# 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 ROFESSIONAL MEMBERSHIP or the full spectrum of cardiology ASSOCIATION SILVER MEMBERSHIPS for specific expertise C ACCA European Association ELRA European Heart ESC European Society European Association of Percutaneous Cardiovascular V Association of Cardiology

## **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* 

 

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#### 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