Subject: Letter of motivation for the application as Secretary / Treasurer for the elections to the ESC Board 2024

Reasons for applying and expected contributions to the European Society of Cardiology;

I have had the pleasure and privilege to serve and work for both ESC and its constituent body European Heart Rhythm Association (EHRA) in various positions related to i) Educational activities (exemplified by serving as chair to organize and create the first EHRA Education Committee and as past member of ESC Education Committee twice), ii) development of registries (exemplified by being past member of EORP, chairing Electra - lead extraction Registry and being member of ESC AF ablation registry) and scientific activities (exemplified by chairing EHRA Scientific Initiative Committee, Chairing the Arrhythmia section of the ESC Scientific Programme Committee (CPC) for 2 terms, being member of EHRA Scientific Programme Committee, and being past member of Committee for Practice Guideline and Policy Conferences).
I have also had other leading positions within EHRA Board for many years and was the last Chair of the ESC Working Group of Arrhythmias before it merged with the WG of Cardiac Pacing for conversion to a joint Association, EHRA. Following the merging of the two Working Groups, I was asked to initiate and chair the newly formed EHRA Education committee, starting off with several courses at Heart House in collaboration with the industry for support. After these exciting years I was the Scientific Secretary of EHRA Board followed by a position as Chair of the EHRA Scientific Initiative Committee.
In early years I have also served as a member of the ESC Committee for Scientific and Clinical Initiatives, which eventually transformed into the ESC Committee for Practice Guideline and Policy Conferences, for which I was deeply involved to develop, introducing new formats for production of ESC Guidelines.
I am currently the chair of the Partnership Policy Committee, the Chair of the Arrhythmia section of the Congress Programme Committee of the ESC congress, and steering committee member of EHRA Congress Programme Committee and member of the Stroke Council.

As evident from my CV I believe I fulfil the stipulated criteria outlined for the applied position as Secretary / Treasurer at the ESC Board. I have good communication skills and is a competent team leader as evident by my positions as chairs within several ESC /EHRA Task Forces, Committees and Scientific meetings. My ability to engender consensus and manage conflicts is evident by a “promoting letter” from the members of the Scientific Initiative Committee of EHRA, asking EHRA president to prolong my position as chair after my 2 terms.
I have many years of experience of leading various organisations, which includes chairing and running hospital division of Arrhythmias, the Research Group of Arrhythmias, since many years.
The experience as chair or leader of the ESC Working Group of Arrhythmias (former EHRA), EHRA Board Committees, and National professional organisation is also evident in my CV. My ability to communicate and cooperate with staff and business leaders outside the medical field is evident by my collaboration with industry in various settings related to science and education.

I will be happy to serve the ESC and contribute with new ideas how to foster and further expand the successful development of this organization. Communication and collaboration with ESC members and their National Societies, all constituent bodies including Councils and with the Medical industry, is crucial, particularly for their involvement in improved dissemination and implementation of ESC guidelines advocating novel treatment strategies, continued educational activities and ESC research activities. New tools, as exemplified by AI and various apps for personalized cardiovascular therapy, and promoting these activities needs to be explored and evaluated.

I am interested to further develop and explore novel tracks for improving the scientific, educational and accreditation oriented activities, including the improvement of Guideline dissemination and implementation, and exploring new ways of networking for scientific activities within the ESC community. Collaboration with National societies / Associations/Councils, and also a transparent collaborative partnership with the Medical industry, is important, and with mutual respect and trust I believe we can build bridges to overcome disparities while including diversities in order to reach common visions and goals.

With this letter I declare that, should I be elected as an ESC Board Secretary / treasurer, I will serve the ESC Board and its mission, by contributing with innovative thinking to the further development and implementation of the ESC future strategic plans. I will continue to promote the ESC as the leading European professional organisation within the field of cardiovascular medicine and I will devote my professional time to work for the ESC. It will be my pleasure to work in close cooperation with the Board and ESC staff by providing support within my fields of responsibility assigned to this Board position and by managing assignments given by the President.

Sincerely yours

Carina, Madelene Blomström Lundqvist, MD PhD
Department of Cardiology, School of Medical Sciences,
Faculty of Medicine and Health, Örebro University
Sweden