

ESC Education

learning & change

raising educational standards improving outcomes

April 2016



European Society of Cardiology Strategic Plan 2016 - 2020



I STRATEGIC DRIVERS

OUR MISSION: To reduce the burden of cardiovascular disease in Europe OUR VISION: The ESC will be recognised as the leading authority for scientific and educational programmes which improve cardiovascular health. To achieve this, it needs to:

- Promote the ESC family as a single, cohesive entity and reinforce ESC brand values
- Be the prime resource for professional development of cardiovascular health care professional
- Be a key facilitator of excellence in research and innovation
- Be the voice for the ESC membership
- Advocate the highest standards of cardiovascular patient care and promote cardiovascular health

KEY OBJECTIVES:

- · To improve coordination and management of all ESC Advocacy activities
- To provide faster, more effective response to requests for comment and opinion on relevant matters
- To improve promotion of cardiovascular-related topics relevant to ESC and its work

ADVOCACY

Exert influence, manage our brand and leverage our reputation

KEY ACTIONS

- Develop an inventory of events and launch a detailed coordination, management, and tracking process
- Appoint and train a cadre of expert, credible spokespersons to speak on behalf of ESC
- Provide training for ESC staff so they can rapidly adapt responses to suit all target audiences and channels
- · Develop plans to fully exploit all media channels, including social media

▲ RESEARCH

courage excellence and manage research innovation

KEY OR JECTIVES

- To improve receively coordination and rejusticati
- To improve research visibility and access
- To increase quality and value through training
- To increase quality and value through training
- . To evert more influence on receasely regulatory frameu
- To evert more influence on research funds distribution

KEY ACTIONS:

- Form ESC-wide Research Think Tank
- Develop new process for internal and external communications
- Establish ESC Scholar programme

S EDUCATION

Deliver world-class learning and professional development

KEY OBJECTIVES:

- To gain CME and CPD accreditation and deliver relevant education
- and training
 To protect the ESC's reputation for delivering robust, unbiased
- education programmes
- To extend the education product portfolio

KEY ACTIONS:

- Develop and implement an educational blueprint
- Engage in state of the art technology enhanced learning to develop
- Develop educational offer based on n
- Develop educational offer based on needs assessment and incorporating robust validated instructional design principles

CONGRESS

Organisation of successful congresses which offer the best scientific content and attract the best people

KEY OBJECTIVES:

- To make ESC congresses 'must attend' ever
- To widen audience participation
- To launch tailored products and rook non-healthcare industry cun

KEY ACTIONS:

- Develop world-class scientific programmes and ensure that th
- format of congresses adapts to audience needs
- Design and implement initiatives to engage new a
- Develop, test, and pilot virtual congress concept
- Diversity congress-related derivative products

KEY OBJECTIVES:

- To recruit 22 000 Professional Members by 2020
- · To widen awareness of the individual membership initiative
- To offer an organisation capable of promoting, developing & supporting the initiative

MEMBERSHIP

Engage with cardiovascular professionals and grow our membership

KEY ACTIONS:

- Launch an ESC individual membership initiative at ESC Congress 2016
- Implement a communication plan that reaches out to potential members

STRATEGIC TRENDS

- Gender flip (70% of cardiologists in training are women)
 Generation gap (leading to cultural changes)
- Geographical reach
- Increasing economic pressure in health care
- · Stringent regulatory environment
- IT revolution
- Member engagement, retention and recruitment



Strategic plan 2016-2020 Education





Key objectives

Accreditation (CME- CPD)
Relevant education and training
Robust, unbiased education programmes
Respond to demand from the NCS/ affiliated
Extend the education product portfolio



Key actions

Develop and implement an educational blueprint

Engage in technology enhanced learning to develop robust educational programmes

Develop educational offer based on needs assessment and incorporating robust validated instructional design principles

ESC Education



Live Events

Educational Blueprint

eLearning

Interactivity
Case-based
Self-assessment

Assessment & Quality Assurance exam delivery Outcome

measurement

Dissemination of ESC Practice Guidelines & addressing gaps in practice







www.escardio.org



ESC Educational Offer Online catalogue

Available from the 'Career Development' section of the ESC website

http://www.escardio.org/Guidelines-&-Education/Career-development



ESC Education

ESC Live Events Policy



Newly validated by the ESC Board (12/2015)

Implementation of the ESC Educational Blueprint

Single entry point for submission of endorsement requests

3 types of events

ESC Member Courses in collaboration with National Cardiac Societies

ESC Branded events

Other events in collaboration with the ESC





The Scientific Programme will systematically be reviewed by the ESC Education Committee and must comply with the following ESC Blueprint:





Events must not promote single products or devices

Learning objectives and expected outcomes must be clearly defined

The programme must be based on recent ESC guidelines/ESC consensus documents





Case-based presentations are strongly encouraged

It has to be interactive to better engage participants (via group discussions, breakout sessions, voting...)

It should align with identified needs and assess progression, an evaluation mechanism must be implemented (pre- & post-tests)



Feedback on the event is required

Local National Cardiac Societies should be informed of the event and be involved in it if possible



ESC eLearning offer

A wealth of online tools





ESC Clinical Case Gallery

Aim:

to present real and typical clinical scenarios to discuss findings and management in the light of current ESC recommendations

to follow the clinical course of the case

Opportunity to get citation

→ Submit your clinical case to the ESC Education Committee

http://www.escardio.org/Guidelines-&-Education/E-learning/Clinical-cases/General-cardiology

ESC Webinar Series general cardiology tips for daily practice – ESC Guidelines into practice



10 case-based webinar per year

Interactive live sessions online

Recently published Guidelines into practice

Pre-tests before the event

Engaging participants

Informing speakers' presentations

Post-tests after the event

Assessing knowledge retention

Engaging learners beyond the event







Guidelines into Practice Tracks

For recently published Practice Guidelines

The best of ESC Congress curated and structured by experts

Particular emphasis placed on clinical implementation of said guidelines

Cross-linking to relevant educational material (webinars, cases, ...)



Online Programmes & Courses

ESC eLearning platform





Training programmes online Course catalogues for lifelong learning Over 300 courses available

- ✓ Interactive
- ✓ Self-assessment
- ✓ From self-paced to directed programmes

A wealth of structured & curated content





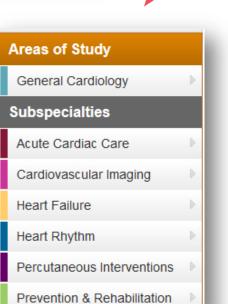












General Cardiology Programme on the ESC eLearning platform







Structured around the ESC Core Curriculum

→ Training framework for the general cardiologist



Modular approach: knowledge, skills, professional development

Launched in March 2016

- Training Programme → open to NCS Trainees only (enrolment via the NCS exclusively)
- Continuing Professional Development programme for Lifelong Learning



Assessment & Quality Assurance



Increasingly, all educational activities at ESC contain a self-assessment component (pre/post testing)

In addition, the ESC offers a series of examinations
In general cardiology
In subspecialties of cardiology





Evaluation mechanism at the service of National Societies





European Exam in General Cardiology (EEGC)

- An 'Opt-in' programme for National Societies
- Not an exit exam
- Complement to workplace-based assessments of national training programmes
- Ensures that cardiology trainees demonstrate adequate knowledge of the European Core Cardiology curriculum
- → Developed for NCS, by NCS Collaborative initiative involving trainers and trainees from several European countries
 ESC Education



Future initiatives toward outcome measurement



Future initiatives

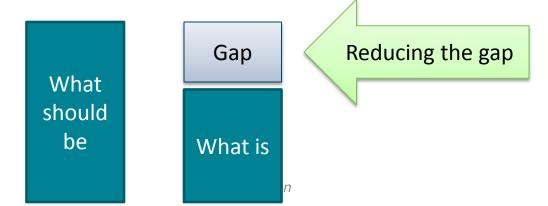
toward outcome measurement



ESC started 3 evidence-based initiatives

The aim is to identify perceived and unperceived needs, gaps in clinical practice in order to develop educational programmes that are needs-driven and evidence-based.

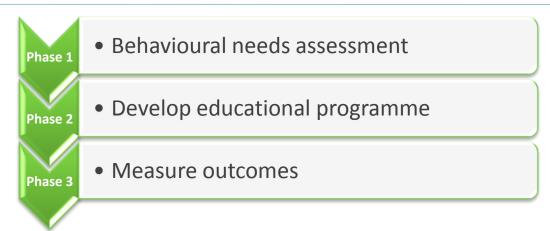
Next step → **outcome measurement initiatives**





3-step programmes





ESC has initiated the following programmes

- in stroke management & prevention in Atrial Fibrillation
- in raising awareness in Mitral Regurgitation
- in addressing gaps in cardiac education and performance improvement



Ultimate Aim → **Outcome measurement**

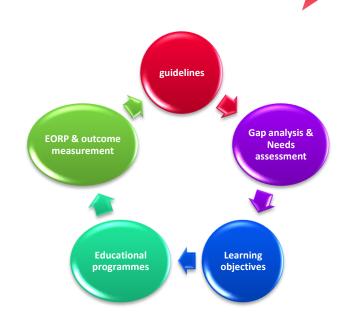
toward the 'Virtous Circle'



Long term goal is to link

- Education
- Practice Guidelines
- Registries
- Scientific publications
 for the whole of cardiology

The wealth of ESC wisdom targeting practice gaps in clinical realities





Thank you!



