Industry Forum

Aoife Delmas, Industry Relations Director

01 June 2018
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

**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
Need for independent medical education

Board Position paper prepared with contributions from the European Society of Cardiology Committees for Advocacy, Education and Industry Relations,

Coordination: Peter Kearney, Maarten Simoons, and Paulus Kirchhof

Published 28 February 2018
ESC Reaction

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
Strong models of collaboration required

**Stronger together**

“By developing a new ethical and transparent relationship between professional medical societies and the medical industry, we can work together to safeguard medical education and standards of healthcare. Anything less would be detrimental to patients, healthcare professionals and industry.”

*Source: Prof Maarten Simoons & Maarten Simoons for ESC & Biomed Alliance at GMTCC 2018*