

The European Heart Rhythm Association Spring Summit

The end of the Welfare state
our investments in learned societies :
Still free of charge ?

Association

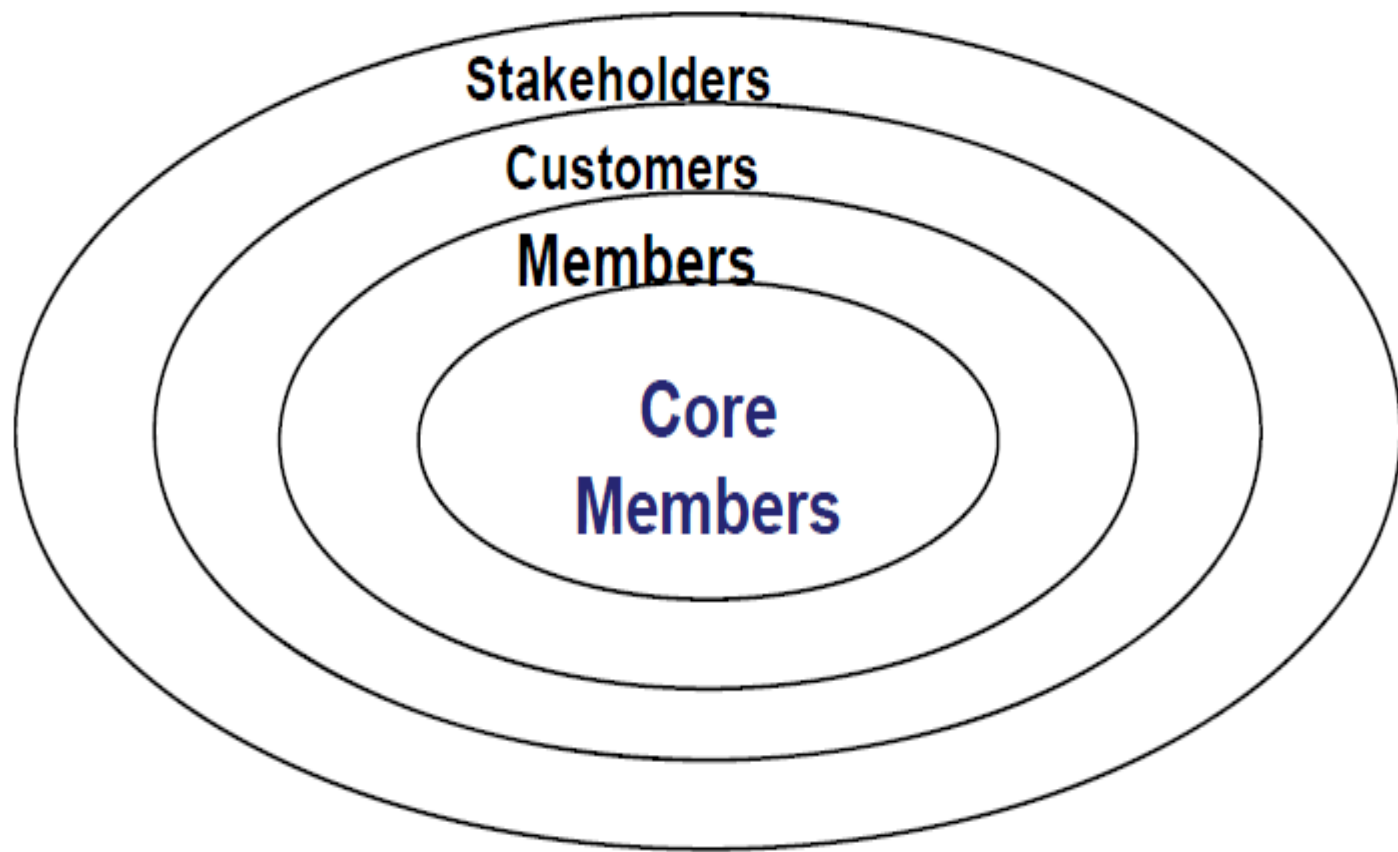
A group of people who voluntarily come together to solve common problems, meet common needs and accomplish common goals.



An Association's DNA

What makes associations unique is that the same populations are:

- the *owners*,**
- the *customers*, and**
- the *workforce* of the organization.**



General Guidelines to Identify Core Membership

- Any program, service, product or policy must directly or indirectly serve the interests of core members.
- No action can be taken that conflicts with the interests of core members.
- Usually described by values that are common and a shared emotional bond with the organization and its mission.

Involving Members Today

What has not changed...

- Involvement leads to member retention.
- Most people become involved because they are asked.
- Most people that are asked cannot say “no.”
- Most people still appreciate face-to-face interaction.
- Most people appreciate personal and/or professional recognition.



Involving Members Today

What has changed...

- The amount of time per involvement opportunity has declined.
- The competition for involvement has expanded.
- The preference toward project-based involvement versus position-based involvement has increased.
- The comfort level with virtual involvement is growing.



Leaders	2-5%
Doers	10-15%
Do Somethings	15-20%
Belongers	60-80%

Fit for the Future: Opportunities and challenges for ESC



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- **Future income from Congresses, in a tougher regulatory and financial climate, is uncertain**
 - **New regulatory rules have changed the industry relationship**

Peer content is repurposed

Association

Commercial activities

Scientific

Scientific Initiatives :
Expenses Project Managers

- Such as :Guidelines Abstracts White book, position papers etc.

Legal persons : Service centre
NS/ACS/ Institutions/EU

Representation of the profession

ESC must be the unique EU representative for the profession

Physical persons :« Invest in my Profession »
Members, contributor to the community,
creation of common wealth via individual contribution

Legal persons

- Membership
- Subsidies
- Sponsorship

Physical persons

- Member benefits and preferential rates to commercial activities

Scientific / Educational products:

- Product Managers (production costs, life cycle, etc.) Investments (ROI)
- Such as Exams (MCQs and Process)Congress / courses Education Books, Etc

Legal persons

- Service and content provider for NS/ACS/ Institutions/Industry

Physical persons « Invest in myself »

- Content and service provider
 - Annual, partial or global subscription / payment

Legal persons

- Sales of services (such as exams, educational platform, certification, turnkey packages
Joint ventures (courses , software development etc)

Physical persons

- Annual, global, partial payment subscription

Net result goes to Association activities

Learned society- Not for Profit - Peer Exchange

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Scientific Initiatives : Expenses Project Managers

- Such as :Guidelines; Abstracts; White book, position papers etc.

Population

Legal persons : Service centre

- NS/ACS/ Institutions
- **ESC must be the unique** EU representation for the profession

Physical persons :« Invest in my Profession »

-- Members, creation of common wealth via individual contribution

Economic

Legal persons :Membership; Subsidies; sponsorship

Physical persons :

- Member benefits and preferential rates to commercial activities

Money is a means not an end

For Contribution activities- Business –Sales - clients

Scientific

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Our investments in learned societies : Still free of charge ?

- Free of charge of whom ?
- Under a welfare state system : the taxpayer
- Under a revised and not so welfare state system the competitive and liberal profession system will kick in , the hospitals and universities and individual physician will need be ranked and learned societies carry a ranking based on merit and knowledge
- Do not forget the satisfaction and enjoyment factor !!!!!

Our investments in learned societies : Still free of charge ?

- BUT
- In Europe we have a tradition of free education and a tradition of industry sponsored events and activities
- Not so in the rest of the world and rapidly changing in Europe
- This is the major challenge :
will we be capable of adapting ?

Our investments in learned societies : Still free of charge ?

- Yes and No !
- Yes for the « Not for Profit » activities and the profession
Free of charge but large return
- No for some of the « For contribution » activities when the business model has been set up to bear this
Payment but low return
- Generation Y and X have a different attitude to learned societies , the gender flip will also impact the learned societies

Thank you for your attention