



## **EHRA Digital and e-Communication Committee (Under the EHRA Advocacy Pillar)**

### **1. Mission:**

Communication is a key strategy to convey knowledge and the aims of EHRA. In the last years, EHRA has undertaken important efforts to improve its communication, spreading and transparency. An important part of communication today is electronical communication using different channels including – increasingly – social media. Digital Medicine plays an important and increasing role in diagnostics, allocation or treatment pathways. E-communication and Digital Medicine are progressively and consistently interwoven.

#### **Digital**

To promote EHRA's mission to reduce sudden cardiac death and provide health care to arrhythmia patients. The ongoing Covid-19 pandemic has shown the importance of digital methods of care delivery and forced a rapid adaptation into clinical development of already existing digital tools. This is a challenge for all EHRA members, and EHRA should take the lead in promoting clinical development for arrhythmia patients, where digital technology is already at the forefront.

A new challenge will be to adapt to circumstances where larger meetings might not take place – but the educational needs persist. The digital committee should be leading in new remote solutions. The chair encourages a close cooperation between physicians and other stakeholders in reaching a common goal in terms of digital issues in the field of EP and device therapy.

#### **e-Communication**

To optimise the communication of EHRA and its mission to members, non-members, healthcare providers and patients and to recognise the leading position and source of information for heart rhythm disorders in Europe.

### **2. Objectives**

#### **e-Communication**

1. To provide high quality, informative and interesting content for the website and other communication channels (e.g. social media, podcasts, and more) and to increase the number of visitors or followers to EHRA resources
2. To promote EHRA as a recognised leading source of information to healthcare providers, patients and industry partners
3. To develop activities in the field of EHRA related Apps and Software

#### **Digital Medicine**

1. To encourage and ease transition into digital methods of care for arrhythmia patients through educational efforts such as webinars, and recommendations from the association.



**EHRA**

European Heart  
Rhythm Association

2. Contributes to education related to Digital cardiology within the field of arrhythmias and participates actively in planning the Digital Arrhythmia Day during EHRA congress and aids the scientific committee in reviewing and suggesting digital topics of relevance.
3. Works with the Scientific Documents Committee to provide digital information that is relevant to Guidelines, Position Statements and Consensus Statements when requested.
4. Works actively with the sister societies, and within the ESC Digital health committee to promote EHRA and digital care for arrhythmia patients
5. Works with Industry partners and different stake holders for digital cardiology.
6. Supports the advancement of digital cardiology in the field of EP and device therapy.

### 3. Job Description

#### **CHAIRMAN'S JOB DESCRIPTION anticipated time: 2 hour/week**

- Defines the Digital and e-Communication Committee objectives in line with EHRA and ESC's strategic plans.
- Sits at the EHRA Board, reports decision from the Board and feeds back information from the Committee
- Provides leadership to the Committee members to define objectives, delegate tasks and to motivate collaborative efforts with creative thinking
- Maintains confidentiality as appropriate
- Communicates expectations regarding Committee members' input and monitors their performance.
- Looks to improve the EHRA's visibility on the web and other media (via ESC website + EHRA dedicated website for patients)
- Acts as an EHRA Ambassador: promotes EHRA educational activities, science and membership
- Suggests scientific content for the various communication channels (quarterly newsletter, bulletins, activity reports..)
- Looks to improve the EHRA's digital foot print as responsible for EHRA's digital track at the ERHA congress, through collaboration and participation at sister organisations' meetings
- Schedules, chairs and prepares agendas of Committee meetings (in person and by phone/web conference)
- Prepares reports and presentations for the EHRA Executive Board and addresses all its requests about other EHRA activities
- Reviews minutes and approves final work products and formal communication
- Responds to email notifications and solicitations in a timely manner (within 72 hours)



**ESC**

European Society  
of Cardiology



**CO-CHAIR'S JOB DESCRIPTION (anticipated time: 1 hours/week)**

**Work collaboratively with the Chairman to:**

- Sit at the EHRA full Board and report decisions if the chair is not available and represent him at any other meetings
- Define the committee objectives in line with the ESC and EHRA strategic plans
- Improve EHRA's visibility in his/her country and involve his/her networks
- Establish annual objectives, work plans, timelines
- Prepare for meeting dynamics, especially complex or controversial issues
- Chairs meetings and teleconferences, in the absence of the Chair
- Responds to email notifications and solicitations in a timely manner
- Maintains the confidentiality of committee materials and deliberations
- Takes on other committee-related duties as assigned by the Chair

**COMMITTEE MEMBER'S JOB DESCRIPTION: anticipated time: 30 min/week**

- Reports to the Chairman
- Helps the Chair to define the Digital and e-Communication Committee objectives in line with EHRA and ESC's strategic plans.
- Maintains confidentiality as appropriate
- Works collaboratively with the Chair and also ESC/EHRA staff to achieve the Committee's goals and objectives
- Delivers assigned tasks within the predefined timelines
- Volunteers for special assignments or tasks when able to
- Responds to email notifications and solicitations in a timely manner (within 72 hours)
- Acts as an EHRA Ambassador: Promotes EHRA educational activities, science and membership - improves visibility

*If absent from 2 consecutive Committee meetings or if 3 deadlines are missed, without any prior notice, the member needs to report to the Chair whether to remain or leave the Committee related to time constraints.*