Industry Forum

Learnings from 2018
(and what we’re doing about it)

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The ESC’s Mission

To reduce the burden of cardiovascular disease
What’s got us thinking this year?
Seth Godin

Create A Community Worth Joining

When there’s an abundance of everything, the scarce thing is attention.

You can get attention if you can connect people across the globe who share your values, your story.

So: Build a “tribe”: a group of people who have a shared sense of meaning and connection.
#1: Over half our contacts are under 40 years old

Source: ESC database
#2: Our website is accessed from across the globe.
Source: ESC quant online survey Nov '18:
“what three words first come to mind when you think of ESC?” N = 2,912

#3: We’re in a good place: cardiologists like what we do
Key learnings from ESC Congress 2018

Of the 5,000 delegates who gave their feedback, 78% said “it was great!”
81% of delegates rated the scientific & education schedule «good» or «excellent»

Digital tools used by delegates:

- **Before Congress**: Planner, Mobile app, Final Programme and e-comms all used to prepare the Congress experience
- **During Congress**: Mobile App and ESC 365 become the key resources
- **After Congress**: ESC 365 unsurprisingly becomes vital as delegates consolidate their learning
And we asked a specific question about smartphone usage whilst at Congress:
Here are delegates’ “Best Moments” at Congress...

Field Eugene Braunwald Excellent Old Friends Congress
Science Lecture Study Highlights Late Breaking
Meeting Topics Presentation Networking
Session Heart Failure Guidelines
Clinical Trials Colleagues Digital Health Hot Line
Milton Packer Moment Listen Poster Clinical Cases Debate
Opening Ceremony

*Words are represented in proportion with the number of mentions received from respondents*
Overall key learnings from 2018 research

- Globally, there is a positive perception of ESC: Net Promoter Score of +48 (source: ESC Brand Tracker)
  - Interestingly, highest in N.American respondents (+60)
  - Asian countries value ESC’s global reach – but travel/funding challenges hinder ESC Congress attendance
    - ESC Asia with APSC & AFC in Singapore is a bold first step (8-10 November)
- Massive opportunity to grow awareness of key products like ESC 365
  - Usage continues to grow – but awareness low in e.g. US (where AHA/ACC equivs v. pricey)
  - We’re also looking at doing more to increase awareness of ESC generally in US/Canada
  - Convenience is king
- The year-round experience we offer our Members needs a better balance
  - Great experience in lead up/during/after ESC Congress; often more ‘help yourself’ at other times
  - Particular focus on improving this Journey for under 40s and ESC Pro Members this year
What about the Young Community?
Digitally more aware, but still all about the Science

- Over half of respondents expect to attend ESC Congress 2019
- 22% of respondents attended ESC Congress 2018 edition, and of those, 6% had their fee covered by a grant, 5% paid it themselves, and 4% were covered by industry sponsorship
- Unsurprisingly, this group use digital communications far more frequently than the average
  - e.g. overindexing on frequency of use of mobile apps, WhatsApp, Facebook/LinkedIn/Twitter
- The Young typically value the same ESC attributes as the average cardiologist
  - i.e. “influential guidelines” / “communicate the latest science” / “develop my medical skills”
- The ESC Pocket Guidelines app is the product most frequently consulted
  - followed by online EHJ & Congresses app
And Finally:
some questions for 2019 we want to answer...

At what career stages can ESC be more appealing to Young, a ‘Community Worth Joining’?

• Hypothesis: at two critical career stages
  • #1: decision to become a cardiologist on finishing med school
  • #2: choosing to specialise in one branch of cardiology
• How should we engage with them – with what messages/approach/media/frequency etc?
• How can we do all the above in tandem with our partners societies?

What’s the ideal “ESC customer journey” for a paying member of the ESC?

• And how does that differ for someone under 40? Or outside Europe? On lower salaries?

How do we get more cardiologists to start that journey with us?

• Receiving ESC newsletters, creating an account, discovering the breadth of our work...

How can we ensure the future success of ESC Digital Summit & ESC in Asia with APSC & APC?

• Learn what works, iterate, get better at communicating its strengths, grow it
Thank you