

The Letter of motivation and intention - Branko Beleslin, MD, PhD, FESC

As a possible candidate for ESC Board for a position of Councillor I want to support, shape and serve ESC vision and mission through imposing fresh energy, ideas and enthusiasm.

With more than 20 years of experience at the National Cardiology Society, including the position of the President of Cardiology Society of Serbia (2015-2017) I feel fully aware of all challenges, responsibilities and opportunities this position carries. I have been experienced and matured accordingly to provide and support the strategic actions and decisions as well.

Within the last decade ESC has been exponentially developed to a certainly the most prestigious Cardiology Society among medical professional organizations based on educational, infrastructural, research and fellowship opportunities with the largest and the most influential international annual congress. The ESC Textbook in Cardiology, the impact of European Heart Journal and the Guidelines are on the top achievements in the whole medical world of research and education.

The new strategic plan of EuroHeart is on the top of my priorities and I will deeply be honored to be selected for the unique project that automatically connects ESC roots to the future. Providing that it is online with the functional necessities I certainly would personally like to be the one engaged doing, helping or serving promotion of EuroHeart in ESC societies and countries. The vision to disseminate and implement unique quality-controlled registries across European countries represents an amazing strategic plan that directly communicates with National Societies targeting at the proper evolution of health care systems in the cardiovascular discipline.

In addition, registry-based randomized studies are evolving on a scientific horizon as the next important paradigm in the Guidelines application that might upgrade the cardiology practice within a reasonable cost containment level.

Serving as a member of ESC EORP Oversees Committee 2018-2020 I could anticipate how ESC is able to offer a lot of opportunities and possibilities for further broader interaction with National Societies on advocacy including education, health policy and approaches to collaborate with the administration. Europe-wide, clinicians and scientist are experiencing a kind of consistent qualitative decline in the priorities of administration, thus directly affecting the level of CV practice across ESC countries. Now in the post COVID-19 period we need to invest our time and energy to bring back cardiology issues to the top of health care priorities, especially having in mind how COVID-19 might affect CV system. With COVID-19 still bearing this weight on our shoulders of our reality I am aware of global healthcare challenges impacting the ESC and the need to react and contribute to the COVID-19 pandemic. However, not all the consequences of the pandemic are negative - the scientific community has managed to make fast innovations in the field of treatment of COVID-19 and some of these possibilities might facilitate necessary changes in the treatment of CV diseases or heart conditions. Another positive important consequence of the COVID-19 pandemic is the ability of the scientific community to quickly connect, respond, and establish quality communication on a virtual basis. Although direct contact is irreplaceable,

the possibility of efficient and fast communication and cooperation that can be used in the future remains the positive legacy of this pandemic.

In terms of specific aspects of CV heart conditions management, we need to be prudent in The Guideline proposals, making efforts to harmonize the exponential technological growth with realistic capacities of numerous European countries that have significant financial constraints in health care expenditure.

ESC as the world leading cardiology society should keep focus and leading role on educational, research and professional level worldwide and we still need to turn our disparities into our strength and advantage. All these external, but also diverse internal issues have tremendous impact on the work and culture of the ESC, so we need to adopt strong and clear new vision for better cardiology health care across ESC countries. Existing diversities may be considered as a gravity gradient that will produce cardiological energy of better quality.

As a candidate for ESC Councilor I strongly believe that I may contribute efficaciously to the ESC board functioning. This contribution will not be merely a unique personal achievement but it will potentially provide an important message for all my cardiology community fellows to join and support ESC activities with dedication, commitment and enthusiasm.