

Education: a new Era?

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Traditional education strategies

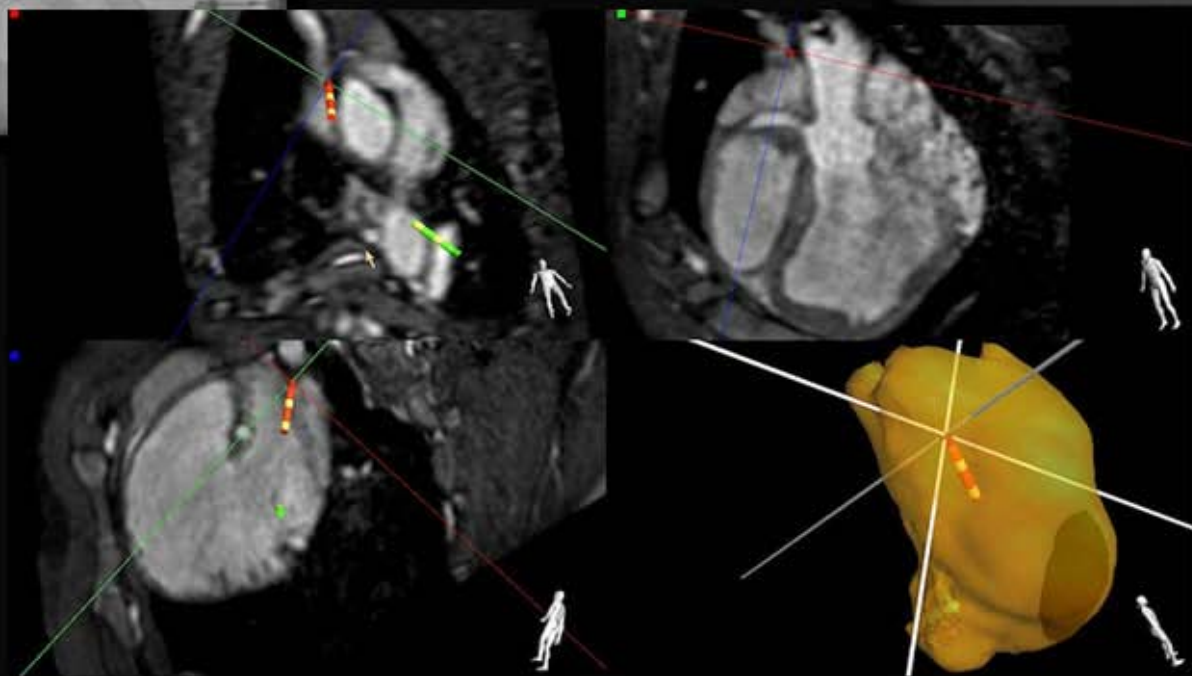
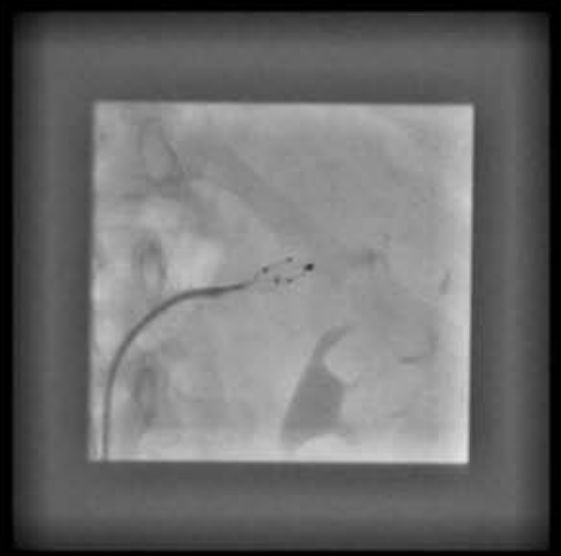
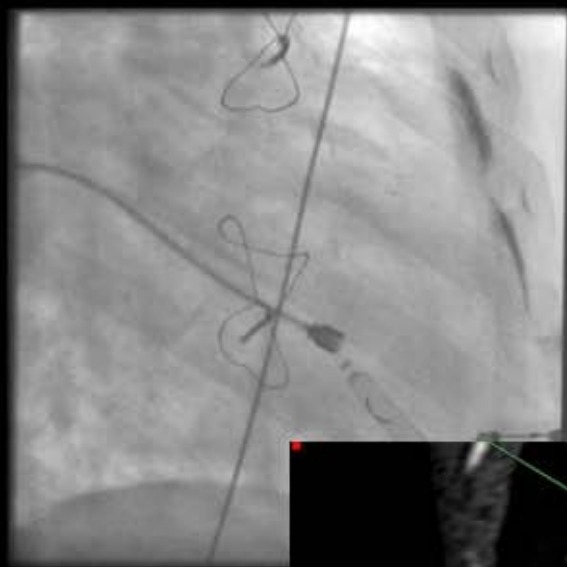
- **Journals and books**
- **Congresses, conferences & symposia**
 - regional
 - national
 - international
- **Mainly organized by societies and industry**

Education: a changing environment

- Journals and books:
 - e-learning
- Congresses & symposia
 - changing demands
 - legal issues
 - financial issues
 - employer issues
- Societies & industry
 - shrinking resources

Education in EP: challenges

- Increasing demand/need for education
- EP is a growing field
- Procedures are technically and technologically challenging
- Novel technologies appear frequently
- Short innovation cycles
- Imbalance over Europe (needs & resources)



EHRA EUROPACE CONGRESS 2013 KEY FIGURES



Key Figures

	EHRA 2013 (as of 05/04/13)	EHRA 2011
Abstract submission	1624	1522
EHRA Summits	2	1
Late Breaking Trial sessions	2	---
Satellite Symposia & Workshops	22	25
Exhibitors	51	34
Exhibition space	1742 m ²	1460 m ²
TOTAL ATTENDEES	5088	5515



Discovering
Practicing
Translating
Transforming



EHRA Educational Courses

EHRA Advanced EP course, February 2013: 135 pax

EHRA Cardiac Pacing, ICD and Cardiac Resynchronisation, Vienna, March 2013 :184 pax

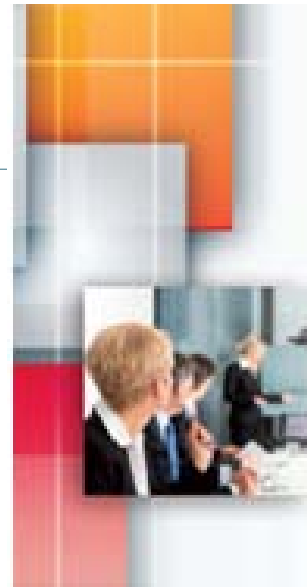
EHRA Daily Arrhythmia and Device Practice, St Petersburg, May 2013 :150 pax

EHRA Advanced EP, Egypt, June 2013 : 60 pax

EHRA Case-based Arrhythmia and Device Practice, Amsterdam, August 2013 : 34 pax

EHRA Basic EP, Heart House, October 2013: 52

EHRA Cardiac Pacing, ICD and Cardiac Resynchronisation (Russian language), Vienna, Oct/Nov 2013 : 67 pax



EHRA Webinars

Topics	Date of the session	Registered Participants #	Attended Participants #
Follow up of CRT devices clinical cases/Basic	15 Feb 2013	183	70
Cardioversion of AF when, for whom and how/Basic	19 March 2013	143	68
Iclds CASE PRESENTATION /Basic	23 April 2013	113	103
ecg and IEGM cases for SVT/Basic	22 may 2013	186	81
Anti trombotic therapy in Afib (clinical cases): NOAC in daily practice/ Open Access	25 september 2013	1097	316
Why, when and how should you optimize your CRT patients? case-based answers/Open Access	10 October 2013	680	260
EHRA 4Therapy Expansion for Multipoint Pacing St Jude - November live event/Open Access	19 November 2013	648	174
The 2013 ESC Guidelines on cardiac pacing and CRT: what changes in my clinical practice?/Basic	9 Dec 2013	210	90

**“23 grants were awarded in 2013
from 91 applications received”**

ESC-countries:

- Clinical Electrophysiology with emphasis on catheter ablation
 - 1 or 2 years
- Arrhythmias and Cardiac Pacing with emphasis on ICD / CRT
 - 1 year
- Proctor Programme
- To be launched in 2014

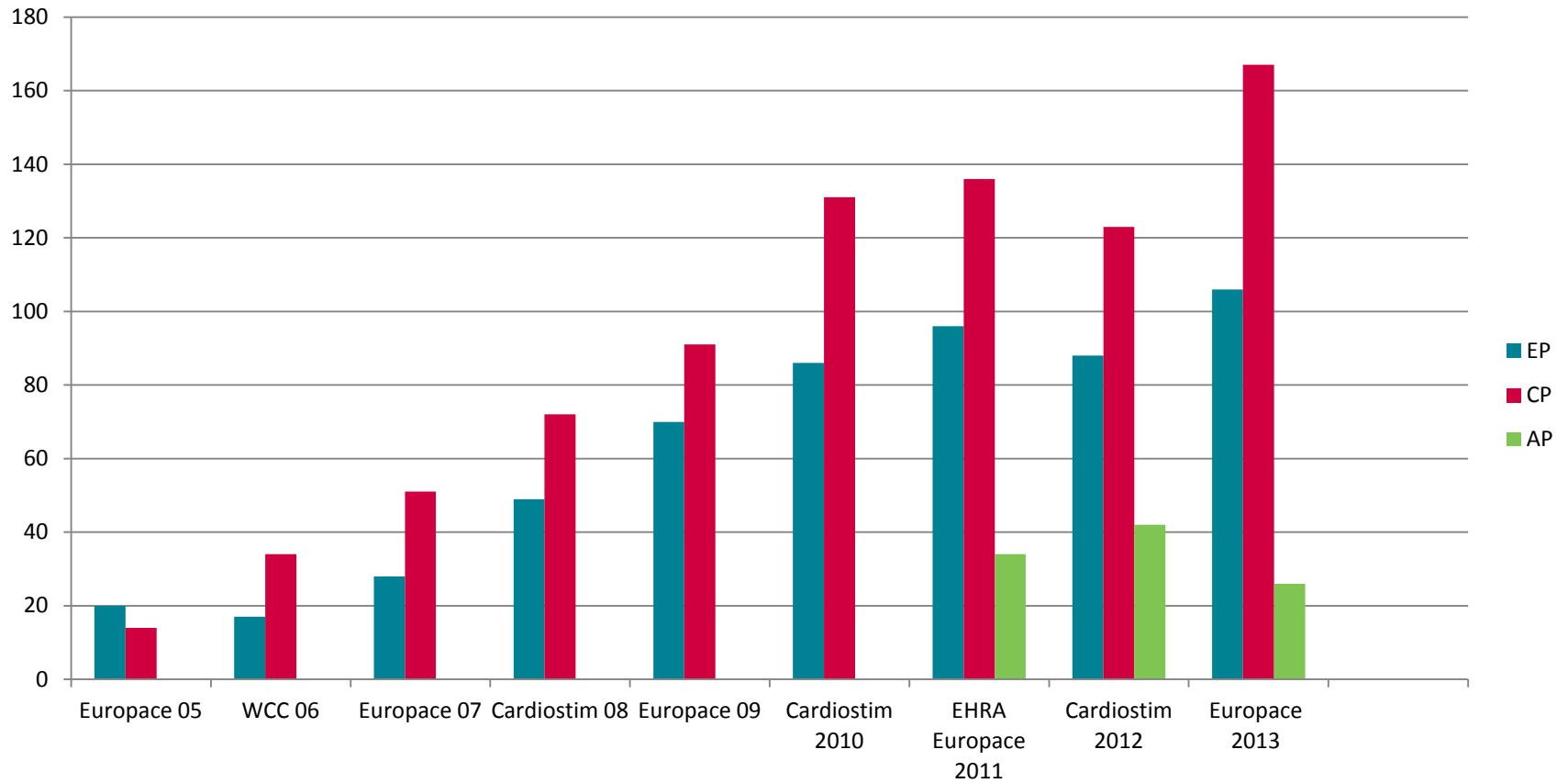
International Training Fellowship Programme joint with APHRS

- Clinical Electrophysiology with emphasis on catheter ablation
 - 1 year

Academic Research Fellowship Programme:

- Clinical Research only
1 year

EHRA Certification



Toward evidence based education

- Rationale & strategy
- Trends in medical education
- What it means for ESC
- ESC/EHRA positioning in the field of CME / CPD
- In an era of shrinking resources and increasing limitations in the field of education it is of utmost importance to spend the Euro best / most effectively!

ESC/EHRA strategic direction for Education

“ESC/EHRA’s vision, in terms of **education**, is
to improve **Cardiovascular Outcomes**”

Trends in Medical Education

This means supporting the ESC/EHRA in the process of moving from

CME ---→ CPD ---→ PI ---→ QI

Continuing **M**edical **E**ducation

Continuing **P**rofessional **D**evelopment

Performance **I**mprovement

Quality **I**mprovement

Strategic Direction → EDUCATION

5 years plan

2013-14

2015

2016

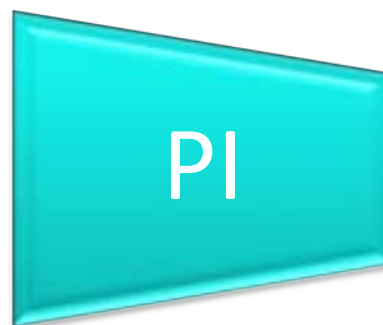
2017



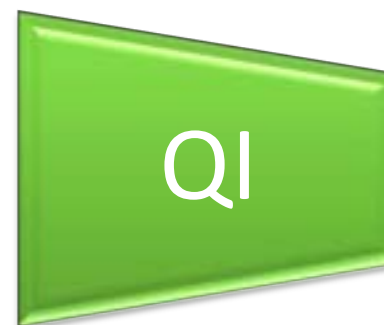
CME



CPD



PI



QI

Knowing

+Knowledge
“dumping”/ transfer
+Skills
enhancement



Knowing how to do

+Competence
+ Lifelong Learning
+ Knowledge, skills,
attitude, confidence,
context



Doing

+ Behaviour



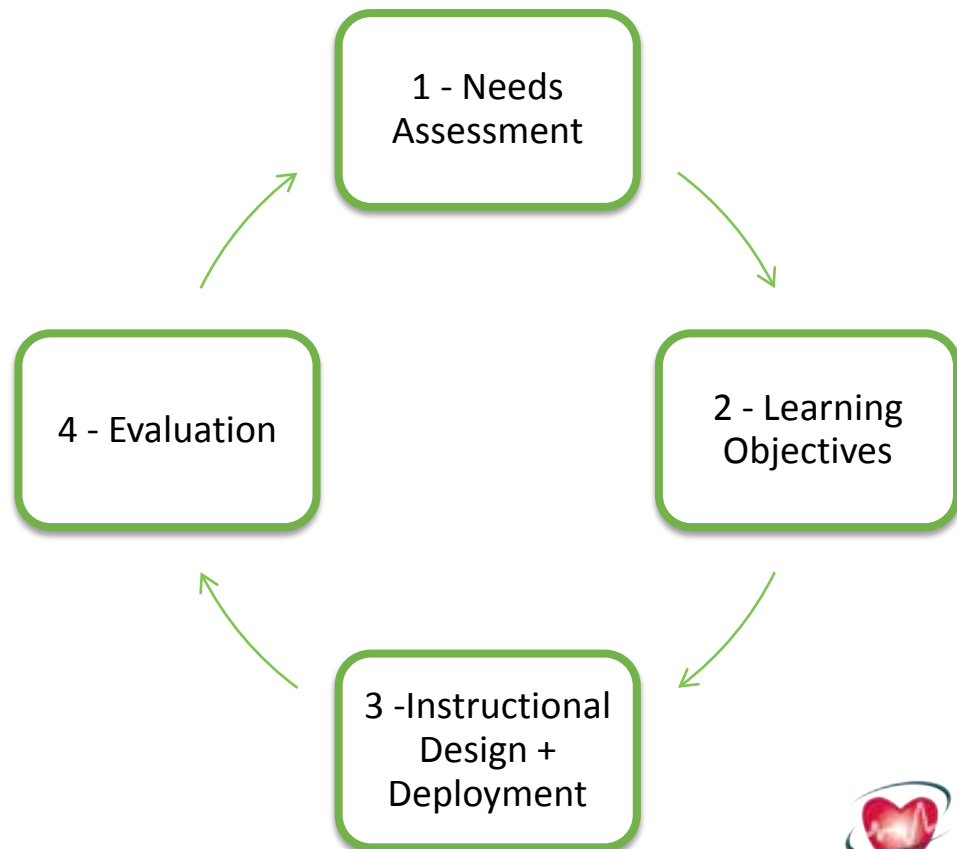
Impact Systems

Education as a process

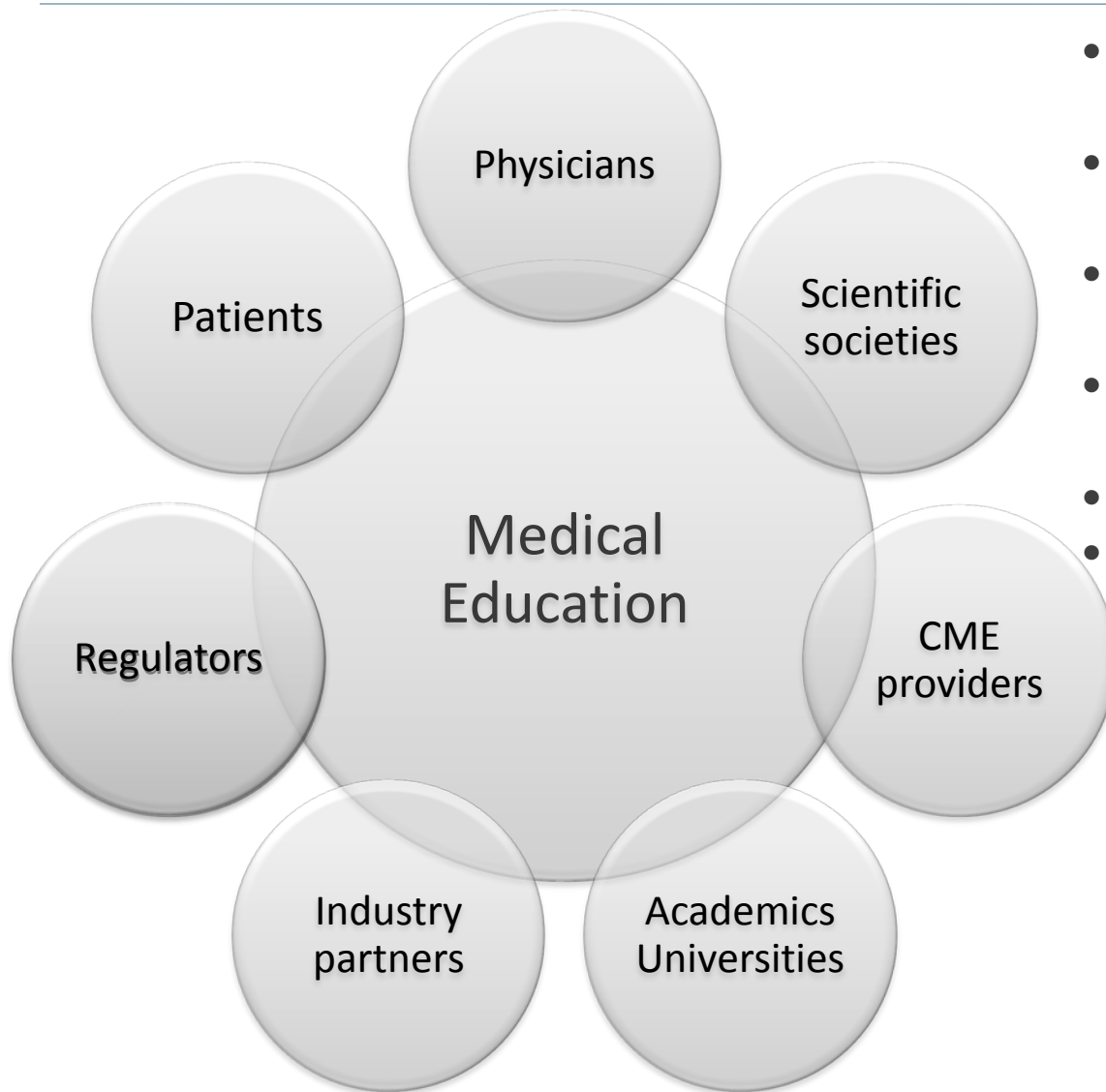
Currently, mainly **educational initiatives are developed starting at Step 3.** Without needs assessment and learning objectives, it is difficult to evaluate outcomes.

Start with the end in mind!

Education is not an isolated activity, it is **ESC/EHRA Core Business**, it is **transversal**



Stakeholders of Medical Education

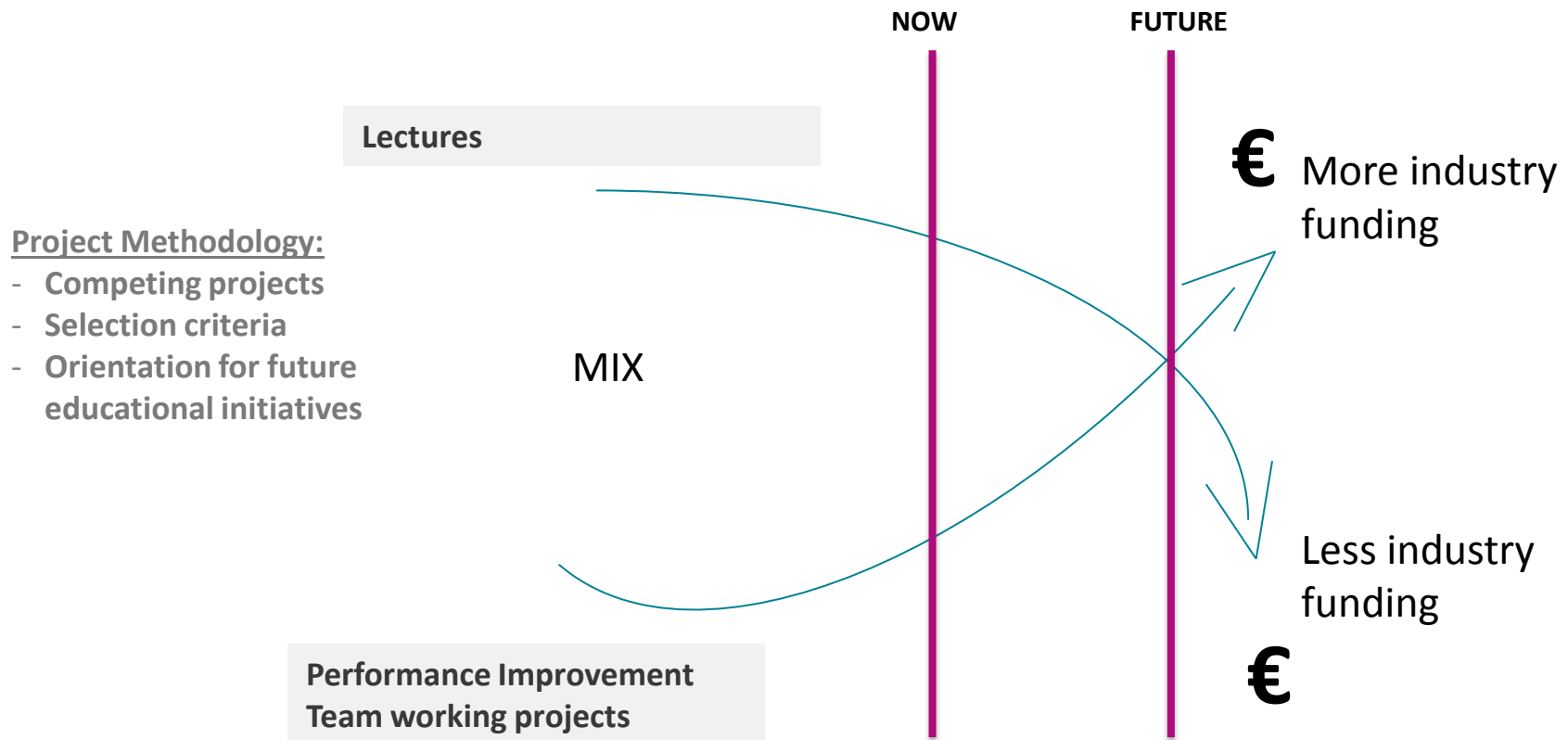


- Positioning ESC as a pioneer in the field medical education.
- Engaging with stakeholders of medical education.
- On going dialogue with scientific societies.
- Engagement with European universities.
- Dialogue with regulators.
- Presentations of consolidated offering to industry partners

Relations with industry partners

Finance considerations

- High dependency on congress and industry funding -> Risky
- Trends indicate this is may not be sustainable



What it means for ESC

European Society of Cardiology (ESC) plans to **become the Post Graduate Academy in Cardiology and Sub Specialities**

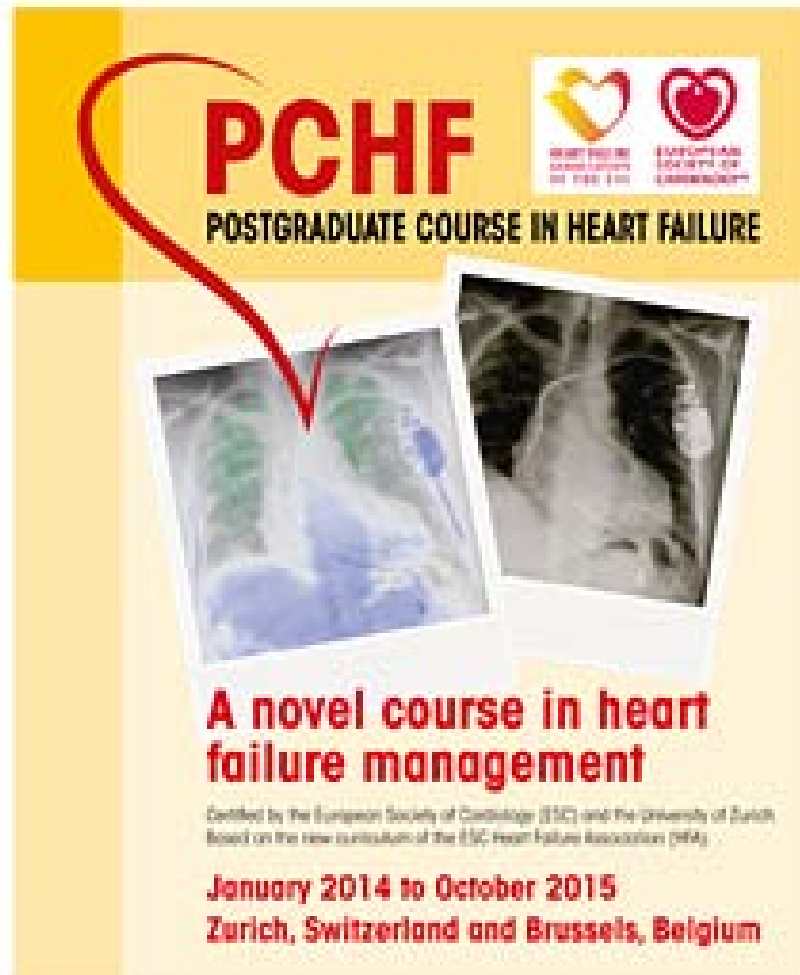
The aim is to provide **a needs-driven, evidence based educational offer**, which is **relevant for its members** and allows for **outcome measurement** focused on **performance improvement**.

Moving from opinion led education to evidence based education

Building on our current assets:

- ✓ Online Educational Platform ESCeL (launched in 2012)
- ✓ ESC Clinical Practice Guidelines
- ✓ ESC Congress content & ESC Congress 365
- ✓ MCQ production and delivery
- ✓ Interactive Webinar format with assessment and accreditation
- ✓ ESC Clinical Case Portal basic platform
- ✓ European Observational Research Programme (EORP)

The idea of the ESC Academy: Heart failure and beyond



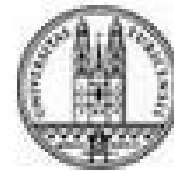
PCHF
POSTGRADUATE COURSE IN HEART FAILURE

A novel course in heart failure management

Certified by the European Society of Cardiology (ESC) and the University of Zurich based on the new curriculum of the ESC Heart Failure Association (AHA)

January 2014 to October 2015
Zurich, Switzerland and Brussels, Belgium

The poster features a large red heart outline at the top left, with a red arrow pointing down to two chest X-ray images. At the top right, there are two small logos: the Heart Failure Association of the ESC (yellow and red heart) and the European Society of Cardiology (red heart).



**University of
Zurich** ^{UZH}



**HEART FAILURE
ASSOCIATION
OF THE ESC**



**EUROPEAN
SOCIETY OF
CARDIOLOGY**®

ESC/EHRA pathway to deliver evidence-based education and outcome measurement

Phase 1

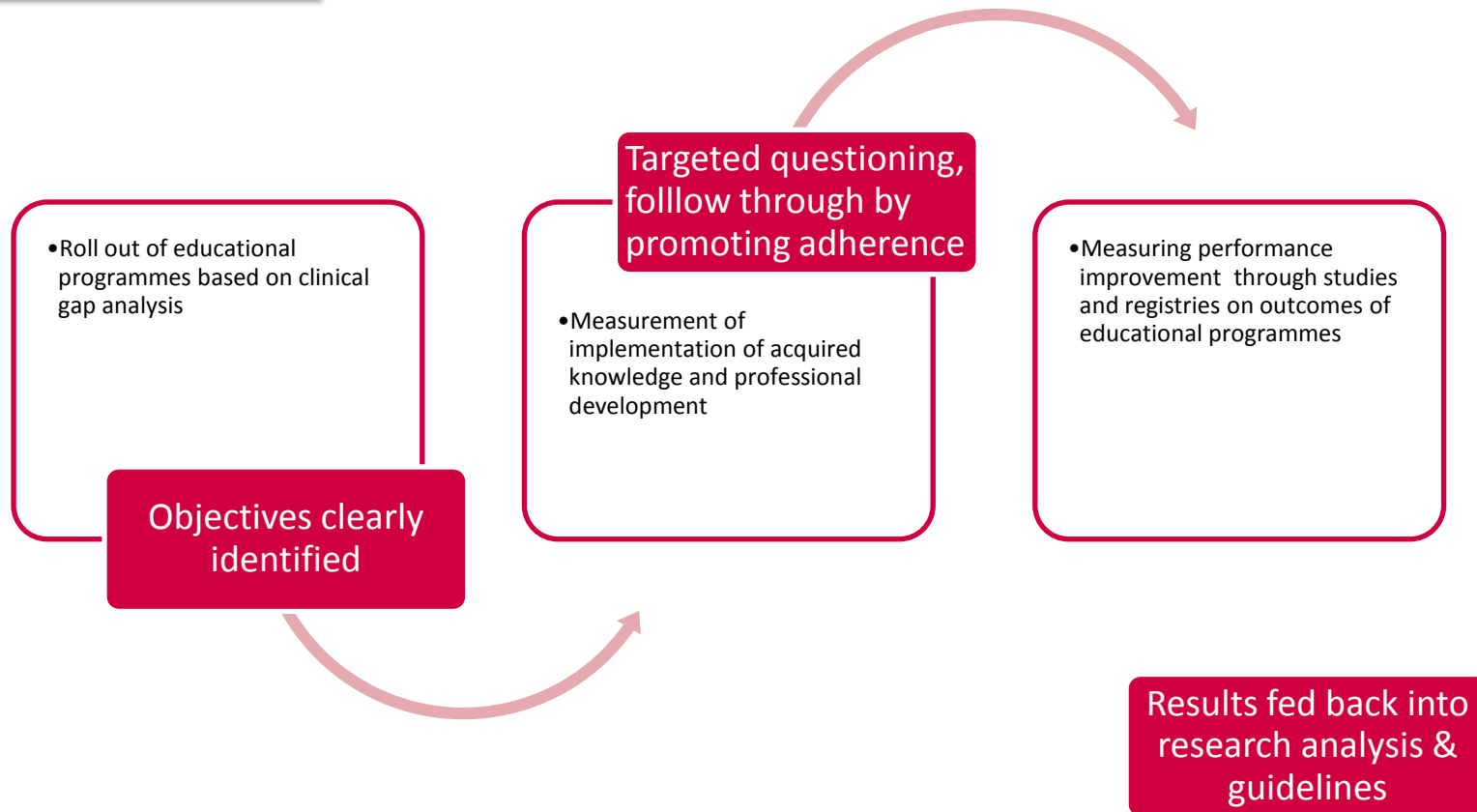
Overall Needs
Assessment of unmet
needs in CV education:
clinical & contextual

Identification and
prioritisation of
Unmet Needs in Clinical
CV Areas

Indepth analysis of
prioritised clinical areas
for deployment of
educational
programmes

ESC/EHRA pathway to deliver evidence-based education and outcome measurement

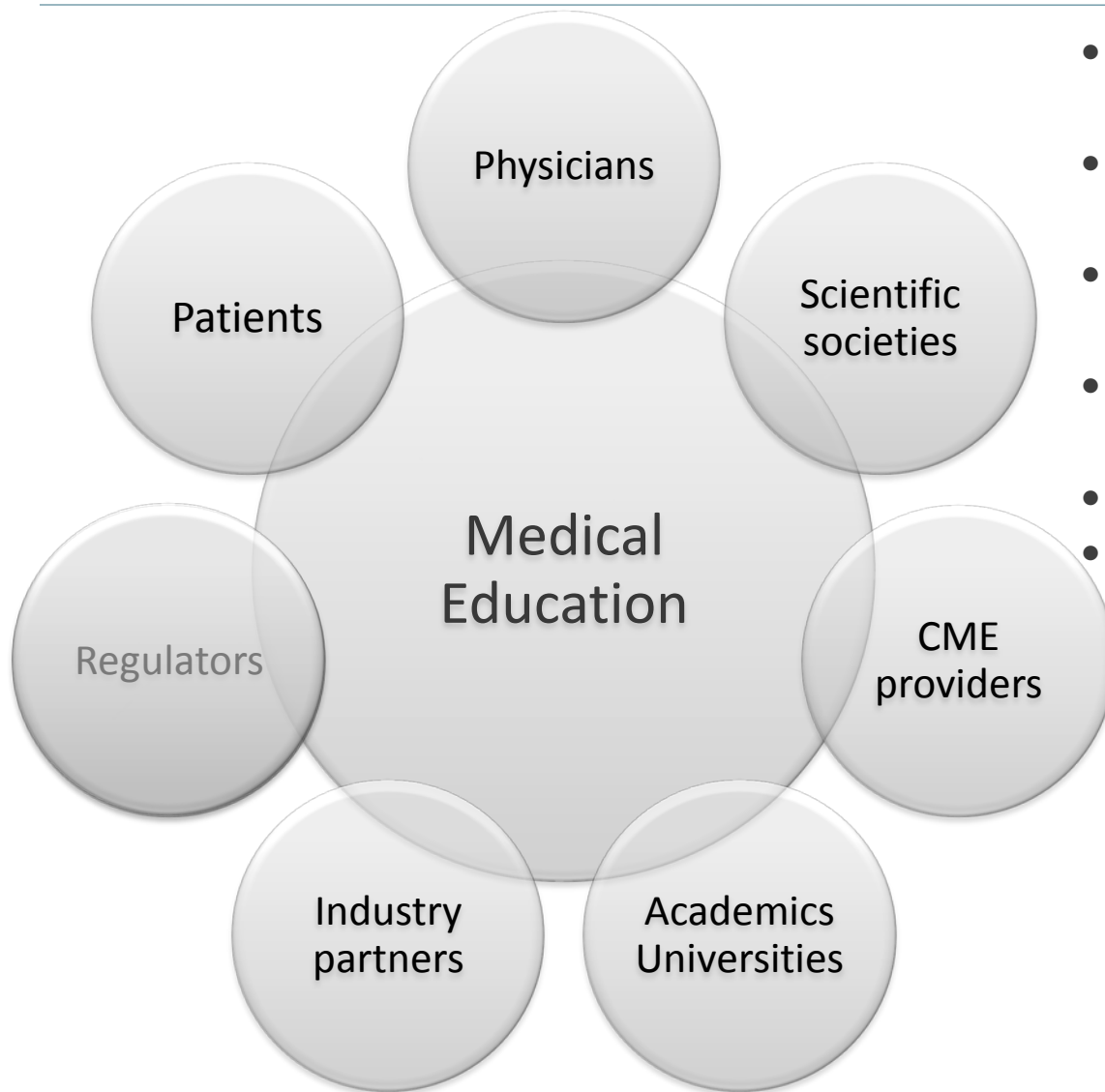
Phase 2



Roll out plan

- ESC/EHRA is seeking funding from multiple industry partners
- Evidence based initiatives will be triggered
- Planning committees will be created for oversight of such needs-driven, evidence based projects, involving systematically sub-specialty groups, education committee
- Reporting on outcome measurement will be made to the leadership
- Intense development and use of online-education ESCel platform
- Development of the ESC Academy

Stakeholders of Medical Education



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