

CONGRESS ORGANISED BY THE HEART FAILURE ASSOCIATION OF THE ESC

HEART FAILURE 2015

POST CONGRESS REPORT



**HEART FAILURE
TAKING CENTRE STAGE:
DRUGS, DEVICES AND
MULTIDISCIPLINARY CARE**

23-26 MAY

SEVILLE SPAIN



2nd WORLD CONGRESS
ACUTE HEART FAILURE 2015

www.escardio.org/HFA

[#heartfailure2015](https://twitter.com/heartfailure2015)



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1 General Information

1.1 Quick facts & figures

Heart Failure 2015 and the 2nd World Congress on Acute Heart Failure took place in Seville, Spain from 23rd to 26th May 2015.

✓ **4 791 participants**

4 347 Active delegates

412 Exhibitors

32 Press

✓ **97 countries represented**

✓ **260 Faculty** members for **549 roles** in the programme

✓ **104 Scientific Programme sessions**

74 Pre-Arranged Sessions

30 Abstract-based Sessions

✓ **6 lecture rooms**

6 Regular Lecture Rooms

3 Hands on tutorial rooms

1 Agora

✓ **1 588 abstracts** submitted & 1 461 abstracts accepted

113 oral presentations + 66 moderated posters + 1 282 posters

✓ **224 clinical cases** submitted & 76 accepted

18 oral presentations + 58 moderated posters

✓ **40 late breaking trials** submitted & 40 accepted

25 oral presentations + 15 posters

✓ **Industry sponsored sessions**

18 Satellite Symposia

17 Hands-On Tutorials

1 Experts on the Spot

1 Session supported with an unrestricted educational grant

✓ **Exhibition**

723.5 m² occupied

24 exhibiting companies

658.5 m² paying

65 m² free

Congress Main Theme

"Heart Failure taking centre stage: drugs, devices and multidisciplinary care"

Other information about this congress

2nd World Congress on Acute Heart Failure

Joint initiative with *Spanish Society of Cardiology*: Heart Failure – Insuficiencia Cardiaca 2015

Hotlines presented: TITRATION, STOP-HF, Echo CRT ...

Honorary Lectures by Eugene Braunwald & Henry Dargie

Heart Failure 2015 Post Congress Report

1.2 Introduction

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

The HFA congress is an international event open to 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).

1.3 History

Heart Failure 2014 & 1st World Congress on Acute Heart Failure

Athens, Greece

Total attendance: 4 433

Heart Failure 2013

Lisbon Portugal

Total attendance: 4 470

Heart Failure 2012

Belgrade Serbia

Total attendance: 3 673

Heart Failure 2011

Gothenburg - Sweden

Total attendance: 2 534

Heart Failure 2010

Berlin - Germany

Total attendance: 3 317



This year, the HFA proudly celebrated
"20 years of Heart Failure congresses"



1.4 Scientific Committees

Board of the Heart Failure Association (HFA) of the ESC (2014 - 2016)

Gerasimos Filippatos (GR)	President
Frank Ruschitzka (CH)	President Elect
Stefan D. Anker (DE)	Immediate Past President
Theresa McDonagh (UK)	Chairperson of the Clinical Section
Christoph Maack (DE)	Chairperson of the Basic Science Section
Alexandre Mebazaa (FR)	Coordinator for National HF Societies & Working Groups
Jillian Riley (UK)	Secretary
Arno Hoes (NL)	Treasurer

Clinical section

Andrew Coats (UK)
Marisa Crespo Leiro (ES)
Veli-Pekka Harjola (FI)
Ekaterini Lambrinou (CY)
Mitja Lainscak (SI)
Yuri Lopatin (RU)
Massimo Piepoli (IT)
Giuseppe Rosano (IT)

Sui Generi

Aldo Maggioni (IT)
Piotr Ponikowski (PL)

Ex-officio

Burkert Pieske (DE)
Petar Seferovic (RS)
Guido Tarone (IT)
Marco Metra (IT)

Basic Sciences Section

Johann Bauersachs (DE)
Rudolf De Boer (NL)
Stephane Heymans (NL)
Adelino Leite-Moreira (PT)

2nd World Congress on Acute Heart Failure Scientific Committee

Gerasimos Filippatos (GR)
Scientific Chairperson

Alexandre Mebazaa (FR)
Scientific Co-Chairperson

Bambang Budi Siswanto (ID)
Jorge Thierer (AR)
Dirceu Rodrigues de Almeida (BR)
Mahmoud Mohamad Hassanein (EG)
Mark Richards (NZ)
Naoki Sato (JP)
Hamayak Sisakian (AM)
Kewal Kishan Talwar (IN)
Karen Sliwa-Hanhle (SA)
Yury Vasyuk (RU)
Sim Kui Hian (MY)
Marco-Antonio Pena Duque (MX)
Roberto Cosentini (IT)

Local Host Committee

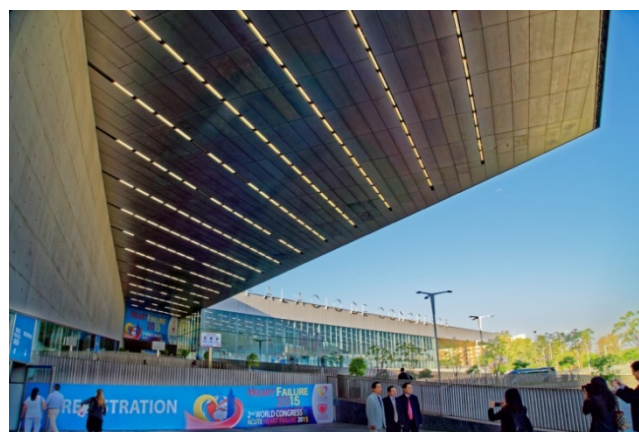
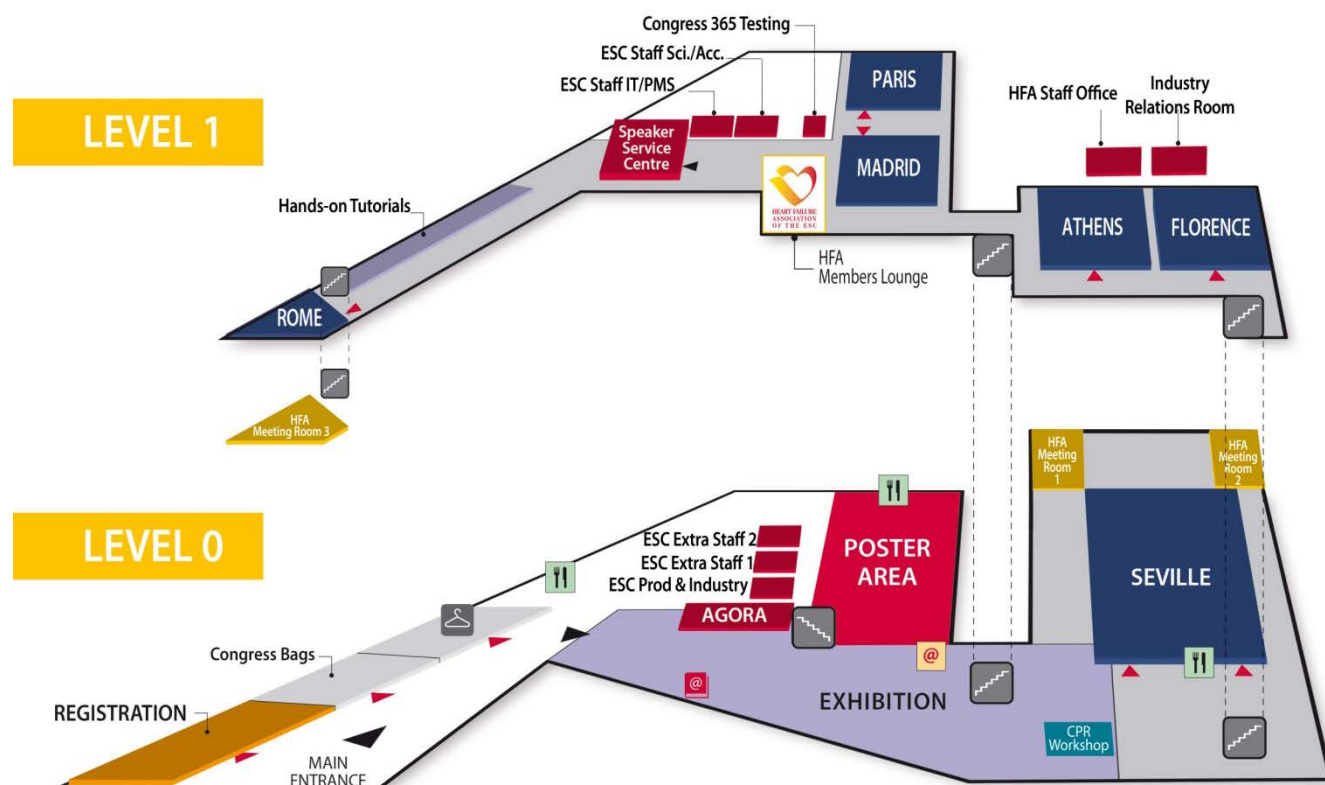
Marisa Crespo Leiro (ES)
Jose Mari Cruz (ES)
Juan Jose Gomez-Doblas (ES)
Jose Ramon Gonzalez Juanatey (ES)
Andres Iniguez Romo (ES)
Manuel Lagares (ES)

HF - IC 2015 Committee

Jose Luis Lambert (ES)
Luis Almenar (ES)
Jose Manuel Garcia-Pinilla (ES)
Javier Segovia (ES)
Manuel Anguita (ES)
Jose Manuel Lage-Galle (ES)
Nicolas Manito (ES)

1.5 Venue

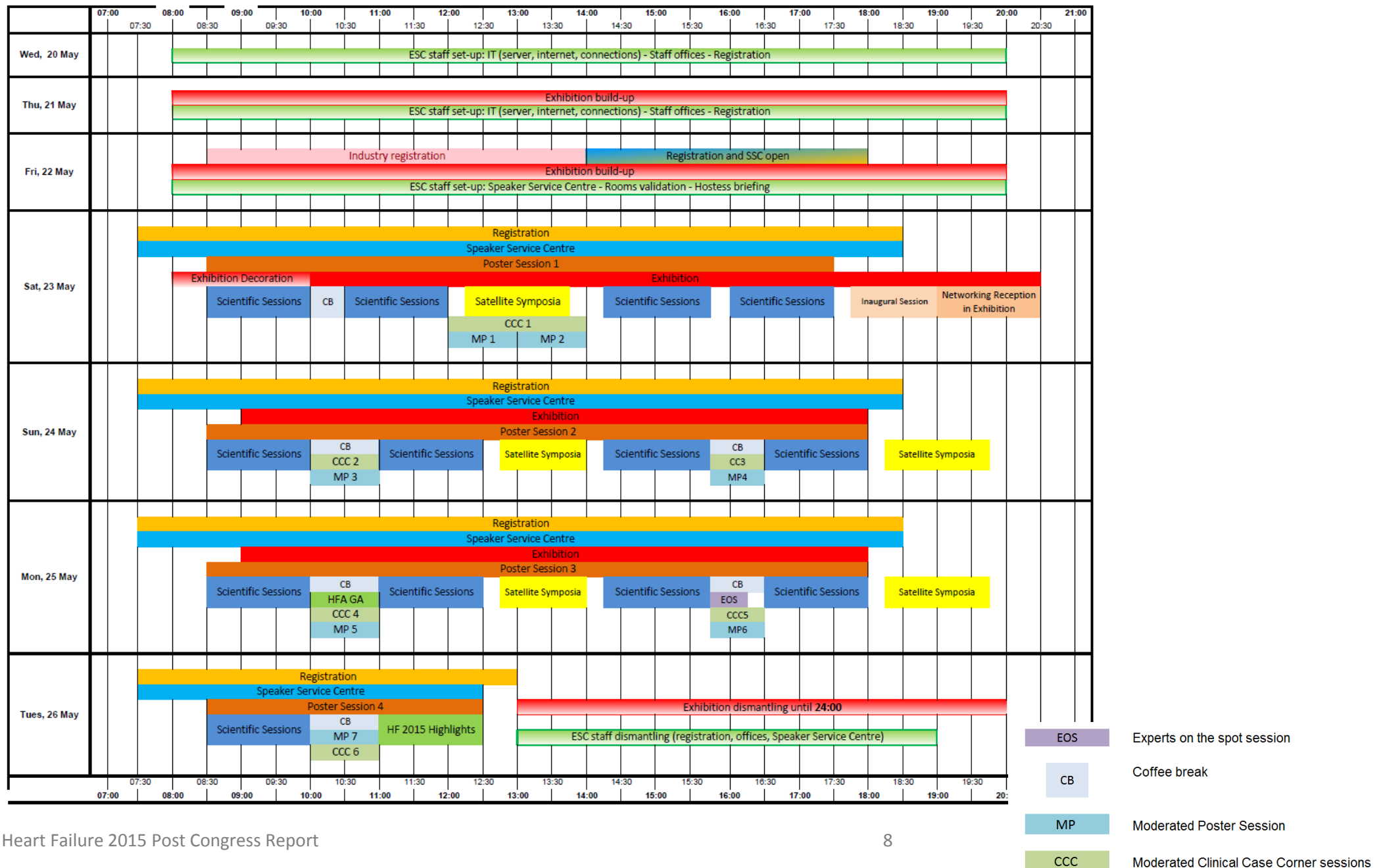
Sevilla Palacio de Congresos
Avda. Alcalde Luis Uruñuela, 1
41020 Sevilla, ES



Lecture rooms	Capacity in use
SEVILLE	900 pax
FLORENCE	400 pax
ATHENS	340 pax
PARIS	320 pax (+140)
MADRID	300 pax (+140)
ROME	120 pax (+20)
AGORA	50 pax



1.6 Schedule



2 Scientific Programme



Heart Failure 2015 was accredited by the European Board for Accreditation in Cardiology (EBAC) for 21 hours of External CME Credits.

2.1 Overview

6 Lecture rooms + Agora
3 Hands on Tutorial rooms
1 Poster Area
1 Moderated Poster Area, 1 Moderated Clinical Case Corner, 1 Clinical Trial Forum

140 Sessions

Pre – arranged Programme

4 Clinical Interactive Educational Sessions – HFA Focus
2 Debate Sessions
4 How-to Sessions
7 Special Sessions: 4 LBT / 1 EHJ / 1 What's new in Industry / 1 Highlight
3 Special Events
11 Main Sessions
43 Symposia

Abstract based Programme

1588 Abstracts submitted (including HFWM re-submissions)

1461 Abstracts Accepted (92%) for:

6 Rapid Fire sessions
3 Young Investigators Award sessions
7 Moderated Poster sessions
4 Poster Sessions (full day)

224 Clinical Cases submitted **New**

76 Accepted (33%) for:

3 Clinical Case sessions
6 Moderated Clinical Case Corner

40 Late Breaking Science submissions

40 Accepted (100%) for:

4 Late Breaking Trial sessions (25 presentations)
1 Clinical Trial Forum (15 presentations – on display for entire congress)

Industry Programme

17 Hands-On Tutorials
19 Satellite Symposia

New this year

- Honorary **HFA Eugene Braunwald Lecture**: held during the Inaugural session
- Honorary **HFA Philip Poole Wilson Lecture**: this new lecture is designed to introduce alternatively the YIA Clinical or Basic Science Award sessions
- Clinical case programme: 7 Moderated poster sessions and 3 oral sessions
- Heart Failure 2015 Highlights held as a plenary session
- 4 sessions in Spanish (local track)
- Voting sessions via Heart Failure congress Mobile App
- YIA sessions held in the Agora this year (+3 slots in main lecture rooms)
- Dedicated area for the 'Basic Science' posters + discussant tours during each coffee break
- 1 Late Breaking Trial session dedicated to "Basic and translational science"

2.2 Faculty

Overview and comparison of faculty / roles

	2012 Belgrade	2013 Lisbon	2014 Athens	2015 Seville
TOTAL number of faculty*	232	238	303	260
TOTAL number of roles*	494	561	624	549

*The figures exclude poster presenters and industry sessions

The variation in the number of faculty is explained by:

- Removal of discussant roles
- Increase in the % of faculty with 2 roles or more

Activity by type of role

	2013 Lisbon	2014 Athens	2015 Seville
Chairperson	148	175	194
Speaker	401	362	321
Judges	12	10	11
Discussant*	N/A	77	23
Total	561	624	549

*In 2014, this figure included poster discussants (in 2015, discussants only for Basic Science tours)

Role distribution

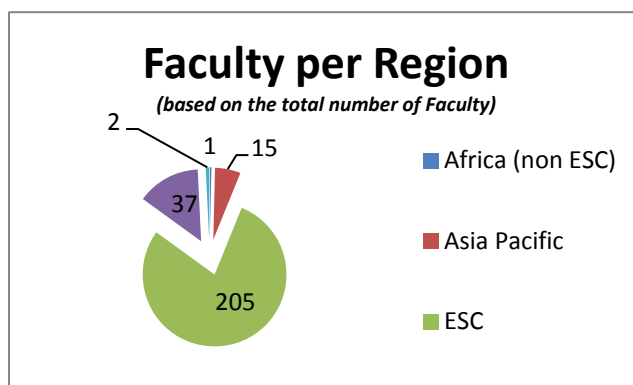
Number of roles per faculty	2012 Belgrade	2013 Lisbon	2014 Athens	2015 Seville		Variation 2014/15
				Num	%	Num
1 role	115	114	150	122	47	-28
2 roles	52	62	76	64	25	-12
3 roles	33	26	38	31	12	-7
4 or + roles	32	36	39	42	16	3
TOTAL number of faculty	232	238	303	260	100	-43

Faculty per Gender

Gender	HF 2013 Lisbon	HF 2013- % Lisbon	HF 2014 Athens	HF 2014 - % Athens	HF 2015 Seville	HF 2015 - % Seville
Female	45	19 %	52	17 %	36	14 %
Male	193	81 %	251	83 %	224	86 %
Grand Total	238	100	303	100	260	100

Faculty representation by region of origin

Roles - Regions	2012 Belgrade	2013 Lisbon	2014 Athens	2015 Seville	Variance 2014/15
Africa (non ESC)	1	1	1	1	0
Asia Pacific	2	8	13	15	2
ESC	197	193	250	205	-45
North America	30	28	37	37	0
South & Central America	2	8	2	2	0
Total	232	238	303	260	-43



Top 15 Country of origin

	2012 Belgrade	2013 Lisbon	2014 Athens	2015 Seville	Variation 2014-2015
Spain	3	10	8	48	40
United States of America	29	28	35	35	0
Germany	30	42	30	26	-4
United Kingdom	28	19	17	21	4
Netherlands	10	15	14	15	1
Switzerland	8	7	11	15	4
Greece	8	9	70	13	-57
Italy	13	16	20	13	-7
France	11	8	13	8	-5
Sweden	9	4	4	8	4
Belgium	7	5	6	6	0
India	0	1	0	5	5
Denmark	2	3	3	4	1
Portugal	5	28	5	4	-1
Finland	1	2	3	3	0

Comments:

- In 2013, 2014 and 2015, host country is #1 country of origin of faculty
- In 2012, 2014 and 2015, USA is #2 country of origin of faculty

Speaker Service Centre

Faculty are invited to upload their presentations online – services opened on 15th May this year.

	# Presentations	Internet Upload		Onsite Upload	
		Num	%	Num	%
2014 - Athens	650	189	29 %	461	71 %
2015 - Seville	641	218	34 %	423	66 %

2.3 Sessions

Programme composition: evolution since 2012

	Type	2012 Belgrade	2013 Lisbon	2014 Athens	2015 Seville	+/- 2014/15
Abstract-based programme	Clinical Cases				9	+ 9
	Moderated Posters	5	6	7	7	
	Poster Session	6	8	6	5	-1
	Rapid Fire Abstract	4	3	6	6	
	Young Investigators Awards Abstracts	3	3	3	3	
	Total abstract sessions	18	20	22	30	+8
Pre-arranged programme	Clinical Interactive Educational Session	4	7	4	4	
	Debate Session			2	2	
	How-to Session			6	4	-2
	Main Session	5	2		11	+11
	Read with the Experts	1				
	Special Event	2	2	2	3	+1
	Special Session	9	6	9	7	-2
	Symposium	45	43	47	43	-4
	Workshop			3		-3
	Total pre-arranged sessions	66	60	73	74	+1
Industry programme	Hands-On Tutorial	6	36	14	17	+3
	Satellite Symposium	13	13	17	18	+1
	Satellite Symposium - Experts on the Spot				1	+1
	Total industry sessions	19	49	31	36	+5
Total sessions per congress		103	129	126	140	+14

Sessions per day

Date	2012 Belgrade	2013 Lisbon	2014 Athens	2015 Seville	+/- 2014/15
Saturday	7	15	26	32	+6
Sunday	44	53	46	53	+7
Monday	40	49	42	48	+6
Tuesday	12	12	12	7	-5
Grand Total	103	129	126	140	+14

The following changes in the pre arranged and abstract-based programmes were made between 2014 and 2015, which resulted in +9 sessions:

- + 6 New Moderated Clinical Case Corner sessions
- + 3 New Clinical Case sessions
- 1 Poster session (HF Winter Meeting posters integrated into main Poster sessions)
- + 1 Moderated poster session

Sessions by Category

Categories HF 2015	2014 Athens	2015 Seville
World Congress on Acute Heart Failure	14	12
Acute heart failure	15	15
HF-IC 2015		8
Basic Science - Translational	6	7
Co-morbidities and heart failure	6	1
Current evidence-based management	4	2
HFA Focus	4	4
Mobile App Interactive Session		4
Joint Session	7	9
Local session	5	4
New and emerging therapies	2	
Patient care	4	
Update on valvular disease for the HF specialist	2	
<i>Categories HF 2014</i>		
Imaging and Biomarkers	4	
Interventions Devices and Telemonitoring	3	
Heart Failure with Preserved Ejection Fraction	2	
Grand Total	78	66

Attendance per time slot- Comparison with previous year

Date	Start Time	2013	2014	2015	# sessions
		Lisbon	Athens	Seville	
Saturday	08:30		688	840	5
	10:30		1 010	1 489	6
	12:00		50	18	1
	12:15	512	770	1 203	4
	13:15		50	30	1
	14:15	756	852	1 309	6
	16:00		774	923	6
	17:45	750	450	570	1
	TOTAL	2 018	4 644	6 382	30
Sunday	08:30	1 163	981	1 031	7
	10:00 -15		55	152	3
	11:00	2 154	1 363	1 368	7
	12:45		1 140	1 588	6
	14:15	1 746	980	1 210	7
	15:45		38	50	2
	16:00			155	1
	16:30	1 568	764	859	7
	18:15		559	425	2
	TOTAL	6 631	5 880	6 728	42
Monday	08:30	1 021	874	831	7
	10:00		108	117	3
	11:00	2 161	1 265	1 226	6
	12:45		735	1 351	5
	14:15	2 117	770	899	7
	15:45		185	121	3
	16:30	1 408	558	615	7
	18:15		110	244	8
	TOTAL	6 707	4 605	5 404	46
Tuesday	08:30	380	471	306	3
	10:00		162	54	2
	11:00	491	525	320	1
	11:15		29		
	TOTAL	871	1 187	680	6

Comments:

- Maximum room occupancy at one given slot throughout the congress represents 36% of total attendance of the congress
- Excludes sessions for which attendance is not recorded: Poster Sessions and Hands On Tutorials

2.4 Session occupancy

NB «Session quality»: sessions are rated by both chairpersons on a scale from 1 (poor) to 5 (good).

Top 10 attended sessions (excludes industry sessions)

Top 10 is measured by total attendance to session – not by % of room occupancy

Session Title	Occup Peak	%	Session Quality	Session Capacity	Session Date & Time	Room	Categories
Inaugural Session	570	63%		900	23/05/2015 17:45	Seville	Special event
Challenging cases in acute heart failure	464	155%	5	300	23/05/2015 10:30	Madrid	Acute heart failure, World Congress on Acute Heart Failure
Acute heart failure: novel therapies on the horizon	438	146%	5	300	23/05/2015 14:15	Madrid	Acute heart failure, World Congress on Acute Heart Failure
Late Breaking Trials I: Therapies for acute and advanced heart failure	423	106%	5	400	23/05/2015 10:30	Florence	Acute heart failure, World Congress on Acute Heart Failure
Late Breaking Trials II: Heart failure management	378	42%	4	900	24/05/2015 08:30	Seville	Special Session
Heart failure in tomorrow's world	347	87%	5	400	25/05/2015 11:00	Florence	
The European Heart Journal's / European Journal of Heart Failure's year in Cardiology	330	83%		400	23/05/2015 14:15	Florence	Special Session
Heart Failure 2015 Highlights	320	94%		340	26/05/2015 11:00	Athens	Special Session
Do's and don'ts in the management of acute heart failure	316	105%	5	300	24/05/2015 16:30	Madrid	Acute heart failure
Novel drugs: how do they work?	315	105%	5	300	24/05/2015 14:15	Madrid	Basic Science - Translational

Session occupancy - Saturday 23 May 2015

Session Title	OCCUP PEAK	%	Session Quality	Capacity	Time	Room
Organización de la atención a la insuficiencia cardiaca en España. Estrategia sistema nacional de salud (SNS)	117	37%	4	320	08:30	Paris
The patient with acute heart failure on the ICU	218	64%	5	340	08:30	Athens
Controversies in acute heart failure	150	38%	4	400	08:30	Florence
Clinical fundamentals of multiple organ dysfunction	267	89%	5	300	08:30	Madrid
Rapid Fire 1 - Acute heart failure	88	176%	4	50	08:30	Agora
Insuficiencia cardiaca con FE preservada. Historia de un fracaso o...hay algo mas?	188	59%	5	320	10:30	Paris
Discharge planning after hospitalisation for decompensated chronic heart failure	175	125%	5	140	10:30	Rome
Challenging cases in acute heart failure	464	155%	5	300	10:30	Madrid
Acute heart failure management: essentials for clinicians	177	52%	4	340	10:30	Athens
Clinical Case 1 - Have you ever thought of that? Unusual causes of heart failure	62	124%	4	50	10:30	Agora
Late Breaking Trials I: Therapies for acute and advanced heart failure	423	106%	5	400	10:30	Florence
Moderated Poster Session 1 - Diversified acute heart failure management strategies	18	60%	4	30	12:00	Poster Area
Treating mitral regurgitation in heart failure patients: why Transcatheter Mitral Valve Repair (TMVR) and multidisciplinary care are key <i>Sponsored by Abbott Vascular - Occupancy recorded by sponsor: 120%</i>	440	110%	5	400	12:15	Florence
The failing heart: a team approach to address unmet needs for better patient care <i>Sponsored by Novartis Pharma - Occupancy recorded by sponsor: 100%</i>	1 130	125%	5	900	12:15	Seville
Use of angiotensin II receptor blockers and heart failure <i>Sponsored by Takeda Pharmaceuticals - Occupancy recorded by sponsor: 80%</i>	270	80%	4	340	12:15	Athens
Clinical Case Corner 1 - Do not break the woman's heart	31	103%	4	30	12:15	Poster Area
Moderated Poster Session 2 - Comorbidities in heart failure	30	100%	3	30	13:15	Poster Area

Session Title	OCCUP PEAK	%	Session Quality	Capacity	Time	Room
Intervencionismo percutáneo y cirugía en la disfunción ventricular	150	47%	5	320	14:15	Paris
Clinical fundamentals of systolic and diastolic function	172	123%	5	140	14:15	Rome
Co-morbidities in acute heart failure	180	53%	5	340	14:15	Athens
Acute heart failure: novel therapies on the horizon	438	146%	5	300	14:15	Madrid
Rapid Fire 2 - Young Rapid Fire: the best of basic	39	78%	5	50	14:15	Agora
The European Heart Journal's / European Journal of Heart Failure's year in Cardiology	330	83%		400	14:15	Florence
Actualización en insuficiencia cardiaca avanzada	133	42%	4	320	16:00	Paris
How to set up an heart failure service ?	100	71%	4	140	16:00	Rome
New developments and controversial issues in heart failure	177	59%	5	300	16:00	Madrid
How to improve time to first diagnosis in acute heart failure	216	54%	5	400	16:00	Florence
Clinical Case 2 - Thousands of reasons of a very big heart	47	94%	4	50	16:00	Agora
Acute heart failure in the emergency room	250	74%	5	340	16:00	Athens
Inaugural Session	570	63%		900	17:45	Seville

Session occupancy - Sunday 24 May 2015

Session Title	OCCUP PEAK	%	Session Quality	Capacity	Time	Room
Comorbidities and difficult decisions in heart failure	160	320%	5	50	08:30	Rome
Heart failure and atrial fibrillation: vicious twins	168	53%	3	320	08:30	Paris
Unravelling low-flow, low-gradient aortic stenosis	125	37%	5	340	08:30	Athens
Towards a regenerative paradigm in heart failure	85	21%	5	400	08:30	Florence
Latest basic and translational science	68	23%	5	300	08:30	Madrid
Young Investigator Award: Basic Science	47	94%	None	50	08:30	Agora
Late Breaking Trials II: Heart failure management	378	42%	4	900	08:30	Seville
Moderated Poster Session 3 - Established and emerging approaches in cardiomyopathies	18	60%	4	30	10:00	Poster Area
Clinical Case Corner 2 - When drugs are not enough...	24	80%	4	30	10:00	Poster Area
EORP heart failure registry: 1 year follow up results	110	220%	5	50	10:15	Agora
Diabetes and heart failure: double jeopardy	212	66%	4	320	11:00	Paris
Heart failure in pregnancy	205	146%	5	140	11:00	Rome
How to improve skeletal muscle performance in heart failure	166	49%	5	340	11:00	Athens
Congestion: the key target in acute heart failure	296	99%	5	300	11:00	Madrid
Controversial issues in drug therapy	212	53%	5	400	11:00	Florence
The conundrum of mitral regurgitation in heart failure	239	27%	5	900	11:00	Seville
Nursing Investigator Award	38	76%	5	50	11:00	Agora
What's hot in heart failure: defining unmet medical needs and innovative targets for therapy <i>Sponsored by Bayer Healthcare - Occupancy recorded by sponsor: 105%</i>	420	105%	5	400	12:45	Florence
Improving response of cardiac resynchronization therapy: patient selection, device therapy and patient care <i>Sponsored by Medtronic - Occupancy recorded by sponsor: 60%</i>	200	59%	5	340	12:45	Athens
Practical guidance on the use of oral factor Xa inhibitors in non-valvular atrial fibrillation: multidisciplinary perspectives <i>Sponsored by Bristol-Myers Squibb and Pfizer - Occupancy recorded by sponsor: 80%</i>	230	72%	5	320	12:45	Paris
Changing conventions - Intravenous iron in heart failure <i>Sponsored by Vifor Pharma - Occupancy recorded by sponsor: 80%</i>	330	110%	5	300	12:45	Madrid
Presentation on SERVE HF and the topline results, followed by a questions-and-answers session <i>Sponsored by ResMed - Occupancy recorded by sponsor: 100%</i>	125	90%	5	140	12:45	Rome

Session Title	OCCUP PEAK	%	Session Quality	Capacity	Time	Room
Taking strides to improve outcomes in heart failure: today's and tomorrow's approaches <i>Sponsored by Novartis Pharma - Occupancy recorded by sponsor: 115%</i>	1 050	117%	5	900	12:45	Seville
Genetic testing: what the clinicians should know	152	109%	5	140	14:15	Rome
Novel drugs: how do they work?	315	105%	5	300	14:15	Madrid
Antithrombotics in heart failure: the controversy continues	220	24%	4	900	14:15	Seville
Should we feed the failing heart?	112	35%	5	320	14:15	Paris
Challenges and controversies in device therapy	139	35%	5	400	14:15	Florence
Heart team decisions: when the going gets tough...	190	56%	5	340	14:15	Athens
Young Investigator Award: Clinical	82	164%	5	50	14:15	Agora
Moderated Poster Session 4 - Clinical management of chronic heart failure	30	100%	4	30	15:45	Poster Area
Clinical Case Corner 3 - Strategies in end-stage heart failure	20	67%	4	30	15:45	Poster Area
Award ceremony	155	310%		50	16:00	Agora
Myocarditis: how to treat, and why?	82	59%	5	140	16:30	Rome
The global heart failure epidemic	70	22%	3	320	16:30	Paris
Novel devices in heart failure	98	25%	5	400	16:30	Florence
Bridge over troubled water: mechanical circulatory support in advanced heart failure	128	14%	5	900	16:30	Seville
Heart transplantation vs. mechanical circulatory support: is the gold standard changing?	130	38%	4	340	16:30	Athens
Do's and don'ts in the management of acute heart failure	316	105%	5	300	16:30	Madrid
Clinical Case 3 - The great fire: when inflammation hits the heart	35	70%	4	50	16:30	Agora
Novel oral anticoagulant use in patients with heart failure: present and future perspectives <i>Sponsored by Bayer Pharmaceuticals - Occupancy recorded by sponsor: 35%</i>	200	50%	5	400	18:15	Florence
Preventing heart failure rehospitalization: a collaborative effort <i>Sponsored by SERVIER - Occupancy recorded by sponsor: 45%</i>	400	45%		900	18:15	Seville

Session occupancy - Monday 25 May 2015

Session Title	OCCUP PEAK	%	Session Quality	Capacity	Time	Room
Pulmonary hypertension: look left, look right !	213	63%	5	340	08:30	Athens
Cardio-oncology: a new marriage of old partners	153	38%	4	400	08:30	Florence
Should we manage the patient with ischemic cardiomyopathy differently?	51	16%	5	320	08:30	Paris
Can you hear me now? How organs communicate	76	54%	5	140	08:30	Rome
How to interpret biomarkers in heart failure	161	54%	5	300	08:30	Madrid
Rapid Fire 3	37	74%	5	50	08:30	Agora
Late Breaking Trials III: Devices and interventions	140	16%	None	900	08:30	Seville
Moderated Poster Session 5 - Basic mechanisms in heart failure	25	83%	2	30	10:00	Poster Area
Clinical Case Corner 4 - Extracardiac problems affecting the heart	15	50%	4	30	10:00	Poster Area
HFA General Assembly	77	26%	None	300	10:10	Madrid
Heart failure with preserved ejection fraction: what's the key mechanism?	226	161%	5	140	11:00	Rome
Heart failure in tomorrow's world	347	87%	5	400	11:00	Florence
Psycho-social aspects of heart failure	124	41%	5	300	11:00	Madrid
Don't forget to look to the "right"	312	98%	5	320	11:00	Paris
Rapid Fire 4	42	84%	5	50	11:00	Agora
Valve disease in heart failure: a multidisciplinary approach	175	51%	5	340	11:00	Athens
Ask the experts: your questions answered on HF management and multidisciplinary approaches <i>Sponsored by Novartis Pharma - Occupancy recorded by sponsor: 55%</i>	500	56%	None	900	12:45	Seville

Session Title	OCCUP PEAK	%	Session Quality	Capacity	Time	Room
The RAASi debate: should RAAS blockade continue with a declining eGFR? <i>Sponsored by ZS Pharma, Inc. - Occupancy recorded by sponsor: 100%</i>	340	100%	5	340	12:45	Athens
Management of hypertension and diabetes in patients with heart failure <i>Sponsored by Takeda Pharmaceuticals</i>	300	75%	5	400	12:45	Florence
Treating cardiac health one breath at a time: a new approach for treating central sleep apnea in HF patients <i>Sponsored by Charité University Berlin and Respicardia - Occupancy recorded by sponsor: 60%</i>	170	57%	5	300	12:45	Madrid
Preventing sudden cardiac death in the newly diagnosed heart failure patient <i>Sponsored by Zoll - Occupancy recorded by sponsor: 90%</i>	108	77%	5	140	12:45	Rome
Metabolic targets in heart failure	89	64%	5	140	14:15	Rome
Exercise training in chronic heart failure	58	18%	5	320	14:15	Paris
Cardiogenic shock: how can we improve prognosis?	155	52%	5	300	14:15	Madrid
The success of neurohormonal blockade: looking back - looking forward	242	61%	5	400	14:15	Florence
Rapid Fire 5 - Chronic heart failure	52	104%	5	50	14:15	Agora
Heart failure and arrhythmias	165	49%	5	340	14:15	Athens
What's new in Industry?	138	15%	4	900	14:15	Seville
Moderated Poster Session 6 - Advanced heart failure	26	87%	4	30	15:45	Poster Area
Clinical Case Corner 5 - Cancer and heart failure as an ominous combination: a new challenge for the heart failure specialist		0%		30	15:45	Poster Area
Intravenous iron in heart failure - Improving patient's outcomes <i>Sponsored by Vifor Pharma - - Occupancy recorded by sponsor: 200%</i>	150	300%	4	50	15:50	Agora
Optimising heart failure in primary care	47	14%	4	340	16:30	Athens
Cardiomyopathies: what are the mechanisms?	110	79%	4	140	16:30	Rome
Hot issues in heart failure	161	18%	5	900	16:30	Seville
Heart failure with preserved ejection fraction: what we know and we don't know	134	45%	5	300	16:30	Madrid
Recommendations on pre-hospital and hospital management of acute heart failure	64	20%	4	320	16:30	Paris
A rude awakening: sleep-apnoea and heart failure	57	14%	5	400	16:30	Florence
Rapid Fire 6	42	84%	4	50	16:30	Agora
The patient perspective - Effects of levosimendan on hemodynamics and quality of life <i>Sponsored by Orion Pharma - Occupancy recorded by sponsor: 30%</i>	102	30%	5	340	18:15	Athens
Mitochondria in heart failure: a new target for therapy and recent first results <i>Sponsored by Charité University Berlin and Stealth Peptides - Occupancy recorded by sponsor: 25%</i>	100	25%	5	400	18:15	Florence

Session occupancy - Tuesday 26 May 2015

Session Title	OCCUP PEAK	%	Session Quality	Capacity	Time	Room
Regenerative medicine in heart failure. Fact or fiction?	73	24%	4	300	08:30	Madrid
The challenge of palliative care in heart failure: who, when and how	163	51%	5	320	09:30	Paris
Results of PARADIGM-HF: a closer look	70	21%	4	340	10:30	Athens
Moderated Poster Session 7 - Multidisciplinary team: innovation in care and management	25	83%	3	30	10:00	Poster Area
Clinical Case Corner 6 - Conventional and novel diagnostic and therapeutic approaches	29	97%	4	30	10:00	Poster Area
Heart Failure 2015 Highlights	320	94%		340	11:00	Athens

2.5. Abstracts

General information

Type of submission	Status	2012 Belgrade	2013 Lisbon	2014 Athens	2015 Seville
Abstracts	Submitted	1143	1515	1444	1588
	Accepted	1078	1436	1309	1461
	Accepted withdrawn	48	44	43	36
	% acceptance	94%	95%	91%	92%
Clinical Cases	Submitted	-	-	-	224
	Accepted				76
	Accepted withdrawn				10
	% acceptance				34%
Late Breaking Trial	Submitted		63	42	39**
	Accepted – oral presentations		12*	19	24
	Accepted – poster presentations		51	18	15
	% acceptance		100%	88%	100%
TOTAL	No shows	168 (16%)	237 (17%)	245 (19%)	350 (23%)
	Presented	862	1158	1039	1175

*Manual submissions

**Total includes 2 LBT submitted manually

Top ten submission countries

Including abstracts and clinical cases submissions

Countries	Submission	Accepted	No show
Spain	260	214	11
Russian Federation	149	132	35
Portugal	135	115	15
Italy	121	101	24
Germany	81	83	13
United Kingdom	86	80	14
Poland (NEW in top ten)	50	47	13
Romania (NEW in top ten)	55	44	5
Morocco (NEW in top ten)	49	43	30
Ukraine	47	43	25
Netherlands (NEW in top ten)	42	37	
TOTAL	1075	939	185

Submissions from Top 10 countries represent 59% of total

2.6 Other activities: CPR Workshops

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

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

- ⇒ The workshops were supported by: Zoll, Laerdal, HFA of the ESC and ERC
- ⇒ The space used is: one stand in Exhibition (18 m²) and two closed rooms (36 – 68 m²)
- ⇒ There are 2 types of sessions:
 - “CPR & AED Refresher”
 - “Advanced CPR”
- ⇒ Registration on-site is mandatory
- ⇒ Participants are given a certificate of attendance
- ⇒ The workshops are promoted on the website, on social media, on various congress e-campaigns, on the Heart Failure 2015 Final Programme (PDF and print) and Mobile App



	2014 – Athens	2015 – Seville	Variation
Number of rooms	3	3	
Number of sessions	10	10	
Number of faculty	14	5*	- 9
Number of participants	122	74	- 48
Overall occupancy (% of total capacity 105)	116 %	70 %	- 39 %
% of participants (vs. total attendance)	3.01 %	1.69 %	- 43 %

**All faculty in 2015 were local Spanish ERC instructors*

3 Registration & Attendance

3.1 Overview & Comparison with previous years

	Gothenburg 2011	Belgrade 2012	Lisbon 2013	Athens 2014	Seville 2015	+/- 2014
Active delegates	2 165	3 282	4 059	4 034	4 347	+ 313
Press	24	29	21	19	32	+ 13
Exhibitors	317	362	390	380	412	+ 32
Acc persons	29	n/a	n/a	n/a	n/a	n/a
Total	2 535	3 673	4 470	4 433	4 791	+ 358

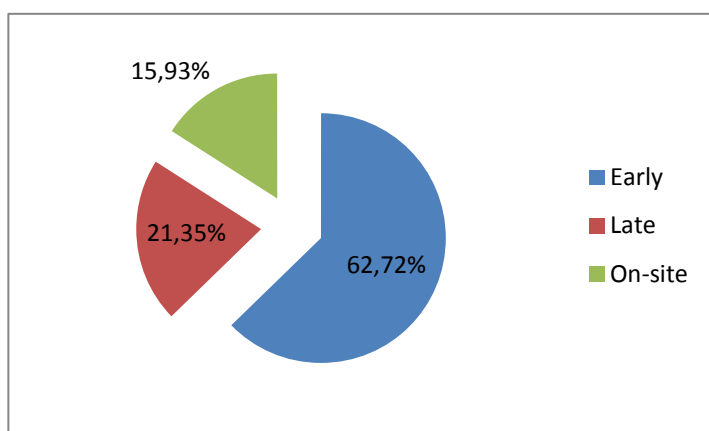
Data on returning delegates

11 % of the Heart Failure 2015 active delegates attended also HF 2014 and HF 2013

22 % of the Heart Failure 2015 active delegates attended also HF 2014 but did not attend HF 2013

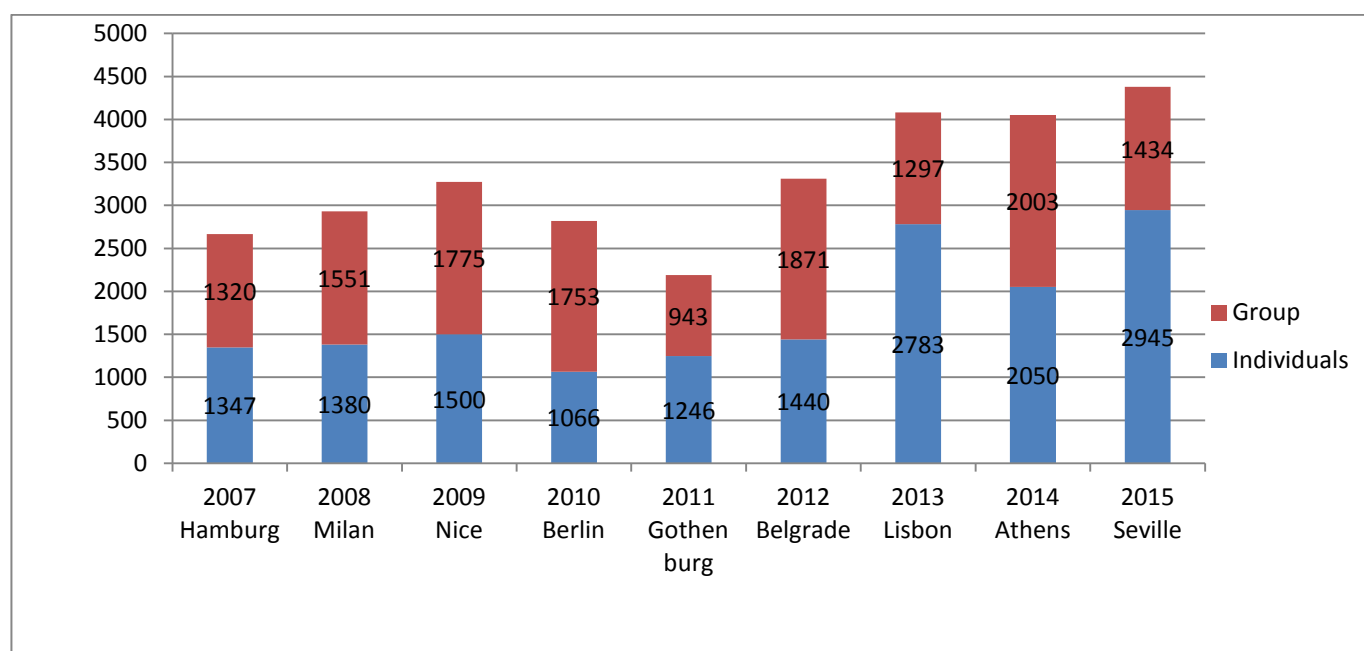
20 % of the Heart Failure 2015 delegates attended HF 2013 but did not attend 2014

3.1.2 Booking pace for Standard fees



The fees subject to increase between launch of services (14 November) and close of services (on-site) are: standard fee and nurse standard fees. This year in Seville, as per expectations, the percentage of bookings at the Early Fee is quite high: more than 60%

3.1.3 Individual vs. Group registrations



3.2 Delegate breakdown per activity

On the total of 4 791 total attendance, 4 357 are considered exploitable per the system (others include incomplete profiles or registrations done by third parties...). Out of these 4 357 valid registrations, 2 64 have provided information on their activity, and therefore considered in the below breakdown.

Activity	2644	100%
Cardiologist	1591	60%
Cardiologist - Trainee	271	10%
Other	203	8%
Scientist	178	7%
Industry/Agent	117	4%
Nurse	106	4%
Physician - Cardiology	92	3%
General Practitioner	37	1%
Surgeon	12	0%
Press/Medical Writer	9	0%
Physician - Interventional Cardiology	5	0%
Technician	5	0%
Public Health Organisation/NGO	4	0%
Nurse, Nurse Practitioner	4	0%
Physician - Internal Medicine	3	0%
Physician - Intensive Care	2	0%
Other Healthcare Profession	2	0%
PR Agency/Comms	1	0%
Physician - General Practice	1	0%
Physician - Emergency Medicine	1	0%

3.3 Breakdown of attendance by country of origin: 97 countries

Complete list of countries and comparison with previous years

	Belgrade 2012	Lisbon 2013	Athens 2014	Seville 2015	+/- 2014/15
Albania	5	15	8	13	5
Algeria		6	2	22	20
Argentina	8	28	31	40	9
Armenia	2	8	13	6	-7
Aruba				1	1
Australia	13	38	39	35	-4
Austria	32	61	38	64	26
Azerbaijan	2	4	2	4	2
Bahrain		3	3	4	1
Bangladesh		1			0
Belarus	7	4	9	3	-6
Belgium	43	82	66	97	31
Benin	5	0	0	0	0
Bermuda	1	0	0	0	0
Bosnia and Herzegovina	90	40	24	8	-16
Brazil	13	88	33	37	4
Bulgaria	29	51	21	79	58
Burkina Faso				1	1
Cameroon	1			1	1
Canada	13	25	26	25	-1
Cape Verde		1			0
Chile	3	7	7	18	11
China, People's Republic of	3	21	19	23	4
Colombia	4	15	12	31	19
Costa Rica					0
Croatia	79	38	7	43	36
Cyprus	5	4	22	9	-13
Czech Republic	17	62	25	31	6
Democratic Republic of Congo				1	1
Denmark	47	38	29	39	10
Dominican Republic		1			0
Ecuador			1	11	10
Egypt	2	5	38	35	-3
El Salvador					0
Estonia	14	25	6	13	7
Faroe Islands			1		-1
Finland	15	16	28	36	8
France	142	159	136	159	23
Gabon			1		-1
Georgia, Republic of		6	6	3	-3
Germany	146	228	218	208	-10
Ghana	1				0
Greece	158	94	1 418	169	-1249
Guadeloupe					0
Guatemala	2	3	4	4	0
Honduras		1		1	1
Hong Kong		1	4		-4
Hungary	33	24	19	20	1
Iceland				1	1
India	7	66	76	78	2
Indonesia	4	8	8	13	5
Iran (Islamic Republic of)	2	1	2	1	-1
Iraq				2	2
Ireland	29	23	30	28	-2
Israel	25	38	24	37	13
Italy	162	234	222	301	79
Japan	31	42	50	45	-5
Jordan		4	1		-1
Kazakhstan	4	2	13	7	-6
Kenya	4	3	3	5	2
Korea, Republic of	9	15	14	41	27
Kosovo			7		-7
Kuwait	1	1			0

	Belgrade 2012	Lisbon 2013	Athens 2014	Seville 2015	+/- 2014/15
Kyrgyzstan					0
Latvia	5	17	13	15	2
Lebanon	1	8	14	10	-4
Libya			18		-18
Lithuania	6	76		36	36
Luxembourg	1		4	5	1
Macedonia, FYR	75	4	4	3	-1
Malaysia		1	4	8	4
Malte					0
Mexico	3	15	25	17	-8
Moldova Republic of		2	1	2	1
Monaco		1		1	1
Montenegro	13	5	1	2	1
Morocco					0
Morocco		2	3	5	2
Mozambique					0
Myanmar				13	13
Nepal	1				0
Netherlands	88	134	123	156	33
Netherlands Antilles		1			0
New Caledonia		1		1	1
New Zealand	4	5	4	5	1
Nicaragua					0
Nigeria	1	5	2	4	2
Norway	30	52	17	15	-2
Oman			3	2	-1
Pakistan			1		-1
Palestine Territories			1		-1
Panama		5	1	2	1
Paraguay				2	2
Peru		6	6	13	7
Philippines	7	1	8	2	-6
Poland	61	57	40	64	24
Portugal	51	931	61	116	55
Qatar			2	4	2
Romania	55	85	44	85	41
Russian Federation	90	123	124	121	-3
Rwanda				1	1
San Marino, Republic of					0
Saudi Arabia	9	14	16	14	-2
Serbia	981	131	68	100	32
Sierra Leone					0
Sierra Leone		2			0
Singapore	3	11	4	11	7
Slovak Republic	17	28	15	33	18
Slovenia	72	27	6	16	10
South Africa	7	9	5	3	-2
Spain	112	149	123	1 072	949
Sri Lanka		1	1		-1
Sudan			1		-1
Swaziland					0
Sweden	44	60	48	56	8
Switzerland	55	83	83	116	33
Syrian Arab Republic					0
Taiwan, ROC	2	3	11	3	-8
Tanzania, United Republic of		2		1	1
Thailand	23	24	7	5	-2
Tunisia	1	9	19	5	-14
Turkey	21	22	22	17	-5
Ukraine	24	55	43	31	-12
United Arab Emirates	5	5	6	21	15
United Kingdom	135	145	132	147	15
United States of America	91	106	135	154	19
Uruguay			1	1	0
Uzbekistan			2	2	0
Venezuela	4	17	11	8	-3
Vietnam					0
Yemen			4		-4

Top 20 countries of origin

Rank	Country	Athens 2014	Seville 2015	+/- 2014/15
1	Spain	123	1 072	949
2	Italy	222	301	79
3	Germany	218	208	-10
4	Greece	1 418	169	-1 249
5	France	136	159	23
6	Netherlands	123	156	33
7	United States of America	135	154	19
8	United Kingdom	132	147	15
9	Russian Federation	124	121	-3
10	Portugal	61	116	55
11	Switzerland	83	116	33
12	Serbia	68	100	32
13	Belgium	66	97	31
14	Romania	44	85	41
15	Bulgaria	21	79	58
16	India	76	78	2
17	Austria	38	64	26
18	Poland	40	64	24
19	Sweden	48	56	8
20	Japan	50	45	-5

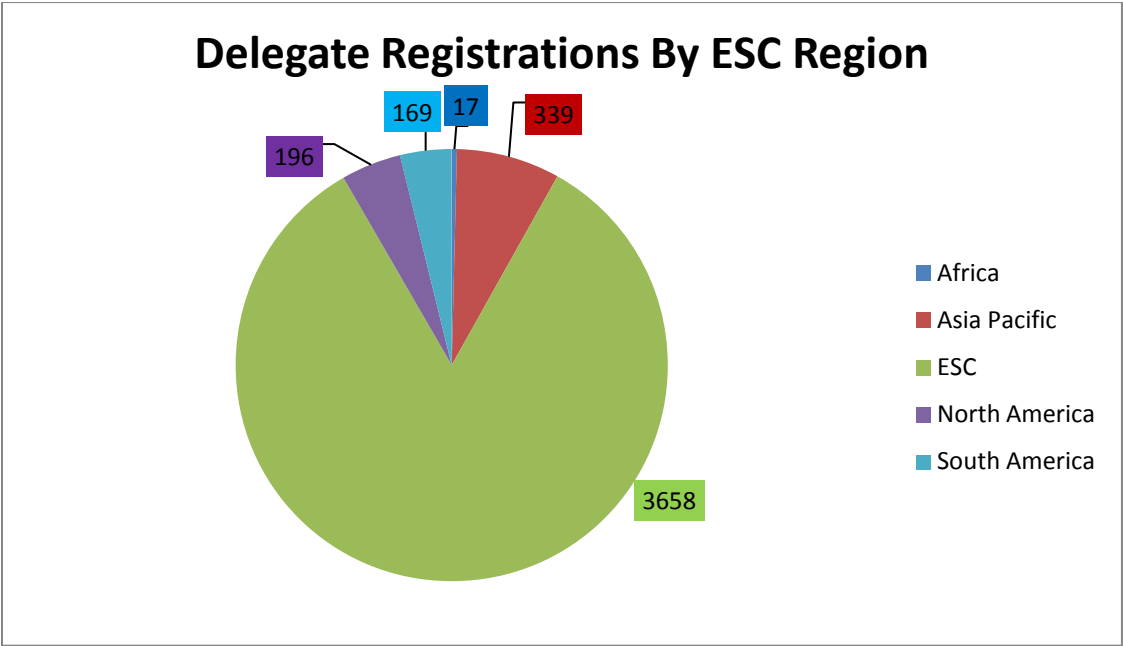
Comments

- USA down from #5 to #7 but total number of delegates has increased
- Russian Federation still in top 10 despite currency fluctuations
- NEW in top 20 are: Bulgaria, Austria
- Out of top 20 are: Australia, Ukraine

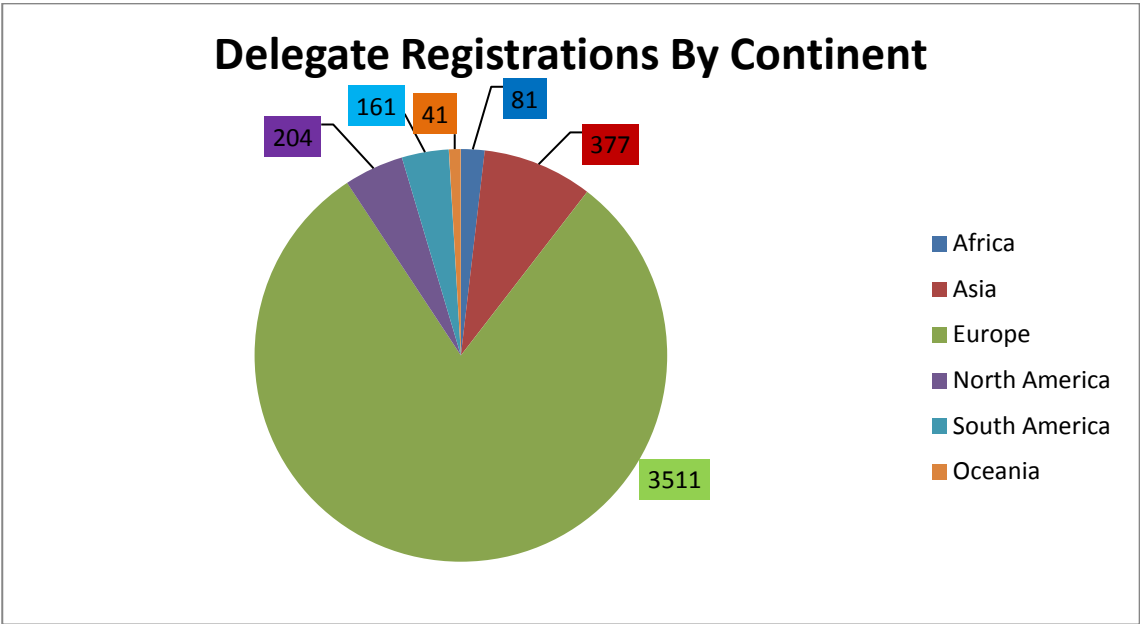
3.4 Breakdown of attendance by region of origin

	2014 Athens	2015 Seville
Africa	12	17
Asia Pacific	302	339
ESC countries	3 446	3 658
North America	186	196
South & Central America	107	169
Total	4 053	4 379

Breakdown by ESC Region



Breakdown by Continent



4 Industry

Sponsors list – history of participation since 2013

Companies	2013 Lisbon	2014 Athens	2015 Seville
Abbott Vascular International BVBA	X	X	X
Alere International Ltd	X	X	X
Armstrong Medical Ltd		X	
Bayer Pharma AG		X	X
BG Medicine Inc	X		
Bioventrix, Inc.	X	X	
BRAHMS GmbH		X	
CardioKinetix, Inc.		X	
CardioMEMS Inc	X		
Cardiorentis	X	X	X
Charite - Campus Virchow-Klinikum (CVK)	X	X	X
Circulite Inc	X		
Critical Diagnostics	X		X
CVRx, Inc.			X
Experimetria Ltd	X		
GE Healthcare	X	X	X
HeartWare GmbH	X	X	X
Impulse Dynamics Germany GmbH	X		
Integrated Sensing Systems			X
IOANNIS KONSTANTARAS		X	
John Wiley & Sons Ltd		X	X
LoneStar Heart Inc	X	X	
Medtronic International Trading SARL	X	X	X
Mespere LifeSciences Inc.		X	
Navus Consulting GmbH			X
NI Medical Ltd.		X	
Novartis Pharma AG	X	X	X
Orion	X	X	X
Oxford University Press	X	X	X
Pfizer Ltd	X	X	X
Pharma Nord	X		X
Physicians World, an Ashfield Company			X
ResMed SAS	X	X	X
Roche Diagnostics International Ltd		X	
scPharmaceuticals			X
SERVIER INTERNATIONAL	X	X	X
Sigma Tau SpA			X
St Jude Medical Coordination Center BVBA	X	X	X
Takeda			X
the heartorg from WebMD	X		
Thermo Fisher Scientific	X		X
Thoratec Corporation	X		
Vifor (International) AG	X	X	X
Wisepress Online Bookshop Ltd	X	X	X
Zoll CMS GmbH	X	X	X
ZS Pharma			X

4.1 Exhibition



Stand space – detail and comparison with previous years

	2012 Belgrade	2013 Lisbon	2014 Athens	2015 Seville
Total paying in m2	641,25	540	562	658,5
Total free in m2	113,5	73	130	65
Total in m2	754,75	613	692	723,5
Total in number of exhibiting companies	27	27	28	24

4.2 Industry sponsored sessions

	2012 Belgrade	2013 Lisbon	2014 Athens	2015 Seville
Total Satellite symposia	13	13	17	18
Total Experts on the spot*	n/a	n/a	n/a	1
Total in number of companies	11	12	14	13

*NEW in 2015

Details on session titles, times, occupancy, sponsors, etc... are available in part 2.4 page 15

4.3 Sponsorship & advertising

3 new products were created this year:

- ⇒ **e-Blasts:** *an electronic invitation sent to all registered delegates 2 weeks and/or 3 days prior to the congress*
- ⇒ **Screencasts:** *available only to buyers of industry sponsored sessions: video including slides + speaker's voice*
- ⇒ **Webcasts:** *available only to buyers of industry sponsored sessions: video including slides + image and sound of speaker*

Product available	2012 Belgrade	2013 Lisbon	2014 Athens	2015 Seville
Abstract CD-Rom	Medtronic	Vifor	n/a	n/a
Delegate badge laces	BG Medicine	BG Medicine	Cardiorentis	Cardiorentis
Delegate congress bag			Vifor	
e-Blasts – NEW!	n/a	n/a	n/a	Pfizer + Novartis
Final Programme back cover	Vifor		Pfizer	Pfizer
Final Programme bookmark	Abbott		Cardiorentis	Pfizer
Final Programme inside front cover				
Final Programme inside back cover				
Congress News	SERVIER			NA
Industry Programme (inside front cover and back cover)	n/a	n/a	Novartis Pharma AG	Novartis Pharma AG
Mobile Application	SERVIER	ResMed	SERVIER	SERVIER
Screencast – NEW!	n/a	n/a	n/a	n/a
Webcast – NEW!	n/a	n/a	n/a	Medtronic, Resmed
On-site advertising	SERVIER / Pfizer /	Novartis	Novartis	Novartis

For the first time at Heart Failure, the session "Acute heart failure management: essentials for clinicians" was sponsored by scPharmaceuticals (new HF sponsor) with an *unrestricted educational grant*.

5 Communication

5.1 Publications

The strategy for Heart Failure 2015 and future congresses is to create fewer publications but increase the lifespan of each, and to develop **online use** of all publications. As such, all publications starting from the Advance Programme were available on the congress webpages this year.

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

Promotional documents

Name	Save the date	1 st Announcement	WC AHF Flyer	Advance Programme
Lifespan	May – June 2014	July 2014 – January 2015	Sept 2014 – Congress	January 2015 – Congress
Key info	Congress visual Main theme Congress dates Location	Key dates Key figures Target audience Venue		Promo of registration Promo of Mobile App Programme overview Practical information Promo HFA Membership
Format	Flyer – 2 sides	Fan – 8 sides		
Print quantity	600 (28/04)	2 000 (18/07)	3 000 (16/09)	1 500 (14/01)
Online views	n/a	n/a	n/a	1 247 <i>From 14/01 to 08/06</i>



Programme publications

Name	Final Programme	Industry Programme	Mobile App
Lifespan	Congress + archives	Congress + archives	Congress + archives
Key info	Congress general info Programme at a glance (all sessions) Full congress programme Lists of authors, presenters, faculty	Congress general info + Useful information Exhibition floorplan List of industry sponsors with company & product descriptions Programmes & adverts for Industry Sponsored sessions	See full details on features below
Format	15*21 cm, 288 pages	21*25 cm, 67 pages + 20 pages of notepad	Application available on iOS and Android
Print quantity	4 000, inserted in congress bag	4 000, inserted in congress bag	n/a
Online views	<i>Interactive flipbook</i> 3 848 views, 1 408 downloads and 4 438 impressions from 7/05/15 to 22/06/15	<i>Interactive PDF</i> 41 views from 12/05/15 to 22/06/15	<i>Downloads</i> Advance mode: 645 Final programme mode: 2 198 Total: 2 843
Sponsor	BMS-Pfizer	Novartis	SERVIER

In keeping with the strategy to develop online publications, the Heart Failure 2015 Mobile App was first launched in January in "Advance Programme format" (information limited to pre-arranged programme and general information). From 14/01/15 to 27/04, the app was downloaded 645 times.

In Final Programme mode from 28/04 to 09/06, the app was downloaded 2 198 times.

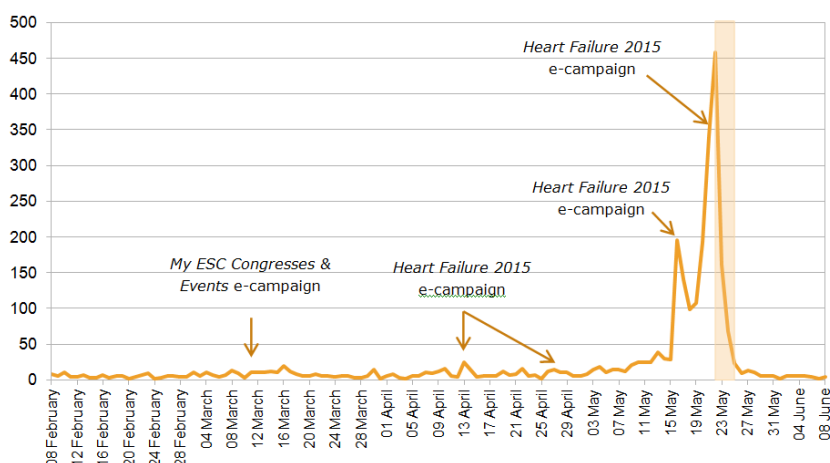
Features of the Heart Failure 2015 Mobile App

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



The Heart Failure 2015 Mobile App was downloaded **2843 times** (59.3% of total attendance)

Mobile App – downloads per day



Publications during congress

Name	Congress News	Congress Reports
Lifespan	Congress + archives	Congress + archives
Key info	4 daily editions 29 articles by specialised journalists	6 reports by session chairpersons Pre-selection by Scientific Committee
Format	28*28 – 4 pages	250 word report, online only
Print quantity / views	See table below	See table below
Sponsor	None	None
Editors in Chief	Frank Ruschitzka Theresa McDonagh	Andrew Coats Johann Bauersachs

Congress News - Click on an image to view the online PDF



Saturday 23 May
2 000 print copies
277 clicks*



Sunday 24 May
2 000 print copies
188 clicks*



Monday 25 May
1 500 print copies
130 clicks*



Tuesday 26 May
1 500 print copies
111 clicks*

*From date of congress news until 14/06/15

Congress reports

Date	Title & Link	Author	Clicks*
26 May 2015	Cardio-oncology: a new marriage of old partners	Lainscak, M.	85
26 May 2015	Session on mechanisms of cardiomyopathies provides insights into pathophysiology for clinicians	De Boer, R.	54
26 May 2015	Co-morbidities in acute heart failure	Adamopoulos, S.	69
25 May 2015	Dos and don'ts in the management of acute heart failure	Clark, A.L.	132
25 May 2015	Heart failure and atrial fibrillation: vicious twins	Rosano, G.M.C.	139
24 May 2015	The European Heart Journal's / European Journal of Heart Failure's year in Cardiology	Metra, M.	1

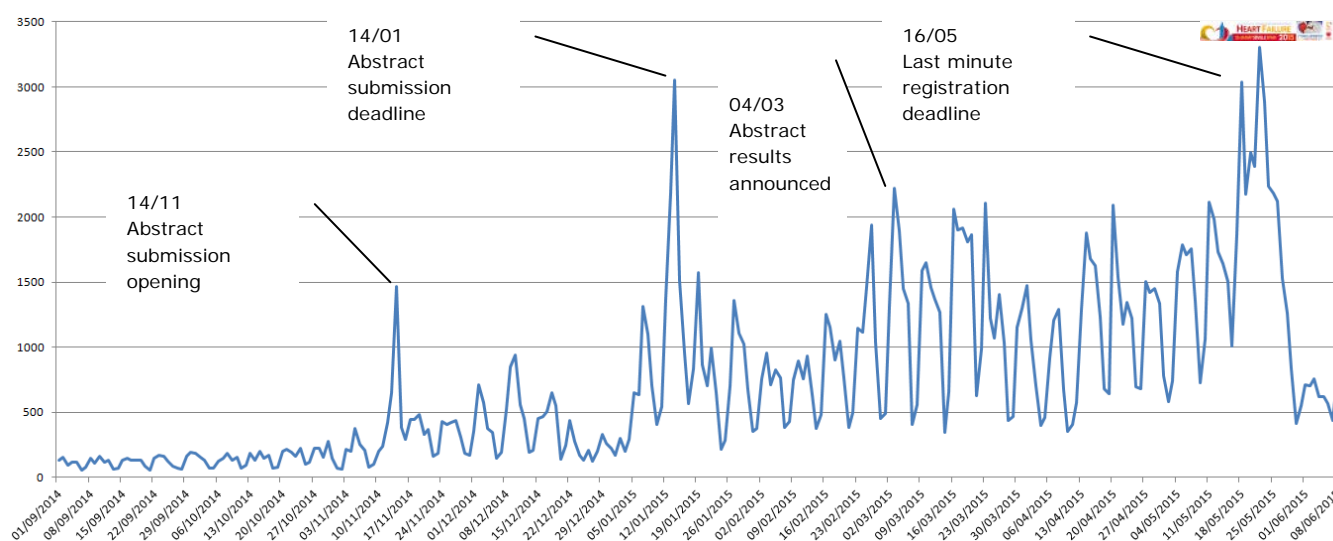
*Clicks from date of publication until 24/06/2015

5.2 Website activity

Statistics

Heart Failure 2015 received over 210 000 page views between September 2014 and June 2015, **+30 000** views in comparison to the same period last year. 81 309 of these views were recorded under the new ESC website (launched in March 2015).

The section that received most views is the “Scientific Programme” section with more than 24 000 views; followed by the “Registration” section with more than 14 800 views.



Google Adwords

A Google Adwords campaign ran between 12 April to 17 May 2015.

8 adverts groups drove traffic to the home page of Heart Failure 2015; representing 5 462 clicks.

2015 campaign (12 April to 17 May 2015)			2014 campaign (6 April – 21 May 2014)		
Ad group	Clicks	Impressions	Ad group	Clicks	Impressions
Cardiomyopathy	12	413	Heart failure	946	17 180
Heart failure	239	6,883	Acute heart failure	102	1 634
Co-morbidities	0	0	Cardiomyopathy	126	1 494
Valvular heart disease	5	1,535	Valvular heart disease	33	2 173
Ischaemia	3523	116,614	Co-morbidities	0	0
Acute heart failure	25	621	Heart failure with preserved ejection fraction	1	19
Heart failure with preserved ejection fraction	0	9	Hypertension	1 867	44 030
Hypertension	1658	231,639	Ischaemia	3 559	81 477
			Total	6 634	148 007

The adwords campaign was more effective in total clicks in 2014 but more effective in total impressions in 2015 (number of times the congress came up in Google searches according to the keywords chosen).

Scientific Programme & Planner

The Heart Failure 2015 Scientific Programme & Planner is updated with the most recent version of the scientific programme and the platform which hosts the *congress resources*:



- ⇒ **Abstracts** (open access): all abstracts (except a selection that is under press embargo) were published on 19th May 2015
- ⇒ **Weblinks** (open access): for all industry sponsored sessions, a PDF invitation is uploaded online
- ⇒ **Slides** (restricted to HFA Members): for all oral presentations for which copyright has been released, the slides are published online maximum 12H after the session; for all poster presentations for which copyright has been released, an electronic version of the poster is published online as soon as the presenter uploads it via his My ESC profile
- ⇒ **Webcast/ screencast** (restricted to HFA Members): the videos containing slides and speakers voice were published 12H after the session

The Scientific Programme & Planner was **available as from January 2015**; and updated daily.

The Scientific Programme & Planner accumulated **12 951 pages views** between 01/01/15 and 25/06/15.

Report of clicks per type of resource

Type of resources	Total clicks
Abstract	3 746
Slides	6 284
Webcast	1 495
Weblink	546
Grand Total	12 071

5.3 Promotion

E-campaigns: planning and key data

In total, 24 e-campaigns were sent to promote Heart Failure 2015

Date	Title - Link	Delivered To	Open Rate	Clicks	Click Rate
14/11/14	Heart Failure-Get ready - abstract submission is now open	72 905	20,13%	1 080	1,18%
18/11/14	Heart Failure-Envíe su Comunicación Libre Focus on : Spanish –speaking audiences	3 394	26,66%	78	1,62%
26/11/14	Heart Failure-Special opportunities for young cardiologists at HF2015 Focus on : below 40	8 884	25,93%	248	2,30%
09/12/14	Heart Failure-The world's heart failure communities will gather in Seville	68 769	22,08%	1 211	1,42%
18/12/14	Heart Failure-Calling all specialists in Acute Heart Failure Focus on : interest in acute cardiac care / acute heart failure ...	49 479	19,27%	558	0,93%
07/01/15	Heart Failure-Be visible submit your research at Heart Failure 2015	68 317	22,30%	1 307	1,27%
14/01/15	Heart Failure-Deadline extension submit your abstract before 19th January	69 510	20,69%	719	0,79%
16/02/15	Heart Failure-10 days left to submit your case to Heart Failure 2015	68 461	18,15%	841	0,78%
26/02/15	Heart Failure-Register for Heart Failure 2015 – early registration fees available	68 552	18,98%	861	0,95%
10/03/15	Heart Failure-Tarifas especiales para Españoles a Heart Failure 2015 en Sevilla Focus on : Spanish –speaking audiences	2 851	26,76%	68	1,96%
16/03/15	One week left to register at the early fee!	68 916	19,66%	1 135	1,25%
01/04/15	Submit your Late Breaking Science - deadline extended to 7 April	69 229	99,65%	612	0,63%
14/04/15	More reasons to join us at Heart Failure 2015!	67 305	17,10%	426	0,53%
20/04/15	Late fee registration deadline	67 102	18,82%	571	0,64%
29/04/15	Start the countdown: 3 weeks left until Heart Failure 2015!	66 745	18,02%	432	0,52%
15/05/15	Attendance Guide : Get ready!	2 610	23,18%	30	0,80%
18/05/15	Your check-list for Heart Failure 2015: make sure you are ready!	3 050	45,80%	118	2,98%
22/05/15	Daily Congress News 1	13 518	27,58%	623	3,28%
24/05/15	Daily Congress News 2	13 501	23,58%	637	3,23%
25/05/15	Daily Congress News 3	13 503	23,85%	609	2,99%
26/05/15	Daily Congress News 4	13 495	25,02%	878	3,93%
04/06/15	Post Congress Survey - attendees	2 283	43,63%	351	13,23%
05/06/15	Post Congress Survey - non attendees	7 684	23,61%	347	4,20%

All targets (when no specific focus) include:





- HFA Members
- PAST Heart Failure congresses attendees
- PAST Heart Failure congresses abstract submitters
- Subscribers to the European Journal of Heart Failure
- All healthcare professionals with specialty Heart Failure
- All healthcare professionals with Field of interest 'BASIC SCIENCE', 'ACS', 'Congenital heart disease', 'Valvular heart disease'
- All healthcare professionals with speciality 'Sudden Cardiac Death & rehabilitation'
- Residents with interest in HF of Russia, Switzerland, USA, Greece, Italy, Germany, France, SPAIN, UK, India + Latin america: Argentina, Chile, Peru, Bolivia, Ecuador, Colombia, Costa Rica, Guatemala, Mexico, Cuba, Dominican Republic
- All Cardiologists trainee with interest in HF

Adverts in ESC and other journals

				
1	2	3	4	5
Abstract submission (Black & white)	Abstract submission (Temporary visual)	Abstract submission (Final visual)	Registration Focus World Congress on AHF	Registration

Advert	ESC/Non-ESC journals	Name of Journal	Publication date
1 (full colour)	ESC journal	EHJ- Heart Failure	01/12/14
1	Non-ESC journal	Cardiology (Publisher = Karger)	01/12/14
2	ESC journal	EHJ	22/12/14
3	ESC journal	EHJ- Heart Failure	01/01/15
	ESC journal	EHJ	01/01/15
	ESC journal	EHJ	07/01/15
4	ESC journal	EHJ- Heart Failure	01/02/15
	ESC journal	EHJ	01/02/15
	ESC journal	CVR	02/03/15
	ESC journal	EHJ- Heart Failure	01/03/15
	ESC journal	EHJ	07/03/15
5	ESC journal	EHJ- Heart Failure	01/04/15
	ESC journal	EHJ	07/04/15
	Non-ESC journal	Cardiac Failure Review (CFR) former Heart Failure Review (HFR)	01/03/2015

Online Banners

Advert	Journal	Publication period
	Cardiology website (Publisher = Karger)	01/11/14 - 31/05/15
	Radcliffe Cardiology – Website (event calendar)	01/11/14 - 31/05/15
	EHJ website	14/11/14-14/01/15
	EHJ website	16/03/15-01/04/15
	EHJ-CP website	16/03/15-01/04/15

Promotion on other congresses

Heart Failure 2015 promotional documents (flyers, programmes) were sent to 56 other congresses (including 6 ESC congresses) all over the world.

Region	Congresses
Africa (non ESC)	1
Asia Pacific	5
ESC countries	20
North America	1
South & Central America	1

The congresses vary in size and audience, with a specific focus on all 'acute cardiac care' meetings where promotion of the 2nd World Congress on Acute Heart Failure was made (specific leaflet).

The most influential congresses where Heart Failure was present include: **ESC Congress 2014** in Barcelona, **18th Annual Scientific Meeting 2014 of the HFSA** in Las Vegas, **ESICM – LIVES 2014** in Barcelona, **Asia Pacific Heart Congress 2014** in Beijing, Congress of the **Heart Failure Society of Russia** in Moscow, **ACC Scientific Sessions** in San Diego, **35th ISICEM congress** in Brussels and **35th ISHLT** (International Society for Heart & Lung Transplantation) meeting in Nice.

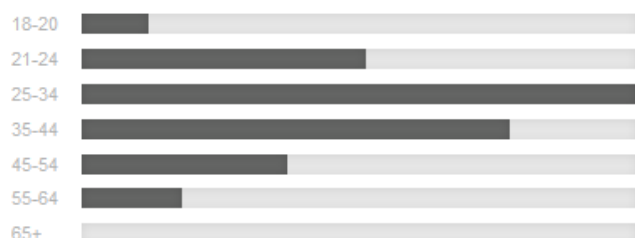
5.4 Social media

Twitter

A total of **2 355 tweets** were sent using the official hashtag **#heartfailure2015**

- 744 participants
- 271 new followers (Monday 18 to Wednesday 26) vs. 154 last year
- 646 clicks vs 279 last year
- 39 tweets sent with the official account
- 271 retweets

BY AGE RANGE



BY GENDER



Men aged 25-34 appear to be the leading force among your followers.

On the ESC twitter account, 17 tweets were programmed and sent between 20/05/15 and 26/05/15

Most clicked (93 clicks)

Most re-tweeted – 45 retweets

Biggest reach (53 600)

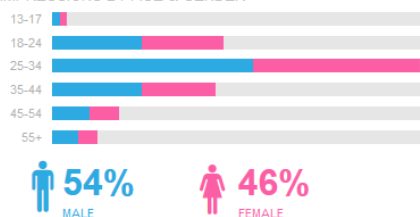
Top 5 tweets by ESC including total clicks and total reach:

Message	Clicks	Reach
TITRATION study confirms LCZ696 safe and tolerated in clinical practice #HeartFailure2015 http://bit.ly/1SnrhHR	93	29,159
#Depression associated with 5-fold increased mortality risk in #heartfailure patients #HeartFailure2015 http://bit.ly/1HyBMSJ	80	53,631
Year's most significant articles: best progress imaging, diagnosis, prognosis and treatment of HF #heartfailure2015 http://bit.ly/1WJhUY	69	39,205
Read the interviews of Eugene Braunwald and Henry Dargie ahead of their HFA Honorary Lectures at #HeartFailure2015 http://bit.ly/1bTZ9um	65	60,359
#HeartFailure2015 slides, vids, reports... are online! http://bit.ly/1HpabTR Some resources are open only to HFA Members, info on stand B1.	59	43,519

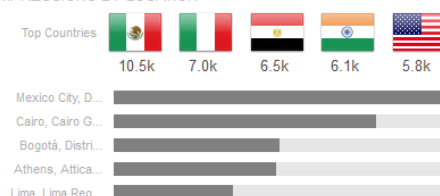
Facebook

1 062 new Facebook fans vs 1 300 last year

IMPRESSIONS BY AGE & GENDER



IMPRESSIONS BY LOCATION



Impressions: The total number of times any Facebook user (fan or non fan) could have potentially seen any content associated with the Page in their News Feed or Ticker or by visits to the Page directly.

On the ESC Facebook account, 6 posts were programmed and sent between 20/05/15 and 26/05/15

The most popular post is the link to the photo album (144 photos added throughout the congress)



Top 5 FB posts (not related to photo album) with clicks and reach

Message and link	Reach	Clicks
The white paper "Heart Failure: Preventing disease and death worldwide" can be found on ESC-HFA stand B1 at Heart Failure 2015	14'672	522
Your patients need full information on heart failure. The www.heartfailurematters.org website is a useful interactive tool for helping them understand their condition	13'152	379
Congratulations to the winners of the YIA and NIA competitions! Read their individual interviews on our website.	7'624	274
This year in Seville, we are celebrating 20 years of Heart Failure congresses! Read the interview of the first HFA President, Prof. Brutsaert and follow Heart Failure 2015 live from Seville with regular uploads to our Facebook album!	6'182	214
You are at Heart Failure 2015? Prof. Filippatos, HFA President, invites you to launch the congress in Room Sevilla at 17:45! Speakers of the Inaugural session include Prof. Fausto Pinto (ESC President) and Prof. Eugene Braunwald! Join us for a cocktail afterwards, in the Exhibition!	3'088	44

6 Press

6.1. Press releases

28/04/2015:

[World's leading heart failure congress receives record abstract submissions](#)

23/05/2015:

[Depression associated with 5-fold increased mortality risk in heart failure patients](#)

23/05/2015:

[TITRATION study confirms LCZ696 safe and tolerated in clinical practice](#)

23/05/2015:

[Time is muscle in acute heart failure](#)

23/05/2015:

[Obesity and mood disorders increase peripartum cardiomyopathy risk](#)

24/05/2015:

[Cognitive impairment predicts worse outcome in heart failure](#)

25/05/2015:

[STOP-HF: Gene therapy SDF-1 remodels hearts of high risk heart failure patients](#)

6.2. Key facts:

Number of articles:

549

Release	Number of articles
General/Industry	193
Depression	186
STOP-HF	55
Cognitive impairment	48
Time is muscle	26
Pregnancy	21
LCZ696	20
Total	549

*(excluding Google coverage)

6.3. Comparison with previous years

	HF 2013	HF 2014	HF 2015
Number of articles	727	807	549

6.4. Top coverage (in terms of media outlets)

Medical

Medscape

Medical News Today

Sociedad Española de Cardiología

Lay

BBC

Huffington Post

The Independent

Times of India

Daily Motion

Health

Fox

Newsires

US News and World Report

MSN

Reuters

Yahoo!

Finance

Bloomberg

NASDAQ

Forbes

7 Post Congress Survey

7.1 Participants survey analysis

This survey was sent to 2,275 congress participants.

251 questionnaires were completed representing a 11% response rate (10% in 2014).

The survey was sent 2 weeks after the event and the data collection was open for 17 days.

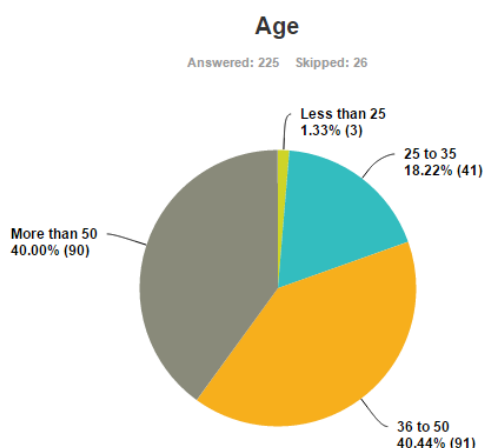
The first part of the report will detail the delegates profile, the second part will focus on the delegates satisfaction questions and the third part will analyse the results in regards with the objectives.

Delegates' profile

Respondents' profile is a key element to understand the audience and how the results may be impacted by the audience characteristics. The survey collected data on age range, Journals and website preferences, number of congresses attended per year, and intention to attend next year.

The Heart Failure respondents are in majority between "36 to 50" years of age (40%, 47% in 2014), and "More than 50" (40%).

The young participants of 35 and less represent about 20% of total respondents (down from 25% in 2014 and 36% in 2013).



Delegates' favourite source of information

To understand their needs, and where they find information, the survey contained 2 open questions about the journals and websites. "Please list two of your preferred websites for scientific content" (based on 126 answers) and "Please list two of your favourite professional journals" (based on 148 answers).

Among the 285 journals cited, the most frequently read are:

European Heart Journal; 72 times (25%)

JACC; 39 times (14%)

European journal of heart failure; 37 times (13%)

Circulation; 36 times (13%)

New England Journal of Medicine; 32 times (11%)

ESC journals represent 40% of the total journals cited.

Among the 148 participants, 106 (72%) cited an ESC journal, compared to 53% last year. This shows that the interest in ESC journals family is very good and growing in this audience.

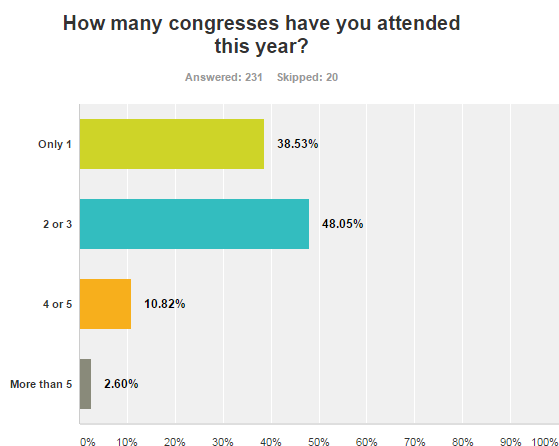
Regarding the favourite websites the responders referred to, the ESC website is cited by 56% (52% in 2014). If we consider all the websites with ESC content (Journals, 365, HFM...) 60% of the survey participants cited an ESC website among their 2 preferred sites.

The other websites frequently cited are Pubmed, Medscape, the AHA and ACC websites.

Delegate behaviour regarding congresses

Compared to last year, it seems that people attend fewer congresses in a year.

The survey results show that 39% of the responders attended only one congress this year (34% in 2014).



The competition Heart Failure congress is facing may increase as people tend to attend less congresses each year, and we need to maintain a good level of satisfaction to ensure Heart Failure congress remains in their priority list.

When looking at the congresses names cited by the 228 delegates who answered this question, we counted 110 who cited the HF congress (48%), 38 who cited the ESC congress (17%) and 26 who cited other ESC events (10%).

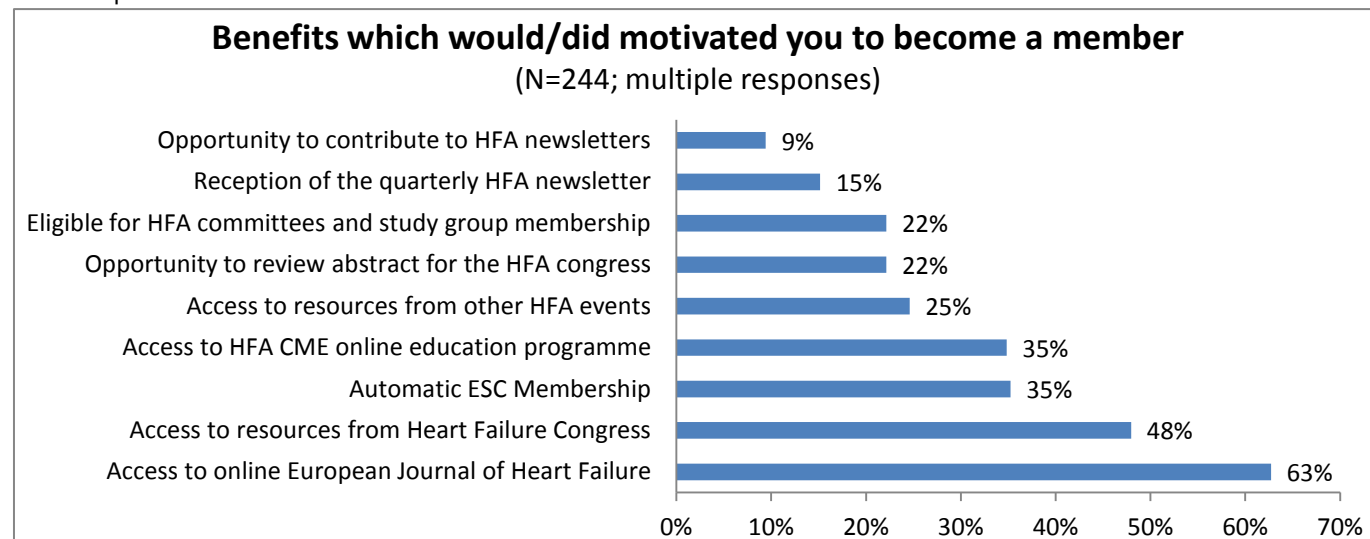
The most frequently cited NON ESC events are:

Congress name	# citation
Local congress	57
ACC	22
AHA	8
European Society of Hypertension	6

Attractiveness of the HFA member's benefits

To the question "Which of these did/would motivate you to become a member?", the majority of the responders (63%) were interested in the access to the online EJHF journal, an increase from 56% in 2014. The access to the congress resources is comparable with 48% (47% in 2014).

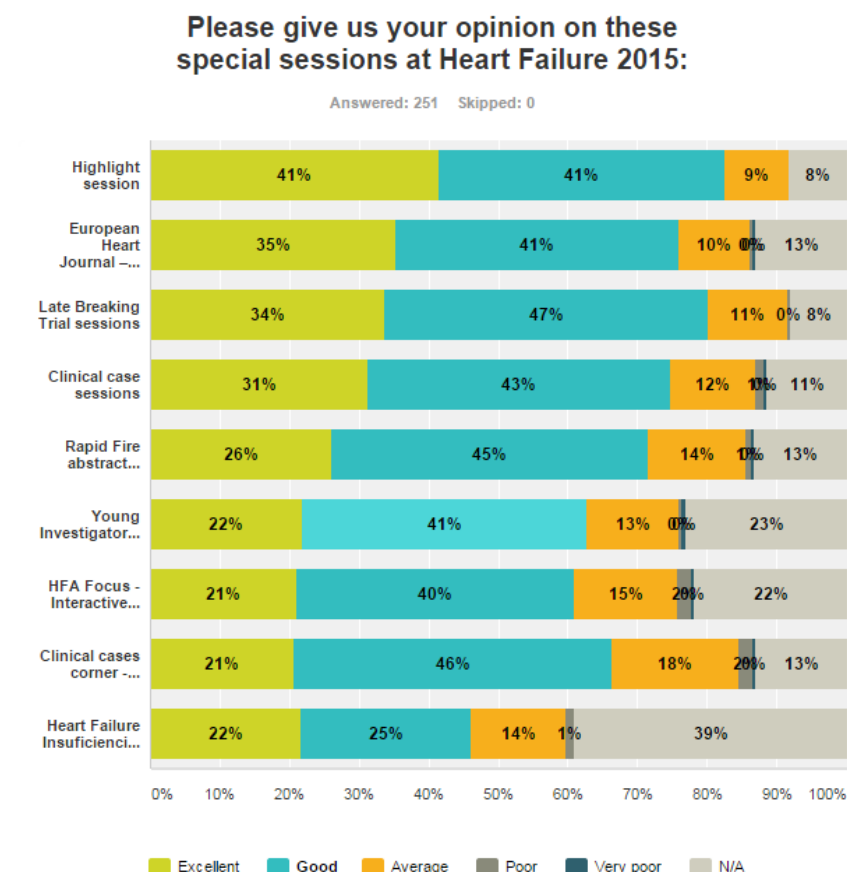
NB: All Heart Failure delegates (standard fees only) are offered a complimentary 1 year online subscription to the European Journal of Heart Failure in 2016.



The communication made to non-HFA members about the benefits to join the association need to be focused primarily on the scientific resources.

Delegates' level of satisfaction

The level of satisfaction about the congress is linked to the entire congress experience a delegate receives from the online registration to her/his travel back home. The scientific programme is usually the strongest driver to attend the congress so it has been looked at in details.



Among the people who rated the sessions, the most appreciated ones were in this order the Highlight with 89.8% of excellent or good rating, the Journal (87.4%), the Late Breaking Trials (87.2%), the Clinical case (84.4%), the Rapid Fire abstracts (82.4%), the Young Investigators Award (81.7), the HFA Focus (77.8%), the Clinical Case corner (76.2%) and the HF IC 2015 in Spanish (75.7%).

Regarding attendance, the Highlight (N=226) and Late Breaking Trial (N=227) sessions were most successful as 92% of the responders rated these sessions.

Level of satisfaction regarding the Scientific programme publications available

The delegates were asked to rate (from 1, poor to 5, good) from the most useful to the less useful the versions available on site among the mobile app, the printed version, the online PDF and the Scientific Programme & Planner (SPP).

The **Mobile App** was reported as the most useful version in 42.4% of responders (N=229) and has the lowest average of 2.18. The printed version is the next most appreciated format in 34.6% with an average of 2.26 (N=234), then the SPP with 26.6% and an average of 2.51 (N=229), and the online PDF version with 22.5% and an average of 2.47 (N=236).

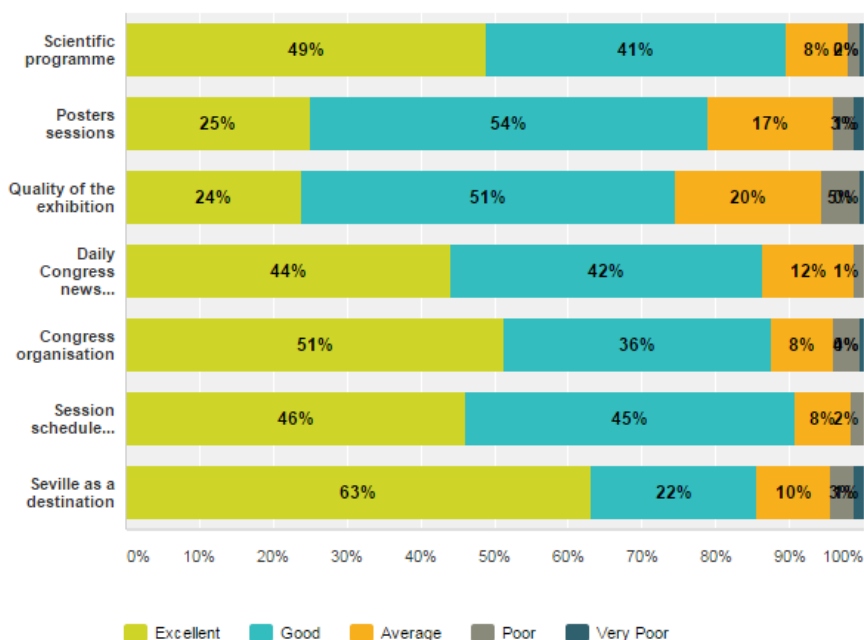
Overall level of satisfaction

In the 2015 edition, the venue (Seville) was highly appreciated by the survey participants as it was the higher rate of Excellent score (63%) reported, above the Congress organisation and the Scientific programme.

Looking at the positive opinions (Excellent + Good), the sessions schedule is first with 90.8%, then the scientific programme with 89.6%, the congress organisation with 87.5%, the daily Congress News with 86.3%, the venue with 85.5%, the poster sessions with 78.9% and the Quality of the exhibition with 74.5% of positive opinions.

Please rate the following in terms of fulfilling your expectations at Heart Failure:

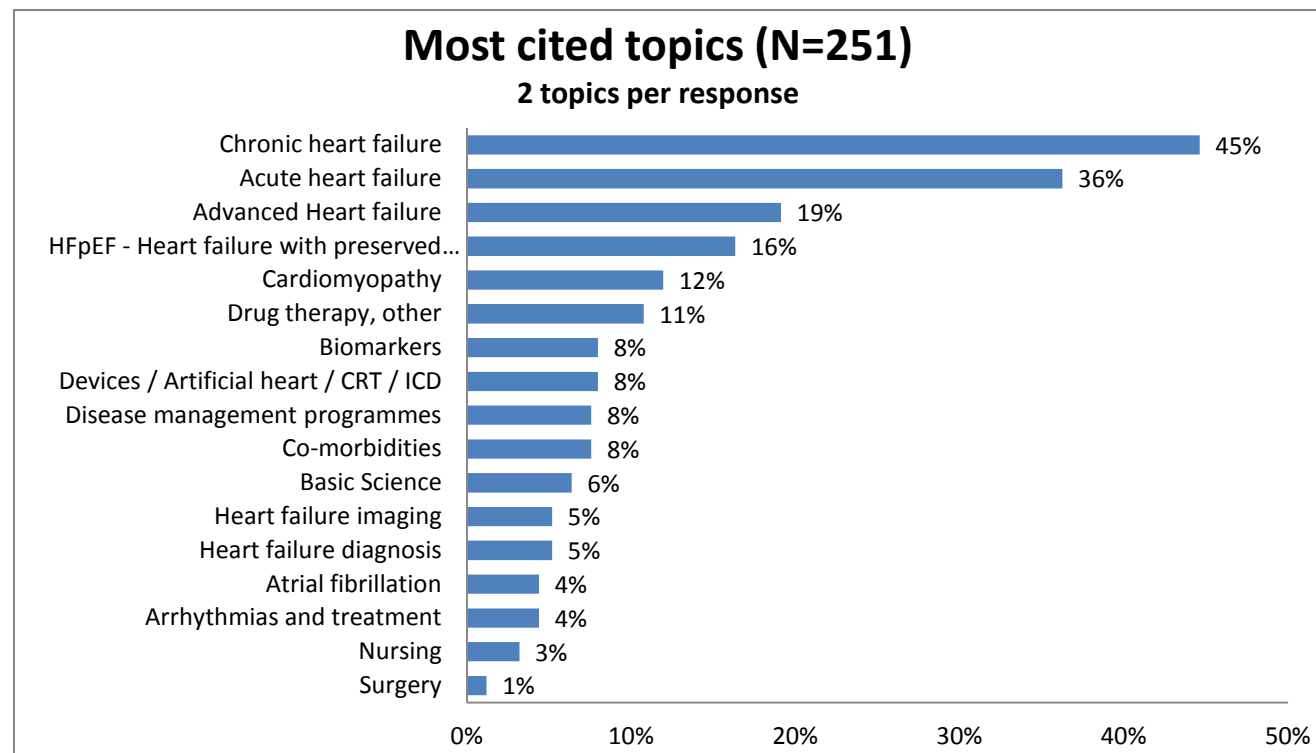
Answered: 251 Skipped: 0



Topics of interest

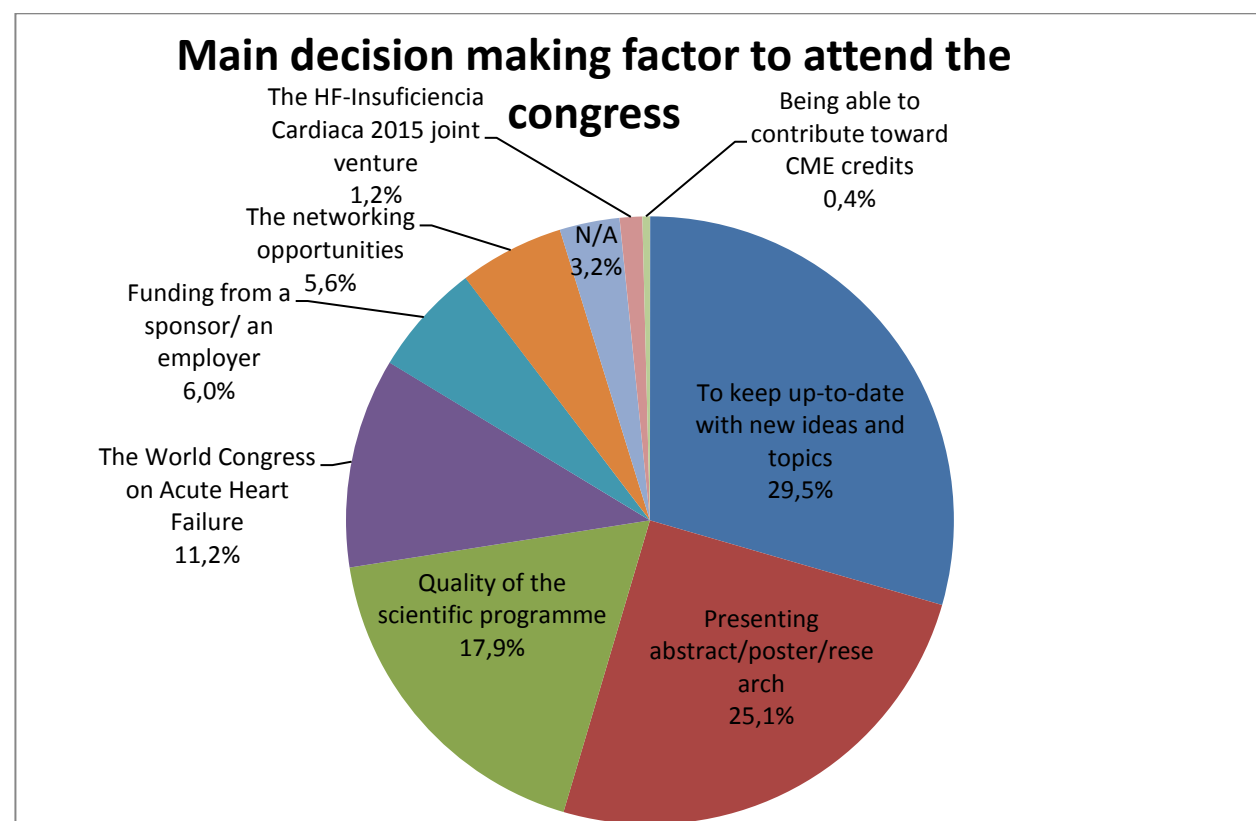
Every response included 2 choices of topics and they were all completed by the survey participants.

The #1 topic is **Chronic Heart Failure (45%)**, followed by Acute Heart Failure (36%), Advanced HF (19%), HF with preserved EF (16%), Cardiomyopathy (12%), Drug therapy (11%).



Decision making process to attend the congress

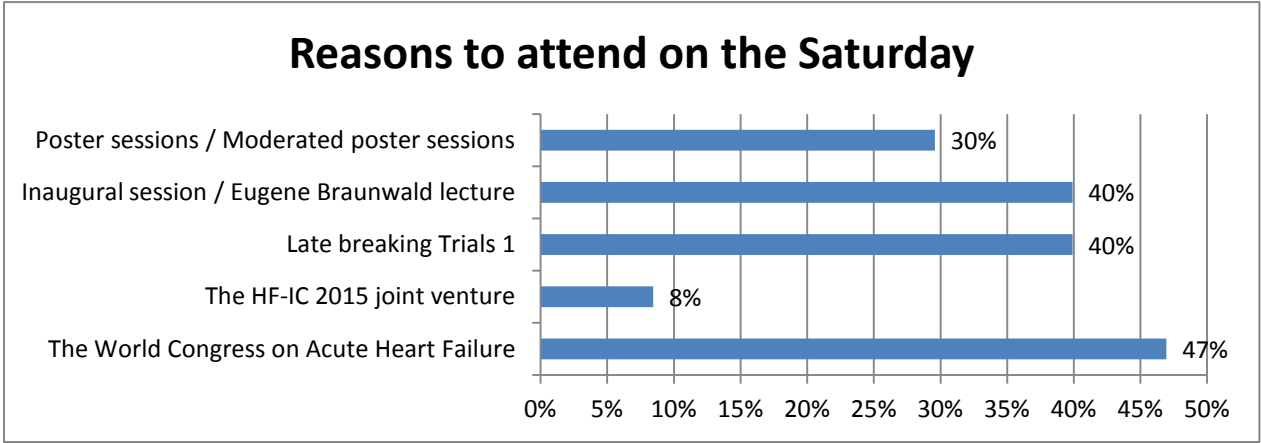
To the question which factor was the most important in your decision to attend the congress, the World Congress on Acute Heart Failure obtained 11.2% compared with 14% last year.



Attendance by day

The results show that vast majority of delegates attend the congress for **3 or 4 days** (entire duration).

212 respondents attended the congress on the Saturday and replied to the question about which feature motivated their presence on that day (multiple choice).



Finally, another important way of measuring the level of satisfaction is the intention to attend the congress the following year. To the question “Will you attend Heart Failure next year from 21 to 24 May 2016 in Florence?”, 52.4% (39.8% in 2014; 28% in 2013) replied YES.

This illustrates that the congress’ popularity is growing and people are willing to come back to a rich and successful event.

Yes	52.4% (N=121)
I don't know yet	45.0% (N=104)
No	2.6% (N=6)
Total	231