Heart Failure 2012

BELGRADE
SERBIA
19-22 MAY

www.escardio.org/HFA

CARDIOLOGISTS - INTERNISTS - GENERAL PRACTITIONERS - PHYSICIANS - BASIC SCIENTISTS - EPIDEMIOLOGISTS - NURSES - INDUSTRY AFFILIATES - HEALTH CARE PROVIDERS
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   Post-congress survey : non-participants
   Web report
   Mobile application report
1/ GENERAL INFORMATION

1.1 Introduction

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

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

1.2 History

**Heart Failure 2009**
Nice - France
3 792 total attendees

**Heart Failure 2010**
Berlin - Germany
3 317 total attendees

**Heart Failure 2011**
Gothenburg - Sweden
2 534 total attendees

1.3 Committees

**Organising Committee**

Board of the Heart Failure Association of the ESC (2010 - 2012)
P. Ponikowski FESC (Wroclaw, PL) President
S.D. Anker FESC (Berlin, DE) President-Elect
J.J.V. McMurray FESC (Glasgow, GB) Immediate Past-President
G. Filippatos FESC (Athens, GR) Chairperson Clinical Section
B. Pieske FESC (Graz, AT) Chairperson Basic Sciences Section
A. Maggioni FESC (Florence, IT) Secretary
F. Zannad FESC (Nancy, FR) Treasurer

A. Hoes (Utrecht, NL) L. Neyses (Manchester, GB)
I. Ekman NFESC (Gothenburg, SE) Z. Papp FESC (Debrecen, HU)
T. McDonagh FESC (London, GB) J. Riley NFESC (London, GB)
C. Maack (Homburg/Saar, DE) F. Ruschitzka FESC (Zurich, CH)
V. Mareev (Moscow, RU) P. Seferovic FESC (Belgrade, RS)
A. Mebazaa FESC (Paris, FR)
Ex-officio
D. van Veldhuisen FESC (NL) - Editor in Chief of the European Journal of Heart Failure
Sui Generi
K. Dickstein FESC (Stavanger, NO), G. Hasenfuss FESC (Gottingen, DE), A. Shah FESC (London, GB).

Council of the International Society for Heart Research - European Section
T. Eschenhagen FESC (Hamburg, DE) President
S. Harding FESC (London, GB) Past-President
P. Ferdinandy (Szeged, HU) President-Elect

ESC Working Group on Myocardial Function
D. Hilfiker-Kleiner FESC (Hannover, DE) Chairperson
J. Bauersachs FESC (Hannover, DE) Vice-Chairperson & Treasurer
J.L. Balligand FESC (Brussels, BE) Past-Chairperson

Local Committee
N. Cemerlic Adic FESC (Novi Sad, RS)  V. Mitrovic FESC (Bad Nauheim, DE)
M. Deljanin Ilic FESC (Nis, RS)  A.N. Neskovic FESC (Belgrade, RS)
D. Gaita FESC (Timisoara, RO)  S. Pavlovic FESC (Belgrade, RS)
V. Kanjuh (Belgrade, RS)  A.D. Ristic FESC (Belgrade, RS)
M. Lainscak FESC (Golnik, SI)  G. Stankovic FESC (Belgrade, RS)
R. Maksimovic (Belgrade, RS)  Z. Vasiljevic FESC (Belgrade, RS)
D. Milicic FESC (Zagreb, HR)

1.4 Congress dates and location

The Heart Failure meeting was held from 19 – 22 May 2012 at: The Sava Centar

1.5 Venue

Sava Centar
Congress Culture & Business Center
Milentija Popovića 9 St,
11070 Belgrade, Serbia

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**Congress Floor Plan**

![Congress Floor Plan Image]
1.6 Timetable
2/ SCIENTIFIC INFORMATION

2.1 General Information

- Lecture rooms + 1 Hands on tutorial room
- Sessions
  - Abstract Sessions
  - Young Investigators Awards Abstracts
  - Poster Sessions
  - Moderated Poster Sessions
  - Clinical Interactive Educational Sessions – HFA Focus
  - Main Session
  - Special Sessions
  - Read with the Experts
  - Symposium
  - Hands-On Tutorial
  - Satellite Symposium

- Special Sessions
  - Guidelines.
  - HFA General Assembly
  - Highlights of the congress - Basic science.
  - Highlights of the congress.
  - Highlights of tomorrow.
  - ISHR Awards Session
  - Late breaking trials 1.
  - Late breaking trials 2.
  - Lokalna sesija - Sve najvažnije na kongresu!
  - Opening ceremony.

- Abstracts Received
  - Abstracts Accepted (acceptance note 94%)

- Abstract-based sessions
  - Abstract Sessions
  - Young Investigators Awards Abstracts
  - Poster Sessions
  - Moderated Poster Sessions

- Faculty Members
  - Roles
    - 153 roles of Chairperson
    - 326 roles of Speaker
    - 15 roles of Judge
## 2.2 Abstracts

### General information

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### By Topic

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3/ REGISTRATION & ATTENDANCE

3.1 Total attendance

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3.2 By Country

Number of attending delegates per country

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Top Ten list

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3.3 By Region

Number of attending delegates per region

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<td>3311</td>
<td>2188</td>
<td>2817</td>
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2012

- Africa: 3%
- Asia Pacific: 1%
- ESC Countries: 1%
- North America: 4%
- South & Central America: 91%
3.4 Attendees profile

75% of Heart Failure 2012 attendees have provided Field of Interest information. Multiple choices may be made (average 7.1).

<table>
<thead>
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<th>Interests and Areas of Expertise</th>
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<tr>
<td>Acute Coronary Syndromes (ACS)</td>
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<tr>
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<tr>
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<tr>
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<td>Atrial Fibrillation</td>
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<tr>
<td>Rehabilitation and Exercise Physiology</td>
<td>13,9%</td>
</tr>
<tr>
<td>Pregnancy and Heart Disease</td>
<td>13,8%</td>
</tr>
<tr>
<td>Peripheral Arterial Diseases</td>
<td>12,4%</td>
</tr>
<tr>
<td>Interventional Cardiology</td>
<td>12,4%</td>
</tr>
<tr>
<td>Congenital Heart Disease</td>
<td>12,0%</td>
</tr>
<tr>
<td>Diseases of the Aorta and Trauma to the Aorta and Heart</td>
<td>11,8%</td>
</tr>
<tr>
<td>Cardiac Consult</td>
<td>9,4%</td>
</tr>
<tr>
<td>Genetics</td>
<td>8,6%</td>
</tr>
<tr>
<td>Other</td>
<td>6,7%</td>
</tr>
<tr>
<td>Cardiac Tumours</td>
<td>6,6%</td>
</tr>
</tbody>
</table>
75% of Heart Failure 2012 attendees have provided this information. Multiple choices may be made (average 1.2).

<table>
<thead>
<tr>
<th>Place Of Work</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>In University Hospital</td>
<td>52.8%</td>
</tr>
<tr>
<td>In Non-University Hospital</td>
<td>28.1%</td>
</tr>
<tr>
<td>Research</td>
<td>13.3%</td>
</tr>
<tr>
<td>Other</td>
<td>11.2%</td>
</tr>
<tr>
<td>Private Practice</td>
<td>10.5%</td>
</tr>
</tbody>
</table>

69% of Heart Failure 2012 attendees have provided Professional Activity information. A single choice must be made.

<table>
<thead>
<tr>
<th>Professional Activity</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiologist</td>
<td>61.6%</td>
</tr>
<tr>
<td>Other</td>
<td>10.1%</td>
</tr>
<tr>
<td>Cardiologist - Trainee</td>
<td>8.4%</td>
</tr>
<tr>
<td>Scientist</td>
<td>8.0%</td>
</tr>
<tr>
<td>Nurse</td>
<td>3.6%</td>
</tr>
<tr>
<td>Industry/Agent</td>
<td>3.4%</td>
</tr>
<tr>
<td>General Practitioner</td>
<td>3.2%</td>
</tr>
<tr>
<td>Surgeon</td>
<td>0.6%</td>
</tr>
<tr>
<td>Press/Medical Writer</td>
<td>0.6%</td>
</tr>
<tr>
<td>Technician</td>
<td>0.3%</td>
</tr>
<tr>
<td>Public Health Organisation/NGO</td>
<td>0.2%</td>
</tr>
<tr>
<td>PR Agency/Comms</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Turnover of participants over last 4 congresses:

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7108</td>
<td>1094</td>
<td>425</td>
<td>217</td>
<td>8844</td>
</tr>
<tr>
<td>%</td>
<td>80%</td>
<td>12%</td>
<td>5%</td>
<td>2%</td>
<td>100%</td>
</tr>
</tbody>
</table>

80% only attended one of the four congresses, 2% attended all four.
3.5 Membership

Here are tables concerning the % of HFA members attending the congress. The first table shows the % of attendees who were HFA members; the second table shows the % of the HFA Membership who attended the HF congress.

**HFA Membership 2012:**

<table>
<thead>
<tr>
<th>HFA Members</th>
<th>6200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members Attending</td>
<td>1490</td>
</tr>
<tr>
<td>%</td>
<td>24%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Attendees</th>
<th>3310</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members Attending</td>
<td>1490</td>
</tr>
<tr>
<td>%</td>
<td>45%</td>
</tr>
</tbody>
</table>

Note: The membership figures include around 240 new member applications onsite at the congress.
4/ INDUSTRY

4.1 Exhibitors

Number of stands: 27 in total
Number of exhibitor badges: 362 in total

4.2 Exhibition

6th Asia Pacific Congress of Heart Failure
Alere
BG Medicine Inc
BMEYE BV
BMS/Pfizer Ltd
Boston Scientific
Cardiola AG
Cardiorentis Ltd
CircuLite Inc
ESC/HFA
GE Healthcare
German Competence Network Heart Failure
Gothenburg Convention Bureau
HeartWare
Hellenic Cardiological Society
Hemofarm AD
HRA Research
Lisboa Convention Bureau
LoneStar Heart, Inc.
Medispec Ltd.

Medtronic
Novartis Pharma AG
Orion Pharma
Oxford University Press
Pfizer Ltd
Philips Healthcare
ResMed Europe
Richter Gedeon
Robert Bosch Healthcare GmbH
Schiller AG
Scisense Systems Inc
Servier
St Jude Medical
Thermo Fisher Scientific (BRAHMS GmbH)
Thoratec Corporation
Vifor Pharma Ltd
WisePress Medical Bookshop
WPI / Experimetria
Zoll CMS GmbH
4.3 Satellite symposia

Abbott
BG Medicine
Alere
Biotronik
Boston Scientific
BRAHMS
RESPICARDIA
Charité University
GE Healthcare
HeartWare Inc
Medtronic
Menarini
Merck KGaA
MSD
Novartis
Otsuka
Pfizer
Resmed
Servier
St Jude Medical
Thoratec
Vifor Pharma

4.4 Sponsorship & advertising

Abstracts CD-ROM
New! HF 2012 Mobile Application
New! HF 2012 Congress News
Badge Laces
Final Programme Back Cover Advert
Bookmark in the Final Programme
Advertising on pillars

Medtronic
SERVIER
SERVIER
BG Medecine
Vifor Pharma
Abbott
SERVIER, Pfizer & BMS/Pfizer

4.5 Other activities

Hands-On Tutorials (HOT):
ResMed Europe
5.1 Post congress survey: participants

2761 participants received this survey, 384 responded (13.9%)

1. How did you learn about the Congress?

- Attended previous congress: 46.30%
- Recommended by a friend or colleague: 23.50%
- Email from the organiser: 19.60%
- Promotional brochure: 6.90%
- In the news (Journal, radio, TV): 3.40%
- At another conference (please specify in the comment box): 1.60%
- Through the ESC website: 38.10%
- Through another website (please specify in the comment box): 1.10%

Comments:
From Industry (3)
ESC Congress (2)
ISHR website (2)
Official site of the University of Belgrade, School of Medicine (www.mfub.bg.ac.rs)
2. Please rate the following in terms of fulfilling your expectations (1: very poor, 3: average, 5: very good)

For ease of calculation, the scale was changed from 0-5 to 1-6. The red line indicates the Average ± SD
Comments:
Belgrade is a good destination (8)
Everything was excellent (3)
The conference from a scientific point of view was excellent
HFA/ESC staff did a wonderful job (2)
Had a comfortable time and learned a lot
Rapid fire sessions are a good idea for young researchers!

Congress is for specialists researchers
Too little basic science
Basic research was excessive
Didn't attend 'rapid fire abstract session’ (overlap with other sessions) (3)
On some sessions discussions seemed to be limited to the chairs themselves
Short time, many sessions that i was interested about were at the same time so I had to select which one to listen.
Poster hall too small (5)
Congress center was disappointing (3)
No access to wheel chair
Bad catering (2)
No air conditioning (5)
Flight connection very poor with Serbia (4)
Visa issues (2)
Safety issues in Belgrade (3) (friend of mine got molested and almost raped in the elevator of the congress hotel Continental Belgrade)

3. Please comment on the scientific content of Heart Failure 2012

I am able to apply the knowledge in my daily practice
All topics of interest were adequately represented
The level of scientific content suits me
The educational level is up to my expectations
It is good to learn what senior cardiologists think of certain topics

Would you like to see more of this content
Do not agree
Partly agree
Agree

Please specify which topics you would like to hear more about:

Acute heart failure (2)
Aging of cardiovascular system and heart failure
Atrial fibrillation
Basic science
Biomarkers
Cardiac devices
Cardio-oncology
Cardiotoxicity of Anticancer drugs
Diastolic heart failure
Echocardiography in HF (systolic and diastolic function) (2)
Geriatric aspects and CHF due to aging population
Heart failure therapy in daily practice - case presentations (5)
LVAD
Nursing (3)
Postpartal cardiomyopathy (3)
Practical advices in clinical cases (3)
Pregnancy associated heart disease.
Prevention strategies & treating HF in the context of comorbidities
Treatment related complications particularly as relates to anti coagulation-Stroke and GIT

4. Is the accreditation EBAC/CME credits an important factor for attending the congress?

Yes 37%
No 32%
Maybe in the future 19%
I don’t know 12%
5. What format of session is of most interest to you? (please rate from 1 to 5, 5 being your most favourite)

For ease of calculation, the scale was changed from 0-5 to 1-6. The red line indicates the Average ± SD.
6. Please rate the treatment importance of the following co morbidities of heart failure patients (5 being the most important)

- Anaemia
- Angina/ischemic heart disease
- Asthma/ Chronic Obstructive Pulmonary Disease
- Cachexia
- Cancer
- Depression
- Diabetes
- Erectile dysfunction
- Gout
- Hyperlipidaemia
- Hypertension
- Iron deficiency
- Kidney dysfunction and cardiorenal syndrome
- Obesity
- Prostatic obstruction
- Sleep disturbance
For ease of calculation, the scale was changed from 0-5 to 1-6. The red line indicates the Average ± SD
YOUR EXPECTATIONS FOR NEXT YEAR’S CONGRESS

1. Which of the following Heart Failure topics interest you the most?

- Basic Science, Basic Science translated for the clinician: 24.70%
- Update on valvular disease for the HF specialist: 22%
- Education and Guidelines - Heart Failure Core topic: 39.10%
- Advance heart failure management - VAD - Transplant: 18.80%
- Interventions, devices and telemonitoring: 24.70%
- New and emerging therapies: 50.60%
- Heart Failure with Preserved Ejection Fraction: 45.80%
- The heart failure specialist of tomorrow - from diagnosis to intervention: 43.20%

Other (Please specify)

- Acute Heart Failure
- Clinical cases
- Cardio renal
- Heart Failure and Co-Morbidities (2)
- Hypertrophic cardiomyopathy
- Novel biomarkers (2)
- Nursing in heart failure care (2)
- Postpartum cardiomyopathy
- Self-care and non-pharmacological treatment
- Rehabilitation (2)
2. What changes would you like to see in the style or format of the programme for next year?

None (25)

**More sessions**
- More interactive sessions (8)
- More practical session (3)
- More lectures
- More joint sessions
- More nursing symposia
- More Basic science (2)
- More advanced heart failure
- More clinical cases (2)

Session on cardiac rehabilitation in CHF
More interdisciplinary sessions
More education for primary care & monitoring (2)
More highlight on self-care in heart failure
More interdisciplinary integrated sessions with true experts speaking
Hyde Park Corner and Case oriented sessions

Shorter programme therefore more concise topics
Better setting for the posters (4)
Less sessions at the same time (5)

Clearer layout; Better lunch boxes; Special fee for developing countries

3. Please rate the following destinations for future congresses (1: very poor option, 3: average option, 5: very good option)

For ease of calculation, the scale was changed from 0-5 to 1-6. The red line indicates the Average ± SD
Suggestions

Amsterdam, The Netherland (3)  
Athens, Greece (4)  
Barcelona, Spain  
Basel, Switzerland  
Berlin, Germany  
Bilbao, Spain  
Brussels, Belgium  
Cracow, Poland (3)  
Dresden, Germany  
Istanbul, Turkey (4)  

Kiev, Ukraine  
Kyiv, Ukraine  
Marseille, France  
Munich, Germany  
Oslo, Norway (4)  
Paris, France (3)  
Porto, Portugal  
Prague, Czech Republic (3)  
Warsow, Poland  
Zagreb, Croatia
4. How would you rate the following reasons for deciding to attend the HFA annual congress (9 being the most important factor in your decision)

For ease of calculation, the scale was changed from 0-9 to 1-10. The red line indicates the Average ± SD.
Climate (warm/no rain)

Local prices (hotels, restaurants, transport)

Convenience (conference centre directly linked to big hotel(s))

Destination (near sea side)

Networking opportunities

CME Credits

Industry support for travel/registration

Scientific content

Average
5. At this stage, do you plan to attend the next Heart Failure Congress, which will be held from 25 to 28 May 2013 in Lisbon, Portugal?

Yes: 79.80%
No: 20.20%

6. Are you aware that each member of the HFA can make session proposals for the Heart Failure Congress?

Yes: 58.20%
no, and I am not interested to do that: 16.60%
no, but I am interested in this: 25.20%

7. Are you aware of the travel grant scheme for young scientists?

Yes: 61.70%
No: 38.30%

Comments

I would like to receive information (7)
Possible to extend age range of "young" scientists up to 40 years old (2)
Possible to extend to nurses attendance.
Tell us about yourself

Gender

- Male: 60.30%
- Female: 39.70%

Age
Average: 47 year old

Country: Top 5
Serbia; Macedonia; Bosnia; Croatia; Italia

Professional activity

- Cardiologist: 61.30%
- Nurse: 5.20%
- Scientist: 19.70%
- Cardiologist - Trainee: 13.90%
- Intensivist: 2.30%
- Emergency room physician: 1.60%
- General Practitioner: 4.50%
- Surgeon: 1.30%
- Industry-Pharma: 3.20%
- Industry-Devices: 1%

Other

- Clinical trails
- Electro physiologist
- Internal medicine physician (7)
- Medical student (14)

Nephrologists
- Nurse Practitioner (2)
- Pulmonologist
- Researcher
**Place of work**

- Administration office: 0%
- Research-Industry: 5%
- Research-Academic: 9%
- Non-University Hospital: 23%
- Private practice: 7%
- Other: 4%
- University Hospital: 52%

**Other**
- Azerbaijan State Doctor's Advanced Training Institute
- Center of cardiovascular surgery
- Faculty
- Geriatric centre
- Health center
- Heart Failure Clinic

**Are you a member of another Association?**

- Yes: 49.70%
- No: 50.30%
Field of interests

- Heart Failure (HF) 93,40%
- Acute Coronary Syndromes (ACS) 44,30%
- Hypertension 42,50%
- Non-invasive imaging - Echocardiography, CMR, CT and... 38,90%
- Arrhythmias 31%
- Valvular Heart Diseases 28%
- Cardiovascular Rehabilitation and Secondary Prevention –... 17,50%
- Sudden Cardiac Death and Resuscitation 20,20%
- Basic Science 24%
- Clinical Pharmacology 20,20%
- Primary Pulmonary Hypertension (PPH) 10,20%
- Congenital Heart Disease 10,80%
- Thromboembolic Venous Disease 15,70%
- Peripheral Arterial Diseases 8,70%
- Pregnancy and Heart Disease 10,80%
- Interventional Cardiology 19,30%
- Cancer 6,60%
- Other 3,90%

Which of the previous Heart Failure Congresses did you attend?

- Heart Failure 2011 - Gothenburg, Sweden 28,50%
- Heart Failure 2010 - Berlin, Germany 31%
- Heart Failure 2009 - Nice, France 23,40%
- Heart Failure 2008 - Milan, Italy 18%
- Heart Failure 2007 - Hamburg, Germany 19,90%
- Heart Failure 2006 - Helsinki, Finland 15,50%
- Heart Failure 2005 - Strasbourg, France 12,30%
- None 49,70%
5.2 Post congress survey: non-participants

7862 non-attendees received this survey, 402 responded

1. Did you know about this congress?

Yes: 92.20%
No: 1.80%

2. If yes, how did you learn about it?

- Attended previous congress: 51.80%
- Recommended by a friend or colleague: 5.90%
- Email from the organiser: 3.60%
- Promotional brochure: 10%
- In the news (Journal, radio, TV): 3.10%
- At another conference (please specify in the comment box): 3.60%
- Through the ESC website: 59.20%
- Through another website (please specify in the comment box): 1%

Comments

Another Congress:
ESC 2008
ESC 2011
CCNAP
FCVB 2012

Online:
HFA
ISHR-ES
3. Would you say that the most likely source to financial support for your future conference attendance will come from?

- Support from employer: 16.20%
- Partly supported from employer PLUS funds from yourself: 11%
- Support from industry: 21.90%
- Partly supported from industry PLUS funds from yourself: 25.60%
- Partly supported from industry PLUS support from employer: 5.00%
- Fully supported by yourself: 29.50%

Comments

Grants (5)
Industry support became very unlikely last year
Support through travel grant applications to e.g. Heart Foundation
I could not attend this congress because I have not sponsor
Carrying a function in the meeting
Partly supported by the charity (The British Heart Foundation)
4. Please rate the following destinations for future congresses (1: very poor option, 3: average option, 5: very good option)

For ease of calculation, the scale was changed from 0-5 to 1-6. The red line indicates the Average ± SD.
Suggestions

Amsterdam, Netherlands (7)
Athens, Greece (2)
Barcelona, Spain (3)
Berlin, Germany (4)
Bucharest, Romania (2)
Cairo, Egypt
Copenhagen, Denmark (3)
Dublin, Ireland (7)
Helsinki, Sweden

Istanbul, Turkey (2)
Kiev, Ukraine (2)
Milan, Italy
Naples, Italy
Olso, Norway (2)
Paris, France (5)
Prague, Czech Republic (3)

5. Which of the previous Heart Failure Congresses did you attend?

- Heart Failure 2011 - Gothenburg, Sweden: 29.20%
- Heart Failure 2010 - Berlin, Germany: 33.80%
- Heart Failure 2009 - Nice, France: 30.70%
- Heart Failure 2008 - Milan, Italy: 22.20%
- Heart Failure 2007 - Hamburg, Germany: 18.90%
- Heart Failure 2006 - Helsinki, Finland: 16.90%
- Heart Failure 2005 - Strasbourg, France: 11.10%
- None: 29%

6. Are you aware that each member of the HFA can make session proposals for the Annual Congress?

- Yes: 57%
- No, but I am interested in this: 30%
- No, and I am not interested to do that: 13%
7. Are you aware of the travel grant scheme for young scientists?

Yes 52.70%
No 47.30%

Comments

I am not a young scientist (12)
More information about the grant (4)
I am not aware such opportunities (2)
Not needed
I am a freelance science writer
Is there a grant for low-income countries?

8. How would you rate the following reasons for deciding to attend the HFA annual congress (9 being the most important factor in your decision)
For ease of calculation, the scale was changed from 0-9 to 1-10. The red line indicates the Average ± SD.

Scientific content: 7.73
Industry support for travel/registration: 5.92
CME Credits: 4.37
Networking opportunities: 5.19
Destination (near sea side): 4.21
Registration fees: 5.64
Local prices (hotels, restaurants, transport): 4.84
Climate (warm/no rain): 3.54
Another meeting took place in the same week (please precise): 3.54

Other (please specify)

Another Congress:
Annual meeting of Norwegian Medical Association
ASE
EuroCMR

EuroPCR (2)
Philippine heart association annual conventions
Heart Rhythm
9. At this stage, do you plan to attend the next Heart Failure Congress, which will be held from 25 to 28 May 2013 in Lisbon, Portugal?

If yes, please specify the topics that you would like to hear more about

ACEI in delaying heart failure in congenital single right ventricle
Acute heart failure (12)
Acute Heart Failure Treatment Devices
Ageing Heart
Auto-immune disease
Atrial fibrillation
Arrhythmias (2)
Basic science: heart failure, hypertrophy (3)
Biomarkers in HF (3)
Biomarkers of cardiac recovery during left ventricular assist device support

Beta blockers
Cardiac resynchronization
Cardio-Oncology Palliative Care Heart Failure Clinics (2)
Cardio oncology Adh New bio markers
Chronic heart failure and relation to other diseases (Kidney disease...) (3
Choric heart failure and hormones
Comorbidities in heart failure Pharmacotherapy (2)
Severe chronic heart failure
Clinical cardiology
Cardiac metabolism
Cardiac MRI
Cardiogenic shock
Cardiotoxicity
Cardiomyocyte function and dysfunction in HF
Cardioprotection
CHF prognosis
CVD Prevention (2)
CRT in Heart Failure (3)
  Data to patients such as mine (elderly, infirm, with co-morbid conditions)
  What are mortality/morbidity/quality of life trends in HF showing us? Are all of our interventions-pharmaco/device - having a real impact outside of the RCT.
  New advances in CRT therapy and LVAD & other new advances in HF management.
  CRT DCM
  CRT-D new modalities

Devices indications in Heart failure (6)
  Remote control of devices and tele monitoring
  Device therapy
Cost effectiveness of Heart Failure Monitoring
Depression in HF
Diastolic dysfunction
  Device therapy
  Diastolic dysfunction heart failure with normal EF
  Diastolic dysfunction in Heart Failure (5

Echocardiography (3)
Echo routines and decision making in LVAD
Endotelial dysfunction
Extending GCP to generalists
Fatigue Interventions to alleviate fatigue Deep venous thrombosis and prevention of Post thrombotic Syndrom (PTS)
Gene Therapy
Genetics of cardiomyopathy

Heart Failure Hypertrophy
Heart failure in post operative situations
HF disease management (2)
HFPEF management dilemma
HF management program in Europe after more than 10 years state of the art - Economy and HF (allocation of resources)
Heart transplantation (5)
Heart failure and socio-economical status
ICD implantation for heart failure

Identifying end stage heart failure Palliative care in heart failure Role of oxygen and/or morphine for symptomatic relief of breathlessness When to involve palliative care- on diagnosis or towards the end?
Inotropes and metabolic treatment
Imaging techniques for the diagnostic of heart failure (3)
Ischemia reperfusion protection
Management of HF Elderly peoples (2)
Management of pregnant women
Management of HF patients in ambulatory praxis management of blood pressure and Heart rate in advanced HF patients in ambulatory praxis
Management of chronic heart failure in daily clinical practice Molecular mechanisms in heart failure
Managing comorbid conditions
Molecular biology
MRI
Myocardial energetic and efficiency Chronic
New aspects of pathophysiology
New imaging technics in CHF (2
New device therapies for HF (4
New drugs for heart failure (Optimal treatment by combination therapy) (2
New treatment heart failure (5
  Disease management programs - cost-effectiveness of therapies - when may it not be worth to apply a recommended therapy? (2

New treatment for the heart failure for the developing countries .
New therapeutic strategies
Nursing research in Heart Failure (4
Nutrition in Health Failure
Obesity and heart failure paradox
Patient experiences of PTS
Pharmacovigilance in management of the side effects of drugs
Pharmacological treatment in Heart failure with preserved EF
Physical activity (4)
Pulmonary hypertension (2)
Prevention
Problem of polypharmacy in HF
Therapy with aldosterone's antagonist and ARBs
Clinical and instrumental precocity of the diagnosis on HF
Possibility therapeutics of new azilsartan in HF
Reappraisal of guidelines CHF patient follow-up and treatment advances Non-invasive evaluation of CHF patient
Regional differences in therapy
Rehabilitation (6)
Restrictive cardiomyopathy
Resynchronization therapy (4)
Therapy rheumatic heart disease
Resynchronization cardiac therapy rheumatic
Right ventricular Failure Optimising CRT
Risk factors among the very old patients
Sleep apnea in heart failure (2)
Stem cell therapy in cardiomyopathy (5)
Tissue Doppler for diagnosis of HF
Translational Reaserch Therapy case report HF
Treatment of hypertrophic cardiomyopathy
Troponin as a risk factor in heart failure
Ultrafiltration in Acute decompensate HF
VAD vs heart transplant (2)
VAD therapy (2)
TELL US ABOUT YOURSELF

Gender

Average: 49 years old

Professional activity

Other

Editor
General Physician (5)
Hospitalist internal medicine / geriatrics (4)
Interventional electro-physiologist

Nurse Practitioner (2)
Pharmacist (5)
Professor
Rheumatology
Place of work

Non-University Hospital 25%
Research-Academic 12%
Private practice 12%
Research-Industry 2%
Administration office 1%
Other 3%

University Hospital 45%

Are you a member of another Association?

If yes, specify

**ESC Communities**
- EHRA (9)
- ISHR (4)
- EAPCI
- CCNAP
- ESC Working Group of Acute Cardiac Care (4)
- ESC Working group cardiovascular nursing (2)
- ESC Working group myocardial & pericardial diseases

**National Societies**
- Australia Society of Cardiology
- Argentinean Society of Cardiology
- Brazilian Society of Cardiology (3)
- Canadian Society of Cardiology
- Colombian society of Cardiology
- Egyptian Society of Cardiology (2)
- Portuguese Society of Cardiology
- Spanish Society of Cardiology
- New Zealand Society of Cardiology

**Others**
- AHA (7)
- ANCAM
- ASH (3)
- BACPR
- BCS (3)
- BSH (2)
- DGK
- DGPR
- European Society of Atherosclerosis
- ESH
- HFA UK (2)
- HFSA (3)
- German Society for Heart Surgery
- International Biometric Society
- Iranian Electrophysiology Association
- ISHNE
- New York Academy of Science
Fields of interest

Heart Failure (HF) 95,70%
Acute Coronary Syndromes (ACS) 45,40%
Hypertension 40,40%
Non-invasive imaging - Echocardiography, CMR, CT and... 38,80%
Arrhythmias 33%
Valvular Heart Diseases 31%
Cardiovascular Rehabilitation and Secondary Prevention –... 24,90%
Sudden Cardiac Death and Resuscitation 20,10%
Basic Science 15%
Clinical Pharmacology 21,60%
Primary Pulmonary Hypertension (PPH) 16,20%
Congenital Heart Disease 10,40%
Thromboembolic Venous Disease 12,90%
Peripheral Arterial Diseases 11,20%
Pregnancy and Heart Disease 11,70%
Interventional Cardiology 18,30%
Cancer 5,80%
Other 3,60%

Other

Cardiomyopathy (4)
Genetics and preventive Cardiology research work (3)
Palliative Care in cardiology
Nursing, patient education
Transplant
Rehabilitation
Age and the heart
Primordial and Primary prevention of CV disease
Arterial stiffness
Heart transplantation
All medical writing based on clinical trials
Onko cardiology
Cardiosurgery treatment
Interventional cardiology
Venous Thrombosis
Clinical Investigation
Stress testing: EKG - ergoespirometry
CMR IN HF
EECP Therapy
Diabetes and impaired glucose tolerance
5.3 Web report

Overall web statistics
Overview of page views, unique page views, average time on page, bounce rate and the exit percentage of the Heart Failure 2012 congress website.

1 - 30 November 2011 9,348 views (15 Nov 2011: Abstract submission, hotel & registration)
1 - 31 January 2012 21,031 views (14 Jan was the abstract submission deadline)
1 - 31 March 2012 23,951 views (19 March Early bird registration deadline)
1 - 29 May 2012 53,305 views (Congress taking place 19-22 May)

Overview of the whole congress website, 1 Sep 2011 - 29 May 2012
Heart Failure 2012 received over 161,000 page views between September 2011 and May 2012, making it the most viewed sub-speciality site and 3rd most viewed after the ESC 2011 and ESC 2012 congress sites.

<table>
<thead>
<tr>
<th>Page path level 2</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Bounce Rate</th>
<th>% Exit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. /esc-2012/</td>
<td>434,045</td>
<td>322,324</td>
<td>00:01:21</td>
<td>46.23%</td>
<td>26.55%</td>
</tr>
<tr>
<td>2. /esc-2011/</td>
<td>499,254</td>
<td>307,366</td>
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<td>22.77%</td>
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<tr>
<td>3. /hf2012/</td>
<td>161,505</td>
<td>123,391</td>
<td>00:01:24</td>
<td>40.14%</td>
<td>23.98%</td>
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<tr>
<td>4. /euroeche2011/</td>
<td>157,666</td>
<td>118,283</td>
<td>00:01:24</td>
<td>36.10%</td>
<td>19.56%</td>
</tr>
<tr>
<td>5. /europevent-2012/</td>
<td>108,406</td>
<td>89,141</td>
<td>00:01:19</td>
<td>33.69%</td>
<td>26.34%</td>
</tr>
<tr>
<td>6. /cardiovascular-biology-2012/</td>
<td>80,959</td>
<td>66,013</td>
<td>00:01:16</td>
<td>35.31%</td>
<td>21.01%</td>
</tr>
<tr>
<td>7. /world-cardio-agenda/</td>
<td>74,713</td>
<td>23,202</td>
<td>00:01:16</td>
<td>40.26%</td>
<td>16.77%</td>
</tr>
<tr>
<td>8. /Pages/</td>
<td>59,639</td>
<td>44,234</td>
<td>00:00:37</td>
<td>19.05%</td>
<td>12.23%</td>
</tr>
<tr>
<td>9. /cardio-nursing-2012/</td>
<td>46,238</td>
<td>32,086</td>
<td>00:01:06</td>
<td>38.88%</td>
<td>17.80%</td>
</tr>
<tr>
<td>10. /acute-cardiac-care-2012/</td>
<td>44,779</td>
<td>35,648</td>
<td>00:01:22</td>
<td>42.95%</td>
<td>24.76%</td>
</tr>
</tbody>
</table>

Page views of all congresses, 1 Sep 2011 - 29 May 2012
Heart Failure 2012 has the most page views of all sub-specialty congresses during this period.
Congress to You

The Congress to You section was devised as an area of the congress website which would provide full coverage of the congress, including congress news, late breaking trials, photos, press releases, key sessions and more.

Congress to you
Coverage of the Heart Failure 2012 congress

See you at Heart Failure 2013
LISBON, PORTUGAL 25-28 MAY

Access congress content from Belgrade

This section brings you congress news, coverage of key sessions, late breaking trials, slides, photos and more!

Congress news

TUESDAY 22 MAY 2012

TITAN: study shows sustained improvements to 24 months for transcatheter mitral repair

The CARILLION Mitral Contour System implanted in heart failure patients with functional mitral regurgitation (FMR) significantly reduced left ventricular dimensions at one year, and provided clinical improvements through two years. The latest data from the TITAN clinical trial was presented in the late breaking clinical trial update session yesterday at the Heart Failure 2012 congress.

Read more

Digoxin in high risk Heart Failure patients with reduced ejection fractions

Digoxin - the oldest compound in cardiovascular medicine - has an important role to play in treating high risk patients with heart failure (HF), reports the latest analysis from National Health Blood and Lung Institute Digitalis Investigation Group (DIG) trial. Read more

New President plans to promote online education and raise awareness of Heart Failure

Stefan Anker, who became President of the Heart Failure Association (HFA) of the ESC at the General Assembly on Monday, is well known for his innovative research on the pathophysiology of heart failure (HF) as well as his involvement in clinical trials. Professor Anker has played a key role in several of the HF trials of recent years, having chaired the steering committees of the FAR-HF, TIM-HF and BACH studies. Read more

READ ALL CONGRESS NEWS »
Late Breaking Trials

Monday 21 May 2012

Treatment of Functional Mitral Regurgitation by Percutaneous Annuloplasty: TITAN Trial
Speaker: D Reuter - Access slides
Discussant: P Penikowski - Access slides

A Double-Blind, Randomized, Parallel, Placebo Controlled Study Examining the Effect of Cross-linked Polyelectrolyte (CLP) in Heart Failure Patients with Chronic Kidney Disease - SORBENT CTST.21
Speaker: M R Costanza - Access slides
Discussant: A Melaaza - Access slides

RAS-antagonists in HFPEF - Renin-angiotensin system antagonists are associated with reduced mortality in heart failure with preserved ejection fraction - a prospective propensity score-matched cohort study.
Speaker: L H Lund - Access slides
Discussant: B M Massie - Access slides

IMPRESS - Imatinib in Pulmonary arterial hypertension, a Randomized Efficacy Study
Speaker: A Shah - Access slides
Discussant: J R Tearik - Access slides

Effect of digoxin in high-risk chronic heart failure patients: A pre-specified subgroup analysis of the Digitals Investigation Group (DIG) trial
Speaker: M Ghoreghiche - Access slides
Discussant: T A McMenagh - Access slides

Late breaking trial session 2 details (Monday 21 May)

Sunday 20 May 2012

Findings from SHIFT trial - Ivabradine improves clinical outcomes in patients with chronic systolic heart failure taking background treatment with aldosterone antagonists
Speaker: M Komajda - Access slides
Discussant: B M Pieske - Access slides

ViDiD - CHF Trial - An open-label, blinded-endpoint, randomized prospective trial investigating the effects of vitamin D administration on plasma renin activity in patients with stable chronic heart failure
Speaker: R A De Boer - Access slides
Discussant: F Raschitzka - Access slides

Baseline heart rate and heart rate reduction by ivabradine is more important than background dose of a beta-blocker - findings from SHIFT
Speaker: K Swedberg - Access slides
Discussant: F Zannad - Access slides

Late breaking trial session 1 details (Sunday 20 May)

Photos
The Congress to You section had the 4th most page views between September 2011 and May 2012 despite only going live right before the congress.

<table>
<thead>
<tr>
<th>Page path level 3</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Bounce Rate</th>
<th>% Exit</th>
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<td>22.61%</td>
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<tr>
<td>2. /scientific-programme/</td>
<td>33,620</td>
<td>24,907</td>
<td>09:01:18</td>
<td>45.08%</td>
<td>20.78%</td>
</tr>
<tr>
<td>3. /registration-hotels/</td>
<td>25,804</td>
<td>19,546</td>
<td>09:01:22</td>
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<td>19.83%</td>
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<tr>
<td>4. /congress-to-you/</td>
<td>18,968</td>
<td>14,735</td>
<td>09:01:51</td>
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<td>23.77%</td>
</tr>
<tr>
<td>5. /Documents/</td>
<td>8,637</td>
<td>7,635</td>
<td>09:03:02</td>
<td>55.70%</td>
<td>42.43%</td>
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<tr>
<td>6. /travel-city/</td>
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<td>5,705</td>
<td>09:01:32</td>
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<td>23.04%</td>
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<tr>
<td>7. /industry/</td>
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<td>947</td>
<td>09:01:22</td>
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<td>22.88%</td>
</tr>
<tr>
<td>8. /activities/</td>
<td>186</td>
<td>146</td>
<td>09:01:24</td>
<td>36.36%</td>
<td>19.89%</td>
</tr>
<tr>
<td>9. /exhibition-industry/</td>
<td>52</td>
<td>20</td>
<td>09:00:54</td>
<td>6.00%</td>
<td>7.69%</td>
</tr>
<tr>
<td>10. /pages/</td>
<td>24</td>
<td>22</td>
<td>09:00:46</td>
<td>31.26%</td>
<td>41.67%</td>
</tr>
</tbody>
</table>

Page views of the Heart Failure 2012 congress site (split by sections), 1 Sep 2011-29 May 2012

The Congress to You section dominated the page view statistics during the congress with 10,493 views (63%) over the four days. The section was heavily cross-promoted via the HFA, ESC homepage and congress homepage sections as well as e-campaigns, Facebook and Twitter.

Page views of the Heart Failure 2012 congress site (split by sections), 19-22 May 2012
Views within the Congress to You Section

The welcome page of the Congress to You section was the most viewed page during the congress (with 13.68%), followed by the Heart Failure Guidelines news (11.23%) and the congress news homepage (8.89%). The highlight on promoting the Congress to You section brought 530 visits.

<table>
<thead>
<tr>
<th>Page View</th>
<th>Visits</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>/Pages/welcome.aspx</td>
<td>1,425</td>
<td>13.68%</td>
</tr>
<tr>
<td>/Pages/new-2012-esc-heart-failure-guidelines.aspx</td>
<td>1,178</td>
<td>11.23%</td>
</tr>
<tr>
<td>/Pages/congress-news.aspx</td>
<td>933</td>
<td>8.89%</td>
</tr>
<tr>
<td>/Pages/congress-news.aspx?hit=highlight-on</td>
<td>530</td>
<td>5.05%</td>
</tr>
<tr>
<td>/Pages/shift-trial.aspx</td>
<td>399</td>
<td>3.80%</td>
</tr>
<tr>
<td>/Pages/DIG-trial-digoxin.aspx</td>
<td>388</td>
<td>3.70%</td>
</tr>
<tr>
<td>/Pages/HF-biomarkers.aspx</td>
<td>357</td>
<td>3.40%</td>
</tr>
<tr>
<td>/Pages/update-on-diagnosis-of-heart-failure.aspx</td>
<td>295</td>
<td>2.81%</td>
</tr>
<tr>
<td>/Pages/update-implanted-devices-in-heart-failure.aspx</td>
<td>292</td>
<td>2.78%</td>
</tr>
<tr>
<td>/Pages/aristotle-trial-apixaban.aspx</td>
<td>264</td>
<td>2.52%</td>
</tr>
</tbody>
</table>

Page views within the Congress to You section, 19-22 May 2012

Views within the Congress to You Section after the congress

The Congress to You continued to pick up visits even two weeks after the congress. With a steady, and expected, decline, the views were still between 120-500 per day over the 1-14 June 2012 period.

Apart from the welcome page, the Guidelines article continued to attract readers. Highlight ons and don’t misses on the ESC homepage, the Heart Failure 2012 congress, Heart Failure 2013 congress, HFA and Councils sections helped to lengthen the ‘life’ of the Heart Failure 2012 congress content.

Page views within the Congress to You section, 1-14 June 2012

1. /Pages/welcome.aspx | 1,442 | 33.33%  
2. /Pages/new-2012-esc-heart-failure-guidelines.aspx | 327 | 7.56%  
3. /Pages/congress-news.aspx | 192 | 4.44%  
4. /Pages/congress-news.aspx?hit=highlight-on | 190 | 4.39%  
5. /Pages/DIG-trial-digoxin.aspx | 121 | 2.80%  
6. /Pages/DIG-trial-digoxin.aspx?NE=don'tmiss | 120 | 2.77%  
7. /Documents/714-DIG.pdf | 105 | 2.43%  
8. /Pages/update-implanted-devices-in-heart-failure.aspx | 94 | 2.17%  
9. /Documents/712-RAS-antagonists-HFPEF.pdf | 88 | 2.03%  
10. /Pages/new-HFA-president-stefan-anker.aspx?hit=don'tmiss | 83 | 1.92%  

Page views within the Congress to You section, 1-14 June 2012
Daily Heart Failure 2012 congress news

Daily congress news sent in the morning of each day were sent out. The content was primarily sourced from the onsite congress newspaper.

The news were highlighted with a main article, followed by the rest of the daily news. In addition to news, photos from Belgrade, the congress twitter hashtag, daily sessions not to miss, the congress mobile app as well as the new Heart Failure Association (HFA) membership programme were all cross-promoted.

Dear Example Title Example Surname, Example Postfix

The new 2012 ESC Guidelines for the diagnosis and treatment of acute and chronic heart failure

Much has happened in heart failure since the last ESC Guidelines were published in 2008. As a result, each of the major sections of the guideline has been updated. In addition, the therapeutic recommendations more specifically relate the treatment to effects, with a focus on important clinical outcomes. For example, the evidence tables give beta-blockers a Class I, Level A recommendation as follows: "A beta-blocker is recommended, in addition to an ACE inhibitor (or ARB if ACE inhibitor not tolerated), for all patients with an EF ≤ 40% to reduce the risk of HF hospitalisation and the risk of premature death." The 2012 guideline also includes new algorithms for diagnosis of the patient with suspected heart failure, treatment for heart failure with reduced ejection fraction (HF-REF) and the management of acute heart failure.

Read full article

Update on implanted devices in heart failure

The 2012 Heart Failure Guidelines provide the latest ESC recommendations for the use of devices (implantable Cardiowave Defibrillators and Cardiac Resynchronisation Therapy) in patients with chronic systolic heart failure. This document incorporates the most recent trial evidence and further refines the ESC Guideline Update that was

Follow the congress on Twitter: #hf2012

Photos from Belgrade
Social Media

LinkedIn discussion group activity

Some discussions were initiated by Heart Failure attendees in the MedicExchange LinkedIn group. They shared their experiences and what they had taken away from the congress and also linked to our content:

Dear All, I returned from the European Congress of Heart Failure in Belgrade, very interesting, with the publication of the 2012 New Guidelines of the management of acute and chronic Heart Failure. Other presentations contained the data of new trials on old or new therapies; very interesting the results of the Trials on Digoxin in Heart failure. My presentation had success, and colleagues of many countries contact me for new studies to do together.

Dear All, these are the news of the day 2 of the Heart Failure Congress in Belgrade - Serbia. Regards by Eugenio http://news.escardio.org/q/14xO5WYd3DqRgH/wv

Eugenio Greco MD, PhD, FESC aime

http://www.linkedin.com/groupAnswers?viewQuestionAndAnswers=&discussionID=119468361&gid=247830&trk=eml-anet_dig-b_n-d-pst_t-tle-cn&ut=0BGaycn_nYn5g1
http://www.linkedin.com/groupAnswers?viewQuestionAndAnswers=&discussionID=119151028&gid=247830&trk=eml-anet_dig-b_n-d-pst_t-tle-cn&ut=3mGF-DilnYn5g1
http://www.linkedin.com/groupAnswers?viewQuestionAndAnswers=&discussionID=118801329&gid=247830&trk=eml-anet_dig-b_n-d-pst_t-tle-cn&ut=1tM0mFo3rYn5g1
http://www.linkedin.com/groupAnswers?viewQuestionAndAnswers=&discussionID=118019794&gid=247830&trk=eml-anet_dig-b_n-d-pst_t-tle-cn&ut=1TVfeKLxnYn5g1
Twitter clicks

Overview of tweet click activity between 16-29 May:

Summary Stats

- 513 clicks on 19 May
- 267 clicks on 20 May
- 269 clicks on 21 May
- 131 clicks on 22 May

Top 9 tweets with most clicks

Between 16-29 May, the following posts received the most clicks, with the new heart failure guidelines receiving 323 clicks:

<table>
<thead>
<tr>
<th>Most Popular Links</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://ow.ly/b08jU">Link</a></td>
<td>323 clicks</td>
</tr>
<tr>
<td><a href="http://ow.ly/aWvqJG">Link</a></td>
<td>123 clicks</td>
</tr>
<tr>
<td><a href="http://ow.ly/b0ovL">Link</a></td>
<td>84 clicks</td>
</tr>
<tr>
<td><a href="http://ow.ly/b06nX">Link</a></td>
<td>71 clicks</td>
</tr>
<tr>
<td><a href="http://ow.ly/b2x6">Link</a></td>
<td>53 clicks</td>
</tr>
<tr>
<td><a href="http://ow.ly/b0qD6">Link</a></td>
<td>45 clicks</td>
</tr>
<tr>
<td><a href="http://ow.ly/b2pcQ">Link</a></td>
<td>42 clicks</td>
</tr>
<tr>
<td><a href="http://ow.ly/b2p01">Link</a></td>
<td>40 clicks</td>
</tr>
<tr>
<td><a href="http://ow.ly/b2p01">Link</a></td>
<td>39 clicks</td>
</tr>
</tbody>
</table>
Twitter activity for hashtag #hf2012

The congress news and key sessions were tweeted using hashtag #hf2012, with 40 tweets going out between 18-22 May. The congress attracted lots of chatter on twitter, including retweets of news and mentions of the new guidelines. Theheart.org were particularly involved, using the congress hashtag.

Below a list of all tweets between 18 May – 23 May 2012 (with the activity archived at 10:40am on 23 May):

Carole Debray @CaroleDebray
Décu ter

Mon Cœur entre (@Cœur_Epic)
Marche nordique : accessible et bon pour le cœur #HF2012
bit.ly/LKWW
Décu ter

HEART FAILURE BWGHF
Impact of introducing a heart failure team - HEART FAILURE #HF2012 Abstract - bit.ly/JUkq3W
Décu ter

Velo-Events @VeloEvents
Nog meer foto's van #hf2012 op de site van HHW: ow.ly/b59co Was geslaagd met @woelkerkoes1, Tien en @touwts
Décu ter

AmerColl Cardiology @ACCCinTouch
Novel diuretic promising for heart failure and other coverage from HFC nt.ly/b4Wz8 #HF2012
Décu ter

theheart.org @Theheartorg
RT @SteveStiles2: Clash at #HF2012: do "RAS inhibitors" cut mortality in preserved-EF heart failure? trials v... drvl.it/1cdXpb
Décu ter

Steve Stiles @SteveStiles2
Clash at #HF2012: do "RAS inhibitors" cut mortality in preserved-EF heart failure? trials v propensity matching-Story soon
Décu ter

Pablo Jorge @PabloJ
Subestudio ARISTOTLE: Apeaban mejor q wartarna en prevención ictus en pacientes con IC y FA con beja FE #HF2012 escardino.org/congressenfl2
Décu ter

European Cardiology @escardio
After 4 rewarding days it's time to say goodbye to Belgrade. Thank you to everyone who attended & contributed to Heart Failure 2012 #HF2012
Expand
Facebook

31 Facebook messages were posted between 16-22 May 2012. This included congress news, sessions, photos and more.

Posts which generated most views:

- The new 2012 ESC Guidelines for the diagnosis and treatment of acute and chronic heart failure
- Digoxin in high risk Heart Failure patients with reduced ejection fractions
- Update on implanted devices in heart failure
- Photos from Heart Failure 2012

<table>
<thead>
<tr>
<th>Message</th>
<th>Posted</th>
<th>Lifetime Post Total Reach</th>
<th>Lifetime Post Total Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heart Failure 2012 19-22 May in Belgrade, Serbia</td>
<td>5/22/12</td>
<td>2045</td>
<td>7188</td>
</tr>
<tr>
<td>After four busy but rewarding days it's time to say goodbye to Belgrade. Thank you to everyone who attended &amp; contributed to Heart Failure 2012. We hope to see you all next year at Heart Failure 2013 in Lisbon, Portugal 25-28 May.</td>
<td>5/22/12</td>
<td>1821</td>
<td>5271</td>
</tr>
<tr>
<td>Listening and responding to our patients <a href="http://ow.ly/b43ur">http://ow.ly/b43ur</a></td>
<td>5/22/12</td>
<td>1725</td>
<td>5246</td>
</tr>
<tr>
<td>New HFA President plans to promote online education and raise awareness of Heart Failure <a href="http://ow.ly/b399u">http://ow.ly/b399u</a></td>
<td>5/22/12</td>
<td>1661</td>
<td>4675</td>
</tr>
<tr>
<td>TITAN: study shows sustained improvements to 24 months for transcatheter mitral repair <a href="http://ow.ly/b41PS">http://ow.ly/b41PS</a></td>
<td>5/22/12</td>
<td>1493</td>
<td>4477</td>
</tr>
<tr>
<td>Digoxin in high risk Heart Failure patients with reduced ejection fractions <a href="http://ow.ly/b41f">http://ow.ly/b41f</a></td>
<td>5/22/12</td>
<td>2566</td>
<td>7111</td>
</tr>
<tr>
<td>How has the management of your patients changed since the introduction of devices? <a href="http://ow.ly/b41z">http://ow.ly/b41z</a></td>
<td>5/22/12</td>
<td>2153</td>
<td>5873</td>
</tr>
<tr>
<td>Nordic walking improves health of heart failure patients <a href="http://ow.ly/b2YWH">http://ow.ly/b2YWH</a></td>
<td>5/21/12</td>
<td>2150</td>
<td>6543</td>
</tr>
<tr>
<td>Obese adolescents already have heart damage <a href="http://ow.ly/b2V5D">http://ow.ly/b2V5D</a></td>
<td>5/21/12</td>
<td>2299</td>
<td>6511</td>
</tr>
<tr>
<td>Pietri Dierckx &amp; Maurice Nieuwenhuis tell us how their treatment of Heart Failure has changed in the last 5 years #hf2012 <a href="http://ow.ly/b2vd6">http://ow.ly/b2vd6</a></td>
<td>5/21/12</td>
<td>2222</td>
<td>6364</td>
</tr>
<tr>
<td>What’s in a name? Study explores patient perceptions of the term ‘heart failure’ #hf2012 <a href="http://ow.ly/b2vww">http://ow.ly/b2vww</a></td>
<td>5/21/12</td>
<td>1615</td>
<td>4502</td>
</tr>
<tr>
<td>Comorbidities in heart failure: cardiorenal syndrome <a href="http://ow.ly/b2pCQ">http://ow.ly/b2pCQ</a></td>
<td>5/21/12</td>
<td>1679</td>
<td>4732</td>
</tr>
<tr>
<td>Heart Failure 2012 19-22 May in Belgrade, Serbia</td>
<td>5/22/12</td>
<td>2305</td>
<td>6407</td>
</tr>
<tr>
<td>Apixaban delivers greatest benefits in HF and LVFS patients: ARISTOTLE trial <a href="http://ow.ly/b2q0i">http://ow.ly/b2q0i</a></td>
<td>5/21/12</td>
<td>1761</td>
<td>4785</td>
</tr>
<tr>
<td>SHIFT sub-study defines heart failure patients who most benefit from ivabradine <a href="http://ow.ly/b2mFr">http://ow.ly/b2mFr</a></td>
<td>5/21/12</td>
<td>2048</td>
<td>5799</td>
</tr>
<tr>
<td>How do you take the Heart Failure Guidelines into consideration in your practice? <a href="http://ow.ly/b1CQ4">http://ow.ly/b1CQ4</a></td>
<td>5/20/12</td>
<td>2275</td>
<td>7583</td>
</tr>
<tr>
<td>Study determines reasons for the under-treatment of women <a href="http://ow.ly/b1CNa">http://ow.ly/b1CNa</a></td>
<td>5/20/12</td>
<td>2360</td>
<td>8147</td>
</tr>
<tr>
<td>Pivotal study to reduce heart failure gets underway <a href="http://ow.ly/b1CLZ">http://ow.ly/b1CLZ</a></td>
<td>5/20/12</td>
<td>1891</td>
<td>5997</td>
</tr>
<tr>
<td>Update on the diagnosis of heart failure <a href="http://ow.ly/b1CK4">http://ow.ly/b1CK4</a></td>
<td>5/20/12</td>
<td>2220</td>
<td>6671</td>
</tr>
<tr>
<td>Update on implanted devices in heart failure <a href="http://ow.ly/b1CIN">http://ow.ly/b1CIN</a></td>
<td>5/20/12</td>
<td>2404</td>
<td>7541</td>
</tr>
<tr>
<td>Heart Failure 2012 19-22 May in Belgrade, Serbia</td>
<td>5/20/12</td>
<td>2920</td>
<td>6491</td>
</tr>
<tr>
<td>The new 2012 ESC Guidelines for the diagnosis and treatment of acute and chronic heart failure <a href="http://ow.ly/b1C0">http://ow.ly/b1C0</a></td>
<td>5/20/12</td>
<td>4023</td>
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<td>Heart Failure 2012 19-22 May in Belgrade, Serbia</td>
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<td>Heart Failure 2012 19-22 May in Belgrade, Serbia</td>
<td>5/19/12</td>
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<td>What do you hope to get out of the Heart Failure 2012 congress? <a href="http://ow.ly/b0C3h">http://ow.ly/b0C3h</a></td>
<td>5/19/12</td>
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<td>How Heart Failure 2012 is encouraging the submission of basic research <a href="http://ow.ly/b0a4M">http://ow.ly/b0a4M</a></td>
<td>5/19/12</td>
<td>1893</td>
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<td>ESC Heart Failure Guidelines feature new recommendations on devices, drugs and diagnosis <a href="http://ow.ly/b08JU">http://ow.ly/b08JU</a></td>
<td>5/19/12</td>
<td>3608</td>
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<tr>
<td>Action plan against HCV induced cardiomyopathy <a href="http://ow.ly/b06nK">http://ow.ly/b06nK</a></td>
<td>5/19/12</td>
<td>2597</td>
<td>7727</td>
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<tr>
<td>World experts converge on Eastern Europe for Heart Failure 2012 <a href="http://ow.ly/b1FH">http://ow.ly/b1FH</a></td>
<td>5/19/12</td>
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<td>Heart Failure 2012 19-22 May in Belgrade, Serbia</td>
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<td>8078</td>
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<tr>
<td>Heart Failure 2012 19-22 May in Belgrade, Serbia</td>
<td>5/16/12</td>
<td>4064</td>
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</table>
Selected Facebook posts:

European Society of Cardiology added 33 photos to the album Heart Failure 2012 in Belgrade, Serbia. May 22.

European Society of Cardiology May 21 via HootSuite

Apixaban delivers greatest benefits in HF and LVSF patients: ARISTOTLE trial http://ow.ly/b2p0I

Heart Failure 2012: Apixaban delivers greatest benefits in HF and LVSF...

ow.ly

Apixaban - the new direct oral factor Xa inhibitor – was found to be superior to warfarin with respect to both efficacy and safety, finds the...

Share via HootSuite

European Society of Cardiology May 21 via HootSuite

SHIFT sub-study defines heart failure patients who most benefit from ivabradine http://ow.ly/b2mRr

Heart Failure 2012: SHIFT sub-study defines heart failure patients who...

ow.ly

The magnitude of heart rate reduction by beta blockers plus ivabradine, rather than the background dose of beta-blockers, primarily determines the...

Share via HootSuite

European Society of Cardiology May 20 via HootSuite

Pivotal study to reduce heart failure gets underway http://ow.ly/b1CLZ

Heart Failure 2012: Pivotal study to reduce heart failure gets underway ow.ly

An implantable electrical stimulation device, providing vagal nerve stimulation to patients with heart failure, demonstrated long term safety in a...

Share via HootSuite

European Society of Cardiology May 20 via HootSuite

Update on implanted devices in heart failure http://ow.ly/b1CIN

Heart Failure 2012: Update on implanted devices in heart failure ow.ly

The 2012 Heart Failure Guidelines provide the latest ESC recommendations for the use of devices (Implantable Cardioter Defibrillators and...
ESC Web Site homepage activity

A large amount of news, press releases, sessions not to miss and other information were posted on the ESC homepage, HFA and Heart Failure 2012 pages.

"From Belgrade to You" visuals were prominently present on the homepage – directing visitors straight to the Heart Failure pages.

After the congress a thank you visuals was immediately visible, again directing people to the Heart Failure congress pages.

List of rotating top news on the ESC homepage, HFA and Heart Failure 2012:

- Heart Failure 2012 congress programme on your phone or tablet
- Heart Failure Association is launching new membership services
- Heart Failure 2012 congress begins today in Belgrade, Serbia
- Heart Failure Guidelines: the 2012 version available!
- World experts converge on Eastern Europe for Heart Failure 2012
- Statins prevent cancer in heart transplant recipients
- Patient Care - Best of EJHF and EHJ
- Cardiovascular biomarkers in heart failure
- Nordic walking improves health of heart failure patients
- Obese adolescents already have heart damage
- Action plan against HCV induced cardiomyopathy
- ESC Heart Failure Guidelines feature new recommendations on devices, drugs and diagnosis
- How Heart Failure 2012 is encouraging the submission of basic research
- What do you hope to get out of the Heart Failure 2012 congress?
- Local doctors provide suggestions for enjoying Belgrade
- New 2012 ESC Guidelines for the diagnosis and treatment of acute and chronic heart failure
- Update on implanted devices in heart failure
- Update on the diagnosis of heart failure
- Pivotal study to reduce heart failure gets underway
- Study determines reasons for the under-treatment of women
- How do you take the Heart Failure Guidelines into consideration in your practice?
- Heart Failure 2012 - Sunday morning sessions
- Heart Failure 2012 - Sunday afternoon sessions
- Heart Failure Societies and Working Groups Corner at Heart Failure 2012
- Heartfailurematters.org website now in Dutch
- SHIFT sub-study defines heart failure patients who most benefit from ivabradine
- Heart Failure 2012 - Monday morning sessions
- HFA online learning programme
- Heart Failure 2012 - Monday afternoon sessions
- Apixaban delivers greatest benefits in HF and LVSF patients: ARISTOTLE trial
- Comorbidities in heart failure: cardiorenal syndrome
- What’s in a name? Study explores patient perceptions of the term 'heart failure'
- How has your treatment of Heart Failure changed in the last five years?
- How has the management of your patients changed since the introduction of devices?
- TITAN: study shows sustained improvements to 24 months for transcatheter mitral repair
- Digoxin in high risk Heart Failure patients with reduced ejection fractions
- Listening and responding to our patients
- New HFA President plans to promote online education and raise awareness of Heart Failure
- Heart Failure 2012 - Late Breaking Trial slides
- Heart Failure 2012 - Tuesday morning sessions
Press

Press releases sent:

19.5.12 ESC Heart Failure Guidelines feature new recommendations on devices, drugs and diagnosis
20.5.12 Statins prevent cancer in heart transplant recipients
20.5.12 Nordic walking improves health of heart failure patients
21.5.12 Obese adolescents already have heart damage

Media coverage statistics

Key facts

- 310 articles
- Top story covered: Obese adolescents already have heart damage
- Top story articles: 70
- Most coverage was in Europe – the UK, Germany & Italy

Press release breakdown

- Obese adolescents: 70 articles
- Nordic walking: 64 articles
- Guidelines: 52 articles
- Industry-related: 50 articles
- General & various: 40 articles
- Statins & Cancer: 34 articles

Obese adolescents already have heart damage

Topics: Heart Failure (HF)
Date: 21 May 2012

Obese adolescents with no symptoms of heart disease already have heart damage, according to new research.

The findings were presented at the Heart Failure Congress 2012, 19-22 May, in Belgrade, Serbia. The Congress is the main annual meeting of the Heart Failure Association of the European Society of Cardiology.

Obesity is a risk factor for cardiovascular disease, and previous research has shown that obese adults have structural and functional changes to their hearts. The current study (abstract P843) investigated the relationship between body mass index (BMI) and cardiac function in overweight and obese adolescents with no symptoms of heart disease.

For the study, 57 healthy adolescents had their weight, height, waist circumference and hip circumference measured. BMI and waist/hip ratio were calculated. Blood and biochemistry tests and an echocardiogram were performed. Based on their BMI, patients were divided into three groups: lean (L=32 patients), overweight (Ov=33 patients) and obese (Ob=32 patients).

* This figure is should just be taken as a useful indication as to the effect of ESC press releases. For the moment there are no comparative figures for other ESC events. Cision Point (the ESC’s Media Coverage supplier) measure the Publicity Value by using size and cost – size being the length of the piece in words and cost being calculated by using the reach figure for that outlet and a multiplier that is the same for each media type. Reach figures depend on the media type (unique users for internet). The multiplier for each media type is determined by polling media buyers on how much they pay for outlets of different reach sizes.
Most coverage was in news web site and online versions of newspapers:

**Coverage by Media Type**

- News Web Sites: 165 (53.52%)
- Online Version: 79 (22.20%)
- Blogs: 70 (21.86%)
- Other (<2%): 2 (0.65%)

5.4 Mobile application report

Number of download per day

**Number of Downloads per Day**

HEART FAILURE 2012 - Conference Compass

Total of download: 1632 = 44.4% of total attendance (incl. Exhibition)