

ESC

Measuring value

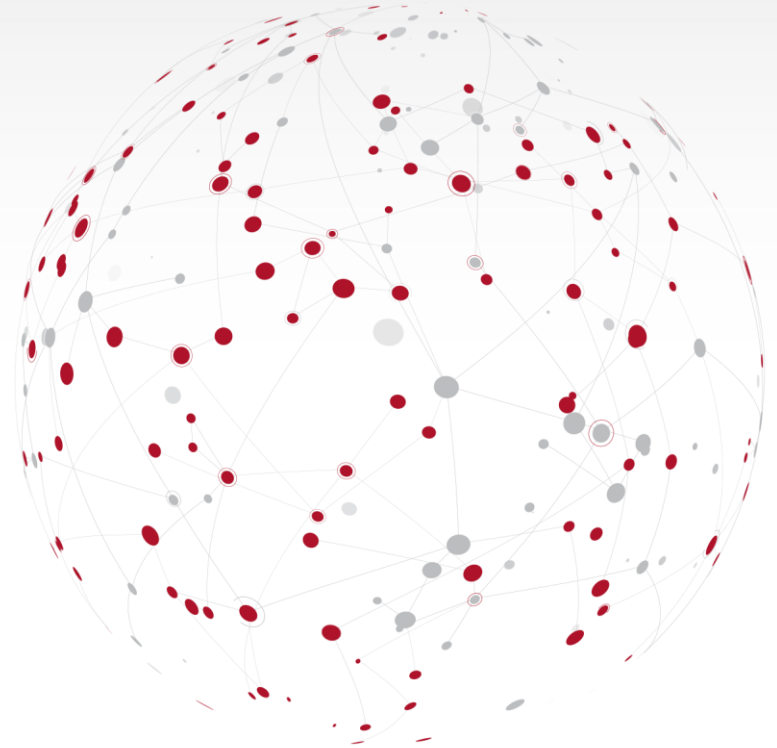
Congress Attendance

Industry Forum- Congresses
June 2019



ESC

European Society
of Cardiology



ESC improving cardiovascular outcomes

“Without data, I am just another person with an opinion”

+50,000 annual congress delegates
+31,000 paying members
+500,000 monthly visitors to [escardio.org](https://www.escardio.org)
+49,000 annual downloads Guidelines App
+25,000 annual connections to 365 platform

Our mission:
To reduce the burden of cardiovascular disease





Determining need & outcome

Guidelines

ESC Clinical Practice Guidelines present the relevant evidence and guidance to enable clinical decision making for best standards of care.

Gap analysis & needs assessment

ESC is well regarded as a source of high quality, unbiased, evidence-based scientific information and conducts thorough assessments on gaps in care to enable continuous improvement.

Learning objectives & Educational programmes

ESC delivers a broad portfolio of education and training programmes, in line with our continuous improvement programmes, and is a strong advocate for increasing care standards through professional development.

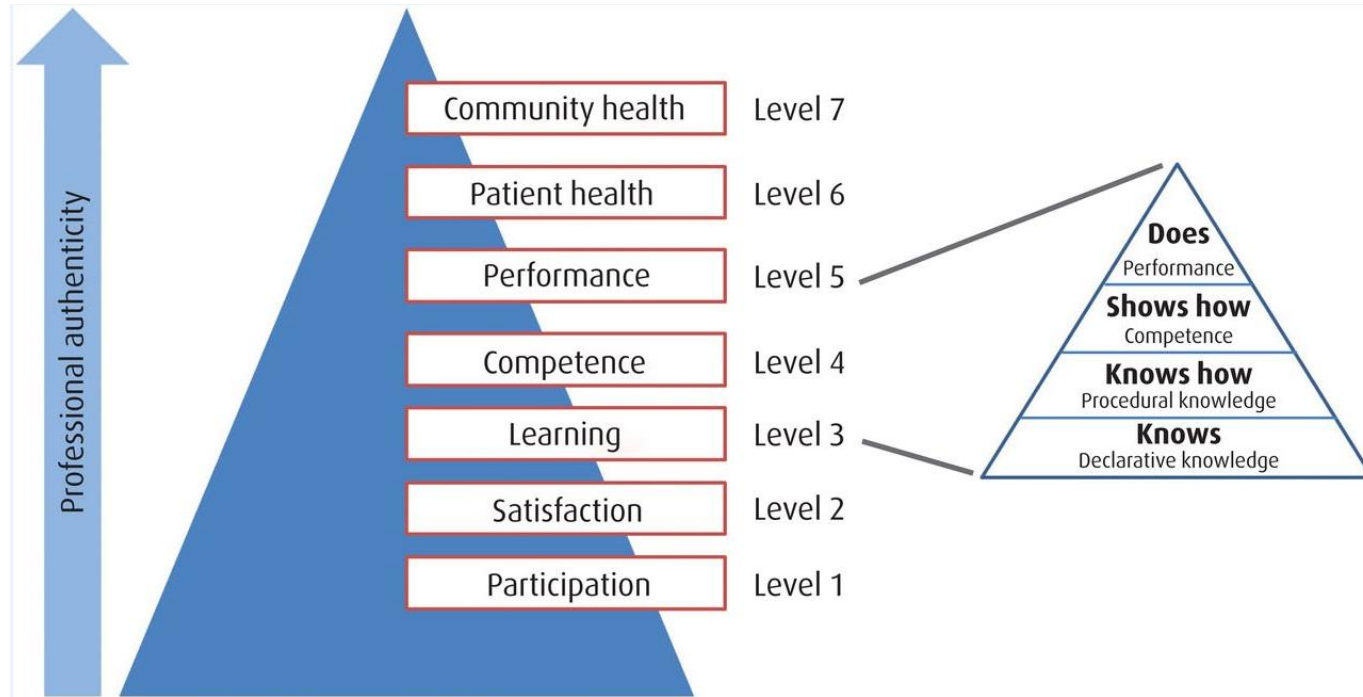
ESC Registries & outcome measurement

ESC runs registries and surveys providing reliable data on applications of CV epidemiology, diagnostic/therapeutic processes and adherence to guidelines.



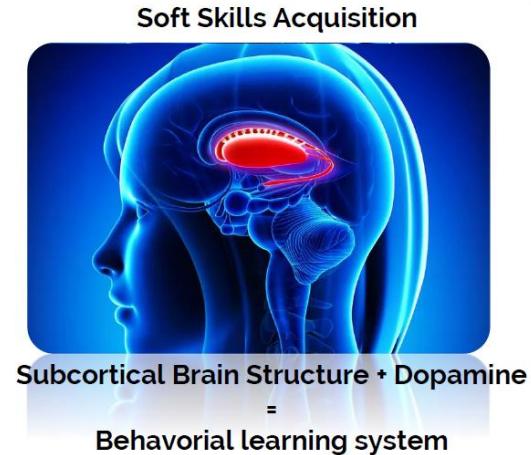
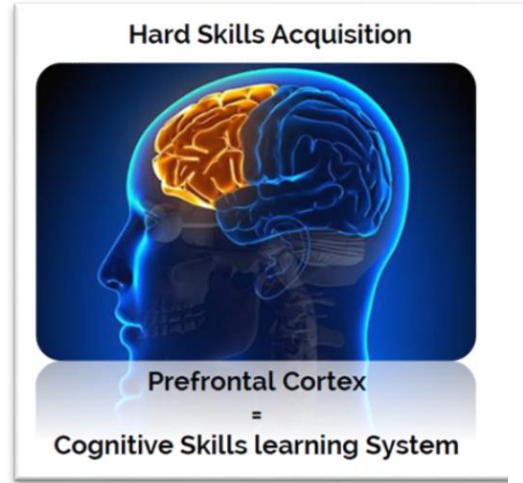
Outcome measurement framework

Moore et al. (2009)



Adult Learning Principles

- Relevant content, activities
- Expose to different learning formats
- Engage different learning styles
- Sensory stimulation
- Practical applications
- Testing



Breakout Questions

Participation & Satisfaction: In the area of congress participation & delegate satisfaction:

- What relevant metrics is the ESC currently providing you with today to demonstrate the participation and the satisfaction of the delegates?
- What could we be doing differently?



Breakout Questions

Learning value: In the area of delegates' engagement (learning exchange) and knowledge retention at congresses:

- What elements is the ESC currently providing you with today to demonstrate learning value?
- What does learning value mean for you/your company?
- What could we be doing differently?



Breakout Questions

Transfer of Knowledge: In the area of transfer of attained knowledge into practice?

- Do you consider it feasible to study the outcome of delegate learning at congresses and the translation of this knowledge into practice?
- Do you have experience in this area which you can speak about?
- What models would you suggest using? Large/small congresses? Random groups, formats etc..

