MY VISION OF THE ESC

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ESC 2020: A global cardiovascular community

Vienna

„Our diversity is our strength“

57 National Cardiac Societies, 102,953 Members
ESC has become a large subspecialty community

- 7 Associations
- 7 Councils
- 15 Working Groups

- Acute Cardiovascular Care Association
- EAPC European Association of Preventive Cardiology
- HFA Heart Failure Association
- ACNP Association of Cardiovascular Nursing & Allied Professions
- EAPCI European Association of Percutaneous Cardiovascular Interventions
- ESC Councils
- EACVI European Association of Cardiovascular Imaging
- EHRA European Heart Rhythm Association
- ESC Working Groups
1. ESC in a RAPIDLY CHANGING WORLD

2. CURRENT STATUS of the ESC

3. MY STRATEGIC PLAN and KEY PRIORITIES
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Challenging Issues for a Large Medical Association

- Ensuring independent medical education
- The Digital Health paradigm
- Quality of care prioritization
- Need to reduce healthcare gaps and inequalities
- Regulatory issues
- Social media domination: dealing with an unpredictable and hostile environment

ESC has to be competent in every domain: Be fast, responsive, flexible and consistent
„Changes only benefit those prepared for them“
Louis Pasteur
Digital Health

• Explore what best to do with new data
  MOBILE APPS, CIED as big data sources for remote monitoring

• Get prepared for the future

• Innovative field today that will be commonplace in <10 years from now

‘In a world deluged by irrelevant information, clarity is power’
Yuval Harari, ‘21 lessons for the 21st century’, 2018
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2. CURRENT STATUS of the ESC

3. MY STRATEGIC PLAN and KEY PRIORITIES
Current Status of the ESC

A strong, prosperous, successful & diverse society

National Cardiac Societies
Working Groups
Councils
Associations
Current Status of the ESC

A strong, prosperous, successful & diverse society

- Volunteer Society
- Governance Structures
- Finances
- Research
- Forecasting of Trends
- Membership
- Education, Congresses and Meetings

Faced with key strategic issues
National Cardiovascular Societies: My personal experience as Vice President

• NCS are very active and ready to adopt ESC guidelines
• More focused communication needed
• Support is expected from ESC to enhance health policies and improve cardiovascular care
• Enhanced representation of NCS in ESC (Assoc., WG, TF)
• Potential for further joint projects:
  – Euro Heart
  – ATLAS
  – Patient engagement/ Patient Forum
ESC Working Groups and Councils

Working Groups:
- Scientific input to ESC activities is of paramount importance
- Stable financial basis required
- Adequate inclusion of the Young

ESC Councils represent comprehensive fields of research
- Ensuring inclusion of all relevant groups and experts
- Combining efforts and defining common goals
- Bridging the gap between science and clinical practice
ESC Associations

• ESC Associations have contributed substantially to the strength of ESC

• Autonomy and scientific performance (projects, journal, congress) closely related

• Collaboration with ESC based on mutual respect, transparency and discussion on a level playing field
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ESC Corporate Governance

• Close collaboration among the Presidential trio to guarantee continuity of ESC plans

• Clarity and transparency in rules and regulations

• Careful management of finances

• Proper recruitment of new leaders
Research: Role of the ESC

- **Increase** the interest in research
  - Help to enhance career chances
  - **Counteract** commercial pressure
  - Assist in funding application
  - **Bridge** basic and clinical research, „clinician-scientist“

- **Provide** independent research funding (Foundation)

- **Attract** basic science: support image and exposure of basic science in dedicated sessions, e.g. „Rapid Fire“ etc.
Aim: to make Cardiovascular Disease and Mortality a Political Priority
Gaps and inequalities in cardiovascular medicine: ESC ATLAS shows the facts

Cardiac resynchronization therapy pacemaker (CRT-P) implantations (per million people), 2017 or latest year

Actions to reduce inequalities

**ESC**
- Allocate grants
- Improve local expertise
- Invite physicians and trainees to centers of excellence
- Go to the countries to help lobbying for better CV care

**National level**
- Raise health expenditures
- Invest in prevention
- Partner with ESC to improve national health care plans
- Retain local talents and experts
The Young Community

• „Millenials“ (1980-94) → Gen Y
  „founders“ of CoTs and Young communities

• Gen Z → „true digital natives“ (1995-2010)

• Role of ESC:
  – To integrate new „influencers“:
    adjust to different attitudes in consumption, communication, learning, job seeking
  – To provide and promote mentorship

• New ESC Board Committee for Young Cardiovascular Professionals:
  – to serve their community
  – seek „unity in diversity“
    (12 Young subspecialty groups!)
European Heart House

New project: the ESC Campus

• It’s our home!
  • We complain about long bus rides and traffic jams and strikes...
  • But we love it!
  • EHH staff make it enjoyable and easy!

It’s there to become what we want it to be!
My key priorities

Secure and defend the cardiology profession

• Support subspecialty communities
• Include National Cardiovascular Societies in ESC activities and decisions: invest in communication
• Promote research, education & training
• Get fit for the digital future
• Be close and transparent to all members
• Be consistent and provide continuity...

Inclusion – Participation – Contribution
My working profile

• 25 years in Medical Universities
• Head, Department of Cardiology in tertiary Vienna city teaching hospital „Rudolfstiftung“ since 2007 (34 physicians)
• Interventional cardiologist
• Board member, Austrian Society of Cardiology (Training & Education)
• „Front-line clinician“ (self-perception)
My activities in ESC

• Working Group of Interventional Cardiology / EAPCI + EuroPCR
• Euro Heart Survey
• EORP Oversight Committee member
• STEMI registries and Guidelines Task Force member
• Councillor for Young community 2016-18
• Vice President for NCS and Advocacy 2018-20
Spirit of the ESC:
Friendship, Personal Exchange, Mutual Support
Thank you!

Hospital Rudolfstiftung

Vienna at summer sunset