

Brussels Office Project

Brussels Office - Rationale

- The ESC should keep its leading role in tackling challenges and delivering its mission statement, against a background of likely reduced healthcare spend, poor political visibility and shift of decision making from clinicians to purchasers of health care
- The ESC should systematically analyse the evolving realities and potentially redefine its role and perspectives every five years

THE BRUSSELS PROJECT

Why in Brussels?

- To be closer to EU Decision makers
- Because the ESC needs a satellite organisation to work in the political capital of Europe
- The offices will serve a number of practical needs (i.e. Secretariat support of the ESC Senior volunteers in Brussels, meetings with Industry, Associations projects, BioMedical Research Alliance and so on)

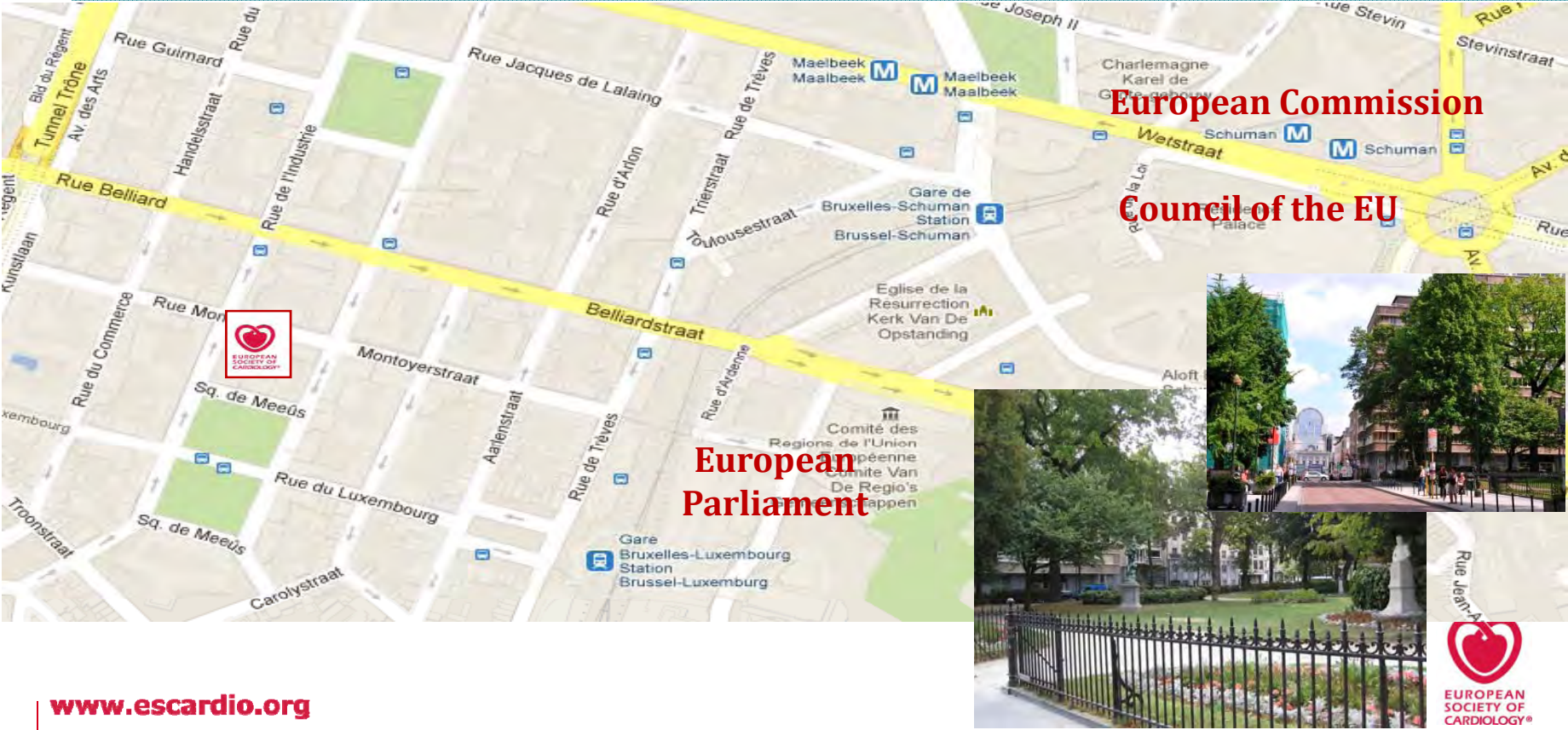
Inauguration on 27 February 2013

In the presence of:

- EU Officials from DG Sanco & DG Research
- Members of the European Parliament
- CRT members
- Relevant Brussels contacts
- ESC Board Members
- EU Affairs Committee members



Square de Meeus - Centrally located in EU quarter





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Some explanations

- The Brussels office and its activities will be complementary to the structures and typical ESC projects in Nice.
- The traditional projects marking the successful path of the ESC in the last thirty years will remain in Nice.

THE BRUSSELS PROJECT

The Vision

- Within the Brussels project, we intend to develop a number of Task Forces primarily aiming to submit successful research projects related to EU initiatives
- More strategically, organise three satellite ESC institutes to work systematically on new needs or entirely different projects
- The central ESC driving the new Institutes, the Associations, the WGs and Councils will form a multifaceted Body, unique in cohesion and strength

EUROPEAN HEART AGENCY OF THE ESC

The 3 Axes - activities

| Advocacy/EU affairs | European Heart Health Institute | European Heart Academy |
|---|--|--|
| Cardio-policy BioMed Alliance Chronic Disease Alliance MEP Heart Group Platform for dissemination of funding opportunities towards CV community | CardioScape Dynamic Portal Quality Assessment Clinical trials/Observational Studies Research Economics & Health Care Personalised Medicine Novel Technologies | Accreditation Certification Revalidation Harmonisation of post-graduate education CPD Universities joint projects |

The European Heart Health Institute

4 new workstreams to be developed

1. Novel Technologies: e-health, sensors, telemonitoring
2. Personalised medicine: molecular cardiology, ..
3. Health Care: quality assessment issues, health economics, clinical outcomes
4. Research Activities: clinical trials, observational studies, ...

« Mind Your Heart »

WHAT?

- A week of awareness-raising activities around cardiovascular health in the European Parliament in Brussels.

WHY?

- To inform EU policymakers of the reach of CVD
- To reunite all stakeholders (including ESC associations and industry) active in the fight against CVD by allowing them to interact and promote their specific cause under the common umbrella of CVD.

WHEN?

- End 2013 (4-8 November tbc)

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Opportunity for ESC & EHRA

- Address the importance of CVD under the auspices of the MEP Heart Group (= carried by the Members of the EU Parliament)
- Raise awareness all the aspects & specialties of cardiology
- Profile the EHRA as the leading learned society on Arrhythmia
- Establish EHRA as the provider of scientific information on Arrhythmia likely to inform related policies, in line with the development of advocacy activities and the opening of an office in Brussels.