

Industry Forum

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ESC Making an Impact



ESC Extending Reach

Congress: New formats & New Regions

Education: Demonstrable outcomes

Research: Driving innovation

Advocacy: Call for focus on CV issues

ESC Membership Strategy

Where expertise becomes a community

Pick the membership package right for you
at the ESC Stand or online at
www.escardio.org/membership

• **ESC PROFESSIONAL MEMBERSHIP**
for the full spectrum of cardiology



• **ASSOCIATION SILVER MEMBERSHIPS**
for specific expertise



Notable Business Impact Congress:

- Encouraging Professional Membership
- Serving an engaged community
- Meeting expressed needs 365
- Improved critical feedback
- Tangible community achievements

Fees:

Standard Fees vs Professional Fees to
increase year on year

Early Fee 31 May: name changes will incur
Late Fee application (Data rigour)

ESC & Compliance

Strategic Business Driver

- Leadership meetings with regulators: focus on physician & patient quality indicators
- Independent Medical Education & High Quality Congresses
- Independent grants for congress attendance



Key Points from Paper:

- Adherence to principles of unbiased independent medical education is in interest of patients, the medical profession & industry
- Medical professionals attending programmes organised by/on behalf of industry should keep in mind inherent bias
- CME accreditation authorities must apply their own rules: verify that presentations by scientists and clinicians are unbiased

