



EACVI
European Association of
Cardiovascular Imaging

Vision and strategy

July 2023

Mission

To be the leading community and knowledge hub for cardiovascular imaging devoted to reducing the burden of cardiovascular disease.

Values

Excellence: We are committed to maintaining the highest standards in cardiovascular imaging.

Collaboration: We foster a collaborative environment that encourages knowledge sharing and multidisciplinary approaches.

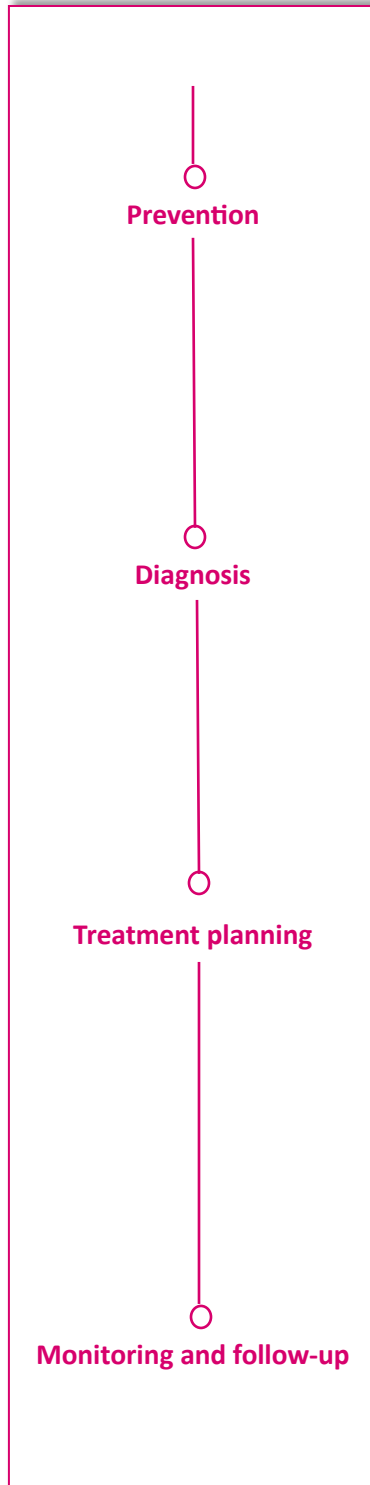
Patient-Centred: Our actions and decisions are centred around the patient guided by their best interests and involve them in the process.

Innovation: We embrace and drive technological advancements and the responsible integration of AI.

Inclusivity: We value diversity and ensure inclusivity in our association and activities.

The role of CVI within cardiology

Cardiovascular imaging plays a crucial role in the field of cardiology by providing valuable insights into the structure, function, and pathology of the heart and blood vessels. It contributes to cardiology, at each stage of the patient pathway, in the following ways:



With advances in technology cardiovascular imaging is playing an increasing role in detecting the very earliest stages of disease, before the development of symptoms or clinical events. This provides the opportunity to deliver therapies aimed at prevention, targeting the disease when it is potentially reversible and most amenable to intervention.

Cardiovascular imaging techniques such as echocardiography, cardiac magnetic resonance imaging (MRI), nuclear cardiology and computed tomography (CT) help in the accurate diagnosis of various cardiovascular conditions. They provide detailed images of the heart and vessels, enabling cardiologists to identify abnormalities, assess cardiac function, and detect the presence of coronary artery disease, and metabolic or structural abnormalities. Accurate diagnosis and risk stratification facilitated by cardiac imaging are key steps in ensuring patients receive the correct treatment.

Cardiovascular imaging aids not only which treatments should be offered to patients but also how these treatments can be best delivered successfully. By visualising individual patient anatomy and the extent and location of cardiovascular diseases, imaging assists cardiologists in planning interventions such as cardiac catheterisation, angioplasty, stenting, and percutaneous or surgical interventions. It helps them select the most suitable approach and to guide the procedure with real-time imaging.

Cardiologists rely on cardiovascular imaging to monitor the effectiveness of treatments and track disease progression. Imaging techniques enable them to assess the evolution of the disease and its consequences allowing for timely adjustments in medications, interventions, or surgeries. Regular imaging examinations also help evaluate the long-term outcomes of interventions and monitor the heart's overall health.



Risk assessment

Research and innovation

Cardiovascular imaging provides valuable information for risk assessment and stratification of patients. This information guides the development of personalised prevention and management plans, including lifestyle modifications, medication therapies, and preventive interventions.

Cardiovascular imaging techniques contribute to the advancement of medical knowledge and research in cardiology. They facilitate the exploration of new diagnostic and therapeutic approaches, enable the development and validation of novel imaging biomarkers, and support clinical trials by providing objective and quantifiable data. Imaging research also plays a vital role in understanding disease mechanisms, evaluating treatment outcomes, and improving patient care.

Summary

Overall, cardiovascular imaging is an indispensable tool in cardiology, empowering clinical cardiologists and other medical specialists with essential visual information for accurate diagnosis, treatment planning, monitoring, risk assessment, and research, thereby enhancing patient care and outcomes. EACVI promotes the accurate clinical assessment of patients with state-of-the-art imaging throughout their clinical care.

Vision Statement

The European Association of Cardiovascular Imaging (EACVI), a branch of the European Society of Cardiology (ESC), aims **to advance the field of cardiovascular imaging** by providing the necessary resources, education, and support to clinical cardiologists who are experts in imaging, other healthcare professionals and cardiology/radiology/medical specialities that are interested in and use multimodality cardiovascular imaging.

We strive to **promote the use of imaging across cardiology and relevant medical specialties**, ensuring comprehensive clinical assessment and multi-modality imaging **throughout the patient journey from prevention to diagnosis, management and long-term follow-up**. Our focus is on the patient and how imaging can help provide **optimum care** throughout their care pathway. Our association fosters a **positive, inclusive, and constructive environment** with all potential partners for the benefit of the patients. We acknowledge that it often is the cardiac imaging specialists that follow up on patients over time and are responsible for the key management decisions along their clinical care pathway.

We embrace the responsible development and integration of **AI into our clinical practice** and strongly support the concept of **precision medicine** delivering the right care to the right patient at the right time. Indeed, we believe that careful patient evaluation and appropriate imaging are the **key methods for determining the most appropriate long-term treatment strategies** for patients. Imaging serves as the **clinician's "eyes"** allowing them to understand the underlying clinical pathophysiology, make the correct diagnosis, deliver the correct treatment, and monitor its effects over time. Therefore, we seek to **provide physicians with the necessary skills and competencies to provide high-quality care to their cardiovascular patients**.

We aim to cultivate a strong network and sense of **community** within our association, uniting professionals dedicated to cardiovascular health.

Summary

Leading community and knowledge hub for cardiovascular imaging

Devoted to helping the patient throughout their care pathway and reducing the burden of cardiovascular disease.

Embracing innovation and supporting precision medicine for patients.

Strategic aims

1. Tailored membership

Tailor membership offerings to different needs, including full-time imaging experts, other medicine/cardiology specialties, general cardiologists, allied health professionals and our Heart Imagers of Tomorrow. Implement retention strategies, loyalty schemes, and incentives for loyal members. Provide specialised benefits based on membership category.

2. One congress

Organise a multi-modality imaging congress once a year, onsite in December starting in 2024 as EuroEcho(-Imaging), starting in 2025 as EACVI congress. Details of onsite only+VOD or hybrid+VOD to be further discussed in August 2023. Ensure the congress has a clear clinical focus on the patient pathway and covers science from both multi-modality imaging and single-modalities with both basic and advanced sessions. Onsite experience should be enhanced with appropriate networking opportunities and hands-on sessions or similar that cannot easily be delivered in online educational offerings.

3. Specialised and tailored education

Offer specialised education programmes for imaging specialists (from any speciality), allied health professionals and other cardiology/medicine specialists needing imaging training. Provide on-demand resources, level 1 multi-modality certification, exam preparation materials (books, apps, calculators), and tailored educational support for low-income countries. Tag and package content to cater to specific educational needs.

4. Promote and support research

Guide and support members in conducting high-quality research by providing toolkits and resources, and grant high-quality training programmes in renown institutions. Promote and support multi-modality approaches in research and treatment. Publish research findings in dedicated ESC/EACVI journals.

5. Advocate for the importance of competency-based cardiac imaging

Advocate for competency-based cardiovascular imaging, raise awareness and advocate for advancements in valvular heart disease imaging, advocate for patient-centred approaches and initiatives.

6. Disseminate knowledge

Through journals, congresses, newsletters, courses, the association's website, e-learning platforms, social media channels, and handbooks/textbooks. Create an exchange platform for knowledge sharing among members.

7. Promotion

Implement a rebranding strategy to align with the updated vision. Inform industry stakeholders about the association's vision and offerings. Develop a targeted communication plan to raise awareness about the association's resources and initiatives and our strong patient-centred approach.

Summary

Membership: tailored offerings, retention strategies, and incentives.

Congresses: annual multi-modality imaging congress starting in 2025.

Education: specialised programmes, certification, and resources for imaging and cardiology specialists.

Research: guidance, support, and promotion of multi-modality research.

Advocacy: promoting the importance of imaging, valvular heart disease, and patient-centred approaches.

Dissemination: journals, congresses, newsletters, courses, online platforms, and handbooks.

Alignment with ESC strategic plan 2023-2028

The European Association of Cardiovascular Imaging (EACVI) is closely aligned with the European Society of Cardiology (ESC), working together to advance cardiovascular imaging. The EACVI's mission, vision statement, and strategic aims are aligned with the ESC values, future scenarios, and strategic aims, as outlined below:

ESC Values

The EACVI upholds the values of the ESC, including excellence, collaboration, patient-centred care, innovation, and inclusivity. These values guide the EACVI in its pursuit of advancing cardiovascular imaging and improving patient outcomes.

Future Scenarios

The EACVI recognises the future scenarios outlined by the ESC, such as demographic changes, the cardiologist of the future, the future of cardiology, emphasis on the patient perspective, and societal changes. Considering these scenarios, the EACVI remains responsive and adaptable, ensuring its activities and initiatives align with the evolving landscape of cardiology.

Strategic aims

A Welcoming Society with Fair and Transparent Governance

The EACVI strives to create a welcoming and inclusive environment for its members, promoting fair and transparent governance practices. By fostering a sense of belonging, encouraging diverse perspectives, and ensuring transparent decision-making processes, the EACVI contributes to the ESC goal of creating a supportive and equitable professional community.

Trusted Knowledge Delivered Efficiently

The EACVI is committed to delivering trusted knowledge efficiently to its members and the wider cardiovascular community. Through its educational programmes, journals, congresses, and digital platforms, the EACVI ensures the dissemination of up-to-date and evidence-based information, aligning with the ESC's objective of providing high-quality and accessible knowledge resources.

A Focus on Patient-Centred Healthcare

Patient-centred care is at the core of the EACVI's strategic aims. By supporting multi-modality imaging throughout the patient journey, promoting precision medicine, and emphasising the patient perspective in research and clinical practice, the EACVI contributes to the ESC's vision of patient-centred healthcare that is tailored, compassionate, and improves patient outcomes.

A Membership Experience Rich in Rewards and Benefits

The EACVI aims to provide its members with a rewarding and beneficial experience. By offering tailored membership benefits, loyalty programmes, and incentives for loyal members, the EACVI enhances member satisfaction and engagement. This aligns with the ESC's objective of creating a thriving professional community that values and supports its members.

High-Quality Data and Research

The EACVI emphasises the importance of high-quality data and research in advancing cardiovascular imaging and cardiology as a whole. By promoting research excellence, providing guidance and support for research activities, and facilitating the dissemination of research findings, the EACVI contributes to the ESC's goal of fostering evidence-based practice and innovation in cardiology.

Environmental Sustainability

Recognising the importance of environmental sustainability, the EACVI integrates environmental considerations into its activities. By promoting environmentally responsible practices in congresses, publications, and everyday operations, the EACVI aligns with the ESC's commitment to sustainability and contributes to the broader goal of reducing the environmental impact of cardiovascular healthcare.

Summary

In summary, the EACVI's mission, vision statement, and strategic aims are fully aligned with the ESC's strategic plan. By upholding shared values, considering future scenarios, and addressing the ESC's strategic aims of a welcoming society, trusted knowledge, patient-centred healthcare, rewarding membership experiences, high-quality research, and environmental sustainability, the EACVI contributes to the ESC effectively to advance the field of cardiology and improve cardiovascular care on a broader scale.