



Dear EHRA member,

Thank you for clicking through! It shows your interest in the European Heart Rhythm Association and, as I hope, also in my candidature for its Presidency!

I have a strong belief in EHRA. That is why I have volunteered already for many years in our association, first as member and Chair of its Educational Committee, and over the last two years as elected Secretary and Executive Board Member. We **need a strong association** to advocate the role of our profession towards European, national and local administrations. We need EHRA to foster independent scientific exchange and education, and to promote quality through accreditation. And we need EHRA to set up virtual or real-life meeting places where we can come together, discuss new ideas, and feel united in a modern world that sometimes forgets that unity creates strength and prosperity.

My name may sound German, but I am a **born and raised Belgian**: Belgians have a strong tradition to bring together all cultural influences from Europe. Therefore, I think that I can perfectly bridge north to south, and east to west of EHRA.

I have **a number of ideas** on how EHRA can evolve over the coming years, and I would consider it a great honour to have your confidence on leading it on that path. You may take the effort to read my detailed vision, [my complete 'Program'](#). But for those who want to save time, these are the main themes:

- Full engagement for EHRA's vision "To be the leading association for arrhythmia-related issues in the world".
- A leaner and meaner EHRA through internal reorganisation and prioritisation, fair accountability within ESC, while venturing in new strategic projects like a yearly congress and investigator-led international studies.
- More practical added value for members and working groups, by strengthening our education portfolio, by venturing in 'advocacy documents' next to 'scientific documents', by national education and certification activities in local languages, and by membership and revenue sharing with national working groups.
- Strong and transparent partnerships. This applies to industrial partners, "ESC central", our patients, working groups and international EP organisations. Leadership by excellence; independent and transparent governance as our ethical leading principles.

- Promoting more EHRA involvement of young and female colleagues, through the working groups, but creating caps on consecutive terms of committee positions and creating rotating 'internship' positions.

My program, however, should mainly be inspirational. As President, I would consider myself as the primary advocate of our common goals and values. **My credo is "listen, then act"**. E.g., as EHRA Secretary I ensured that suggestions and questions from the national working group delegates during the EHRA Spring Summit were listened to and acted upon. Please have a look at the [feedback slides](#) that I presented during our latest Summit on issues raised the year before. Needless to say that many Board Members were involved in addressing these topics: the Board team deserves the credits.

You can judge **my scientific and academic track** record from the [abbreviated CV](#) on EHRA's Web site, or you can opt to have a look at my [full CV](#). Many may have seen me live, lecturing at international stages. If not, you can [watch me in action](#) for a (Dutch-speaking) student class. A degree in Hospital Management and **Health Economics**, leading the EP Department at Leuven University for 15 years, and currently being Chair of Cardiology at Antwerp University may ensure you that I have the managerial skills to steer EHRA, both professionally and financially. A former stint as Chair of Sports Cardiology and Board Member of EAPC have helped me to understand how ESC is governed, and will help me to connect EHRA within the ESC and abroad.

If one core principle is key to my EHRA commitment, it is the conviction that **independency leads to respect and strength**. That is how I developed the EHRA Educational Framework many years ago: it allowed to position EHRA at the strategic centre while collaborating with all our industrial partners. Proof are the high-quality EHRA courses or the EHRA Practical Guide on NOAC therapy. It is our duty and privilege to work with our industrial partners around education and innovation, but our scientific independency is our primary asset. That is why 100% transparency around potential conflicts of interest is so important and the [ESC Code of Ethics](#) should be the leading principle for all of us. That is also while during my potential years as President-Elect and President, I will only charge one symbolic euro for any industry-sponsored lecture or consultancy duties.

I do not have the style of traveling too much: you will not see me only in airports! This does not only serve my ecological footprint and EHRA's bottom line, but provides more time to get real things done. That is why you should consider [my email inbox](#) as the depository of your ideas, suggestions, remarks or straight complaints. **Open the dialogue!** I guarantee that I will follow-up and respond. I am not a Facebook fan, sorry, but those who swear by social media can opt to follow and contact me via a dedicated [Twitter](#) account or [interactive blog](#). These media will provide you with updates on my activities for EHRA, at least until June 20<sup>th</sup>, and if you choose for it, for some years to come.... I look forward to it, with your support!

With best regards,



Hein Heidbuechel