart Failure 2022' section with a 'See you online' link, and a 'Heart Failure 2022' section with a 'See you online' link.</p>	<p>Sent to: 5,225</p> <p>Open: 2,415</p> <p>Clicks: 910</p>

b. Social media

iv. Twitter

Key Metrics for Twitter

1.76k

Users

5.64k

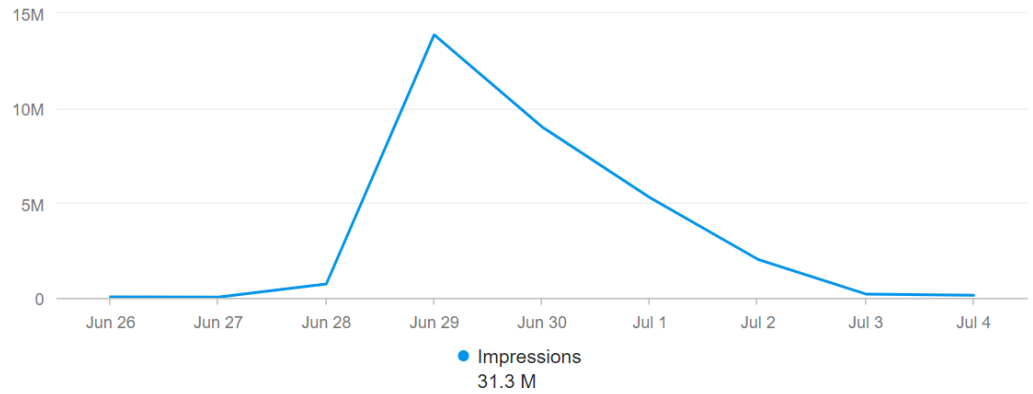
Mentions

31.3M

Impressions

2.48M

Reach



June 26, 2021 - July 4, 2021

The Key metrics for twitter widget provides insight into both the trend over time as well as top level metrics for the volume of Twitter content over a given period.

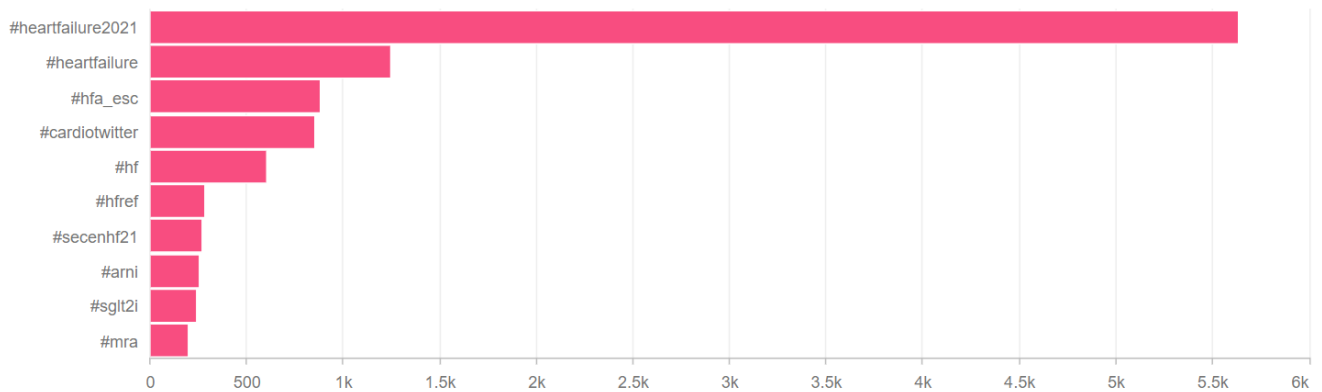
Top keywords



June 26, 2021 - July 4, 2021

The Top keywords widget provides insight into the most frequently used words and terms over a given time period.

Top hashtags

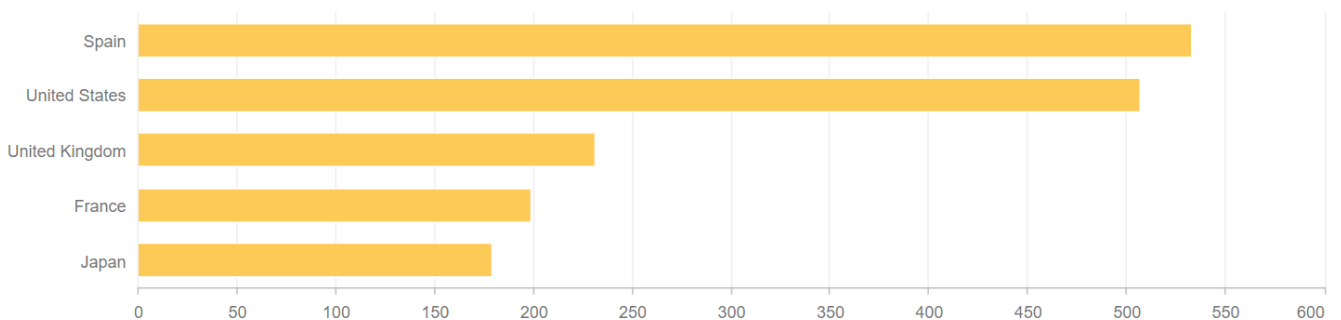


June 26, 2021 - July 4, 2021

The Top hashtags widget provides insight into the hashtags that appear most frequently in social and editorial content over a given time period.

Top Locations

Country ▾



June 26, 2021 - July 4, 2021

The Top locations widget provides insight into the geographic breakdown of social and editorial content over a given time period.

Top 3 performing posts

- #HeartFailure2021 starting tomorrow 08:00 CET 🤗 Bookmark the platform <https://bit.ly/3y1TOfu> Make sure to register 😊 <https://bit.ly/3x8e6TR>

47,600 impressions

859 engagements

- #HeartFailure2021 is on #cardiotwitter 🤗 Follow our amazing Twitter Ambassadors

@HFA_President @ACNAPPresident @HillLoreena @ShelleyZieroth @MihaiTrofenciu @paomorejón 🤗

for the most exciting updates in #heartfailure

46,962 impressions

408 engagements

3,307 media views

- #HeartFailure2021 Inaugural Session <http://bit.ly/3y1TOfu>

45,194 impressions

1,034 engagements

124 media views

v. Facebook

Top 3 performing posts

- Heart Failure friends, thank you for these three amazing days, direct from the #HeartFailure2021 studio in Florence 😊 Access resources on ESC 365 from July 16 Exclusive for HFA silver & gold members <https://bit.ly/3w7pxKF>

32,339 Reach

36,538 Impressions

- #HeartFailure2021 starting tomorrow 08:00 CET 🕒 Bookmark the platform <https://bit.ly/3jIQyaz> Make sure to register 😊 <https://bit.ly/3wcm1zp>

28,341 Reach

28,341 Impressions

- In case you missed this update 📌😊 #heartfailure2021

15,105 Reach

15,236 Impressions

vi. LinkedIn

Best performing posts

- #HeartFailure2021 starting tomorrow 08:00 CET Bookmark the platform <https://bit.ly/2UFM18t>

Make sure to register 😊 <https://bit.ly/3pFX9xJ>

16,029 Impressions

278 Reactions

- #HeartFailure2021 Live studio from Florence 29 June-1 July

120 scientific sessions <https://bit.ly/2Thpi1O>

Connect w/ Massimo Francesco Piepoli, Yuri Lopatin, Tiny Jaarsma, Shelley Zieroth, Gianluigi Savarese, Jelena Celutkiene & so many more #HeartFailure experts

Join us <https://bit.ly/3pFX9xJ>

8,785 Impressions

125 Reactions

2,055 Views

vii. Instagram

Best performing posts

- #heartfailure2021 deadline for abstracts & clinical cases is 11 March - Link in our bio.

Get the exposure your research deserves. Be published in #EJHF. Feature in ESC 365 online library & ESC Clinical Case Gallery - #HeartFailure. Winners and runners up of Award competitions will get a free registration to Heart Failure 2021 and monetary prize.

44,047 reach

46,478 impressions

- #HeartFailure friends, thank you for these three amazing days, direct from the #HeartFailure2021 studio in Florence 😊 Access resources on ESC 365 from July 16 Exclusive for HFA silver & gold members - Link in our bio

22,485 reach

17,139 impressions

- A unique opportunity to present and discuss your work in real-time with Europe's #HF heavyweights

This year, leaders in #HeartFailure will accompany you through your live presentation during #HeartFailure2021 Time to submit your abstract/clinical case. Deadline 25 March - Link in our bio

14,807 reach

16,263 impressions

viii. Metrics definition

Impressions

Number of times a post was displayed on feeds (estimation).

Engagement:

Total number of times users interacted with a post; this includes all clicks anywhere on the post, comments, shares etc

Engagement rate:

The number of engagements (retweets, comments, likes, shares, clicks on posts etc) divided by the total number of impressions

Reach:

The number of unique users who saw a post (estimation).

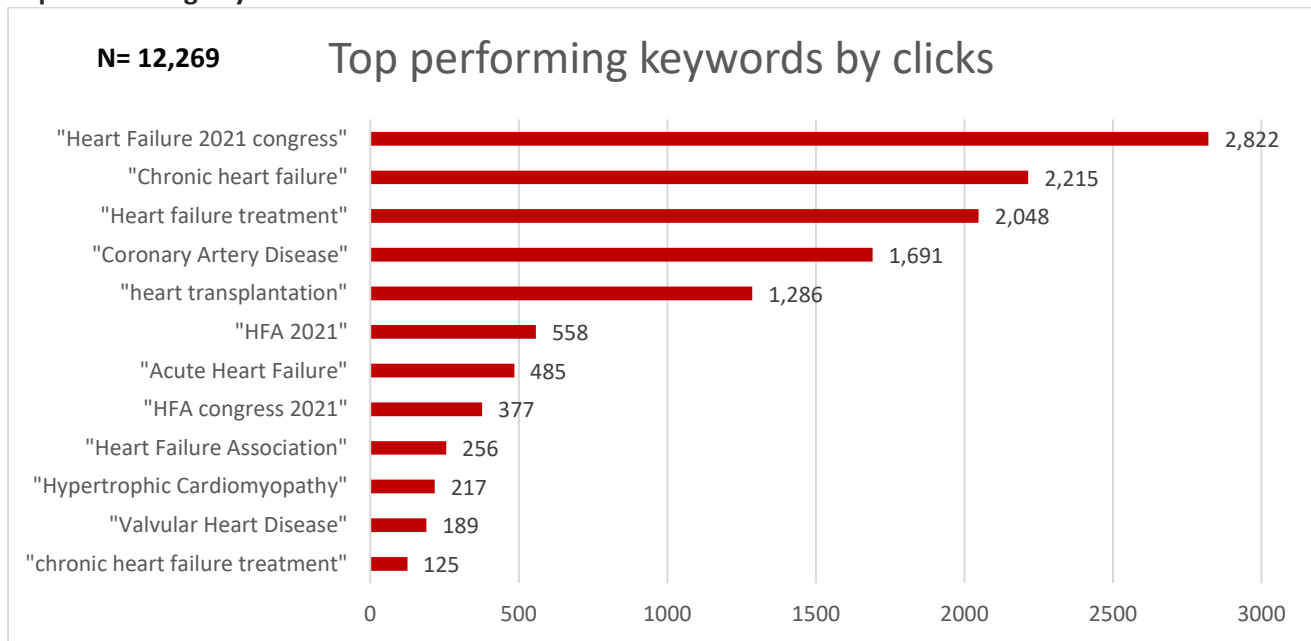
Clicks:

Clicks on weblinks (Twitter, Instagram) Clicks on posts (Facebook, Twitter)

c. General Results

- **Clicks: 13,170** (Is counted when a person clicks the ad).
- **Impressions: 210,066** (Is counted when every time an ad is shown on a search result page)
- **CTR: 6.27%** (Is a ration showing how often people who see our ad end up actually clicking it).

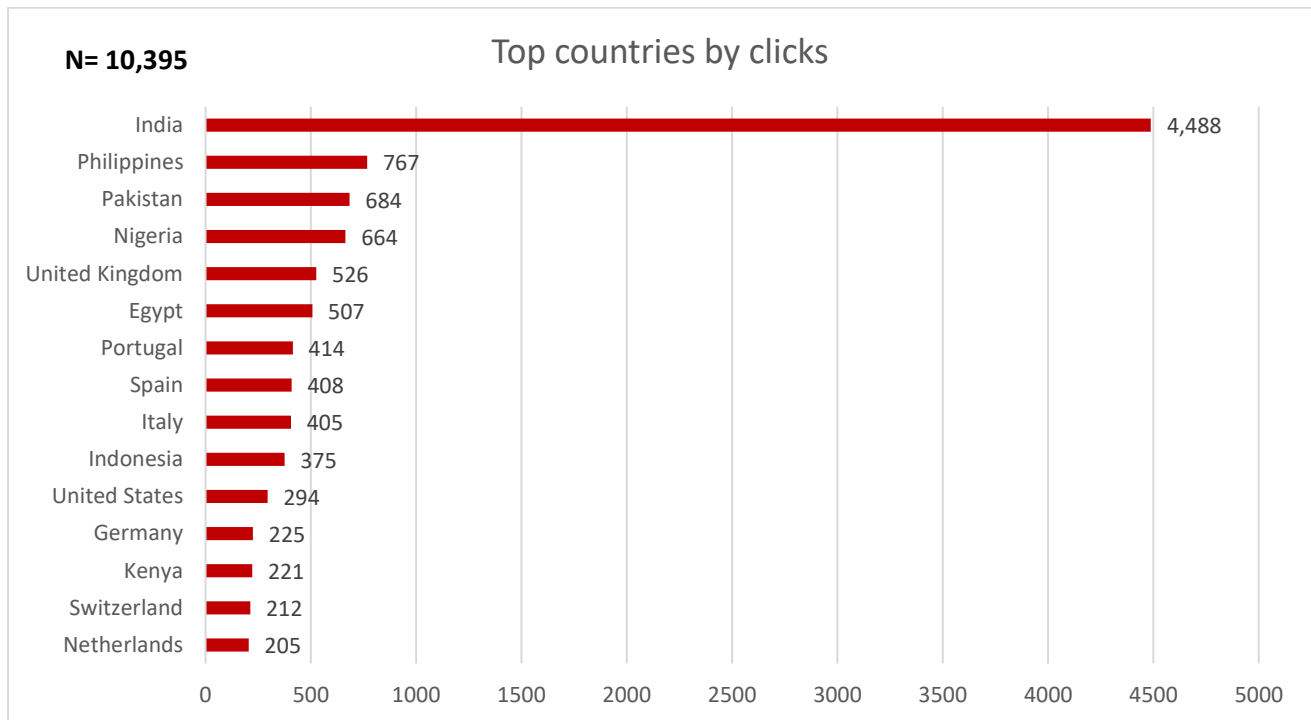
Top Performing keywords:



Top Performing ads:

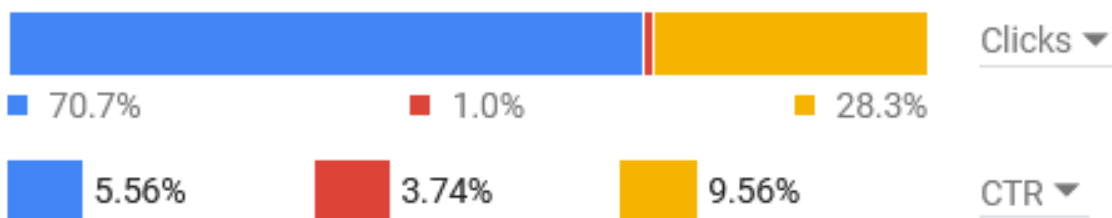
Ad	Clicks	Impr.	CTR
<p>Heart Failure 2021 29 June - 1 July Three-days online congress escardio.org/heartfailure/2021congress Cutting edge science through debates, symposia, special sessions, abstracts live sessions. Including Late Breaking Science, Parade of Device, Guidelines In Daily Practice</p>	3,285	55,287	5.94%
<p>Heart Failure 2021 29 June - 1 July Greater savings by 29 April escardio.org/heartfailure/2021congress Enjoy the lowest registration fee. Access scientific sessions, exhibition areas, replay of the congress resources on ESC 365</p>	3,125	52,433	5.96%
<p>Heart Failure Congress 29 June - 1 July, 2021 Register today escardio.org/heartfailure/2021congress 3 days of live scientific and educational presentations. Earn CME credits for each full hour spent online, learning the latest trends on HF</p>	2,686	91,819	2.93%
<p>Heart Failure 2021 29 June - 1 July -Register now Join HF specialists virtually +2 more escardio.org/heartfailure/2021congress Meet the brightest experts at the world's leading online event on heart failure. A unique international... View assets details</p>	2,213	6,046	36.60%

Breakdown by countries



Device split:

 Mobile phones  Tablets  Computers



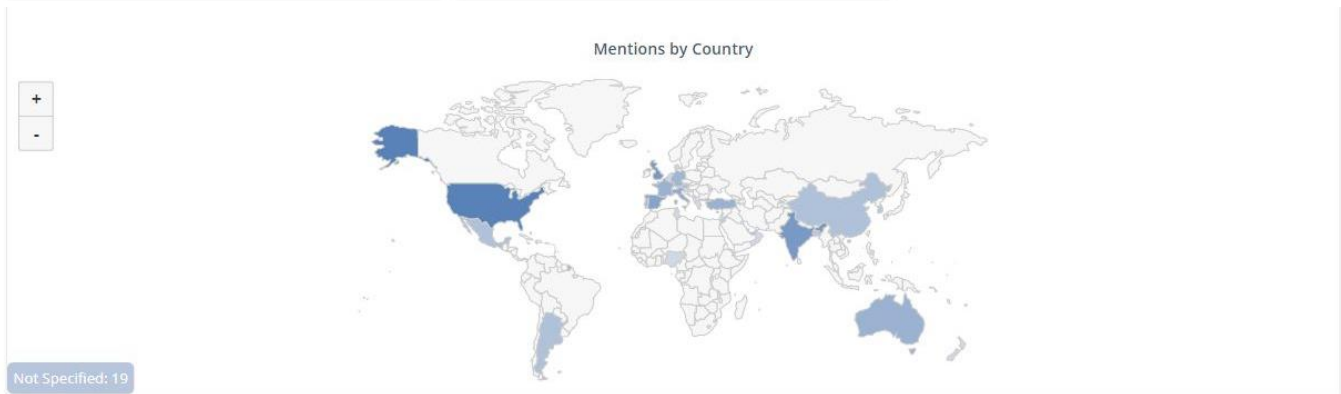
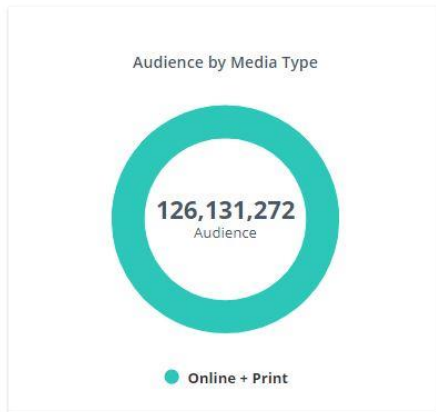
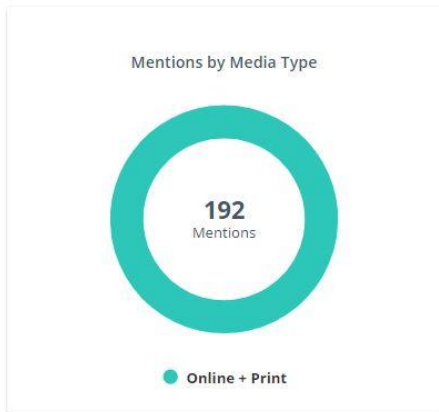
8. PRESS

a. Key numbers

Press release	Date	Articles		Potential Reach
Heart Failure 2021	29 June- 1 July 2021	Total 192	Daily Mail New York Times Clarín La Repubblica	127 M
Heart failure is associated with an increased risk of cancer	28 June	93	Daily Mail MSN NZ New York Times Clarín	98 M
Worse outcomes observed after heart attacks during pandemic compared to previous year	29 June	32	ProKerala News Medical Healio	3,2M
Older patients with heart failure denied effective treatments	1 July	17	La Repubblica Medscape La Stampa	5,8M

*These figures should just be taken as a useful indication of the impact of ESC press coverage. The estimation is delivered by SimilarWeb and Critical Mention.

b. Charts



c. Clippings

Outlet: Medscape, USA

News > Medscape Medical News > Conference News > ESC-HFA 2021

Heart Failure Med Undertreatment Due to Older Age Common, Flouts Evidence

Steve Stiles
July 06, 2021

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Advanced age by itself can be a reason physicians hold back on prescribing mainstay medications, or not uptitrate them per guidelines, to their older patients with heart failure (HF) and reduced ejection fraction (HFrEF), suggests a large cohort study.

About 80% of patients aged 80 years or older were prescribed renin-angiotensin-system inhibitors (RASi) in a multivariate-adjusted analysis of more than 27,000 patients in the Swedish Heart Failure Registry (SwedeHF). In contrast, such drugs — which included angiotensin receptor-neprilysin inhibitors (ARNi), angiotensin receptor blockers, and ACE inhibitors — were prescribed to 95% of patients younger than 70 years.

Similarly, fewer of the oldest patients were offered meds from the two other drug classes core to HF management at the time, beta blockers and mineralocorticoid receptor antagonists (MRA).

And among those in the 80-and-older age group who were prescribed RASi or beta blockers, their uptitration more often fell short of even half the target dosage, compared with the youngest patients in the analysis.

Physicians may hold back on full guideline-directed medical therapy in their very elderly patients with HFrEF for many reasons, including a perceived likelihood of drug intolerance due to frailty or multiple comorbidities, including renal dysfunction, Davide Stolfo, MD, Karolinska Institutet, Stockholm, Sweden, and University of Trieste, Italy, told *theheart.org / Medscape Cardiology*.

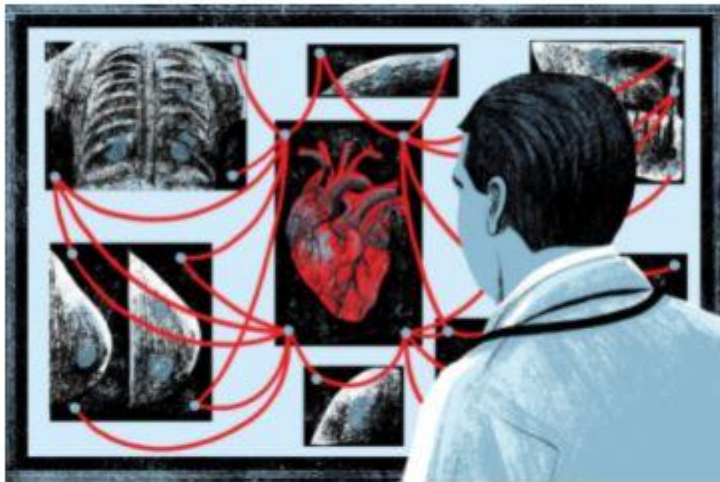
But the current analysis was adjusted for about 80 variables "that in our interpretation may be main reasons for not introducing drugs and using them in the older patients," he said. They included care setting (that is, inpatient or outpatient), HF severity by several measures, a range of comorbidities, renal dysfunction, and history of serious illness such as cancer.

Even then, age emerged as a significant, independent predictor of medical therapy underuse in the oldest patients. Some physicians apparently see advanced age, by itself, as an "intrinsic reason" not to abide by HFrEF medical therapy recommendations, said Stolfo, who presented the analysis last week at HFA 2021, the annual meeting of the Heart Failure Association of the European Society of Cardiology (ESC-HFA), conducted both virtually and live in Florence, Italy.

Most major HF-drug trials have excluded or admitted few patients aged 80 years or older, but "the guidelines recommend treatment regardless of age, and in the trials there has been no influence from age on the effectiveness of drugs," Stolfo observed.

Heart Failure Tied to Increased Cancer Risk, Study Finds

People with heart failure may live for many years and should continue to get regular cancer screenings, experts say.



Chloe Cushman



By Nicholas Bakalar

July 19, 2021

People with heart failure may be at increased risk for cancer.

Cancer patients are usually monitored for heart failure because some cancer drugs can damage the heart. Now a new study suggests that heart failure patients, who may live for many years with the condition, might benefit by being monitored for cancer.

Researchers used a German health database to track 100,124 patients with heart failure, comparing them with the same number of controls who did not have heart failure. All were cancer-free at the start, and the scientists tracked their incidence of cancer over the following 10 years. [The study is in the journal ESC Heart Failure.](#)

The two groups were matched for age, sex, age, obesity and the incidence of diabetes, although the researchers lacked data on socioeconomic status, smoking, alcohol consumption and physical activity, which are all known to affect the risk for cancer.

Still, the differences in cancer incidence between the two groups were significant. Overall, 25 percent of patients with heart failure

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SPORTELLO CUORE

Scompenso cardiaco, i grandi anziani curati meno dei giovani

DI FEDERICO MERETA



Anche se le linee guida non fanno differenze d'età una ricerca condotta in Svezia registra negli over 80 un minor ricorso a trattamenti farmacologici e non

06 Luglio 2021

2 minuti di lettura



Il cuore che "fatica" a svolgere il suo compito, giorno dopo giorno, perdendo progressivamente la sua capacità di "pompare" il sangue, è una realtà sempre più diffusa in un Paese che "invecchia". Lo dicono le cifre, che parlano dello scompenso cardiaco come di una condizione in costante aumento, che oggi interessa in Italia centinaia di migliaia di persone. Controllare la situazione attraverso farmaci specifici è fondamentale, soprattutto nelle prime fasi della patologia, così come conta moltissimo l'aderenza regolare alle cure.

Approcci diversi in base all'età

Poi entrano in gioco anche i dispositivi medici, di "sostegno" all'azione del cuore. Ma è fondamentale che le terapie siano indicate, caso per caso, indipendentemente dall'età della persona che ha il cuore "stanco". E invece, forse non è sempre così. A porre l'attenzione sul tema è una ricerca condotta da **Davide Stolfo** dell'Istituto Karolinska di Stoccolma, presentata al congresso *Heart Failure 2021*, organizzato dalla Società Europea di Cardiologia. Il tutto, senza che le indicazioni internazionali sul trattamento della patologia indichino possibili "differenze" nell'approccio terapeutico in base all'età. "Le linee guida raccomandano gli stessi trattamenti per tutti i pazienti con insufficienza cardiaca indipendentemente dall'età - ricorda lo stesso Stolfo - la nostra analisi è stata aggiustata per altre condizioni che potrebbero giustificare la sospensione della terapia o la riduzione della

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SALUTE



Reumatologia, i pazienti

Salud

La insuficiencia cardíaca se asocia con más riesgo de cáncer: cómo prevenirla

Lo halló un estudio de la Sociedad Europea de Cardiología. Hay medidas comunes que ayudan ambos riesgos.



Las personas con insuficiencia cardíaca deben asistir a controles periódicos. Foto Shutterstock.



20/09/2021 6:07 | Clarin.com Buena Vida | Actualizado el 20/09/2021 6:07

La **insuficiencia cardíaca (IC)** es una afección por la que el corazón no puede bombear sangre rica en oxígeno al resto del cuerpo en forma eficiente. Es un problema frecuente que puede tener múltiples causas. Y ahora un estudio realizado sobre más de 200.000 personas halló que se asocia con un **mayor riesgo de cáncer**.

La buena noticia es que hay **medidas comunes** que reducen el riesgo de desarrollar **algunos tipos de cáncer vinculados a hábitos no saludables** (como mala alimentación, sedentarismo, tabaquismo, entre otros) y que, a su vez, ayudan a prevenir la insuficiencia cardíaca.

Alo lo expresó Mark Luedde, de la Universidad Christian Albrecht de Kiel y de la Práctica Grupel de Cardiología, en Bremerhaven, Alemania. 'Este fue un estudio observacional y los resultados no prueban que la insuficiencia cardíaca cause cáncer', dijo. 'Sin embargo, eñadid- los hallazgos sugieren que los pacientes con insuficiencia cardíaca pueden beneficiarse de las medidas de prevención del cáncer.'

Luedde es uno de los autores del trabajo publicado en **ESC Heart Failure** y que se presenta hoy en Heart Failure 2021, un congreso de la Sociedad Europea de Cardiología (ESC, por sus siglas en inglés).



La hipertensión no controlada puede causar insuficiencia cardíaca. Foto Shutterstock.

Una enfermedad muy prevalente

La insuficiencia cardíaca afecta a alrededor de **65 millones de personas** en todo el mundo. Las causas más comunes son la **enfermedad arterial coronaria**, la **hipertensión no controlada** y otros problemas del corazón (cardiopatías congénitas, **infarto**, infecciones, **arritmias**). La **anemia grave**, el **hipotiroidismo**, el **enfisema**, entre otras enfermedades, también pueden favorecer la IC.

Las más leídas de Buena Vida

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-  **Mitos y tabaco**
El cáncer para desmitificar el cáncer
-  **Coronavirus**
Covid en la piel: las alteraciones cutáneas que puede producir
-  **Para adelgazar**
¿Qué es la dieta keto y cómo funciona: día por día, recetas simples para aplicarla
-  **Para bajar de peso**
Ayuno intermitente como es la dieta, cuáles son sus beneficios y qué se puede tomar

Outlet: DailyMail, United Kingdom

MailOnline



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Heart failure could raise risk of developing cancer for thousands of patients, study suggests

- New study found heart failure patients may be more at risk of developing cancer
- Around 25% patients went on to get cancer, compared to 16% without condition
- Evidence suggests failing heart may produce proteins which cause inflammation

By VICTORIA ALLEN SCIENCE CORRESPONDENT FOR THE DAILY MAIL
PUBLISHED: 05:15 BST, 28 June 2021 | UPDATED: 05:15 BST, 28 June 2021



64
View comments

Heart failure may increase the risk of developing cancer, a study has found.

Up to 920,000 people in the UK are thought to be living with the condition, which happens when the heart is not pumping blood around the body as well as it should – often following damage to the organ’s muscles from a heart attack.

Now researchers who have been tracking people with heart failure over ten years have found they are more likely to be diagnosed with cancer.



The study of more than 200,000 people found around a quarter of heart failure patients went on to get cancer, compared to just 16 per cent of those without the heart condition.

