1st "THE FIRST EUROPEAN MEETING ON CORONARY MICROCIRCULATION & HYPERTENSION"

17th-18th February 2017

Hotel International
Sinaia, Romania

POST EVENT REPORT

Joint project between
The ESC Working Group on Coronary Pathophysiology and Microcirculation &
ESC Council of Hypertension

www.euro-cmh.ro
The First European Meeting on Coronary Microcirculation & Hypertension

is the

*First official event of the European Society of Cardiology held in Romania!*

A joint project between

![Coronary Pathophysiology & Microcirculation ESC Working Group](image1)

![ESC Council](image2)

![Romanian Society of Hypertension](image3)
The First European Meeting on Coronary Microcirculation & Hypertension:

Venue

Took place at hotel International, Sinaia, between February 17th – 18th, 2017

The organizing committee supported the young specialists by ensuring the accommodation and the participation fee
Opening Ceremony

The participants had the opportunity of being greeted by reputed faculty members, major personalities in the medical field during the Welcome Address Speech, and most importantly, by a special guest, Mr. Florian Bodog, Ministry of Health in Romania.

Maria Dorobanțu,
Chairperson, ESC Working Group on Coronary Pathophysiology and Microcirculation

Lina Badimon,
Vice-President for Scientific Affairs, Women and Grants of the European Society of Cardiology

Antonio Coca,
Past-Chair of the Council on Hypertension of the European Society of Cardiology

Florian Bodog,
Ministry of Health in Romania
Scientific Programme

The First European Meeting on Coronary Microcirculation & Hypertension was granted 9 European CME credits (ECMEC) by the European Accreditation Council for Continuing Medical Education (EACCME).

Programme Highlights

- Angina with “normal” coronary arteries
- From physiology to pathophysiology in coronary microvascular dysfunction
- Evaluation of functional significance of epicardial coronary artery stenosis
- STEMI and microvascular dysfunction
Quick fact and figures

The First European Meeting on Coronary Microcirculation & Hypertension covered:

- **29 foreign speakers invited** from Spain, Italy, Serbia, Germany, Croatia, France, Sweden, Hungary, Kosovo, Netherlands, Switzerland, U.K.;
- **28 Romanian speakers invited**;
- **12 scientific sessions** held in 2 simultaneous halls during 2 days of event;
- **over 7 case presentations** held by Romanian and international medical practitioners;

**Result:** identify new research ideas to further develop better treatment and establishing collaborations worldwide
Social Programme

The Welcome Cocktail started an entire set of social programs prepared for the participants, such as the Gala Dinner, where the winners of the poster session were awarded.
Quick fact and figures

26 posters

Prize 1:
Participation fee to the European Society of Cardiology Congress 2017 in Barcelona

Prize 2:
Participation fee to European Society of Hypertension Congress 2017 in Milan
The First European Meeting on Coronary Microcirculation & Hypertension, registered the following details:

Over 300 participants, among who 130 cardiologists from all over Romania, 50 from abroad and also students supported by Romanian Society of Hypertension;
Conference Attendance by country

- Romania: 77,5%
- Italy: 4%
- Great Britain: 2,5%
- The Netherlands: 2,5%
- Latvia: 1%
- Serbia: 2%
- Hungary: 2,5%
- Spain: 2,5%
- Germany: 1%
- Malta: 1%
- Norway: 0,5%
- Republic of Moldova: 0,5%
- Croatia: 0,5%
- Kosovo: 0,5%
- France: 0,5%
- Scotland: 0,5%
- Switzerland: 0,5%
ESC CARDIOLOGISTS COMMUNITY PRESENT:

ESC SCIENTISTS OF TOMORROW

Judit Cubedo (Spain)

Nicola Smart (U.K.)

ESC CARDIOLOGISTS OF TOMORROW

Saverio Muscoli (Italy)
Industry

5 Unrestricted Educational Grants were received.

Topics covered:

- New evidence in ACE inhibition beyond blood pressure control
- Active organ protection in hypertension: true or false?
- Challenges in the management of hypertensive patients with multiple comorbidities
- Cardiovascular risk: worse, but how worse?
- Control and prevention of cardiovascular diseases, requires immediate and sustained action
- IMR: The window to coronary microcirculation
- Optimizing PCI using optical coherence tomography - a practical approach
- Perspectives of FFR, Angio Co-registration and 3D reconstruction
- Contrast echo: microperfusion in ischaemic heart disease
- Contrast echo: added value or time consuming?

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Communication & promotion

Editors:
Maria Dorobanțu
Frank Ruschitzka
Marco Metra

Current Approach to Heart Failure
Exhibition
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Communication & promotion

E-campaigns

November 2016 - February 2017

Topics

- Abstract submission
- Registration
- Conference
- Post conference

• First European Meeting on Coronary Microcirculation & Hypertension, February 17-18, 2017, Sinaia, Romania: THANK YOU!
• First European Meeting on Coronary Microcirculation & Hypertension, February 17-18, 2017, Sinaia, Romania: PRACTICAL INFORMATION
• Conferința ESC de Microcirculație Coronariană și Hipertensiune: UN NOU TERMEN PENTRU REZUMATE!
• Conferința ESC de Microcirculație Coronariană și Hipertensiune: SESIUNE DE POSTERE CU PREMII!
• Conferința ESC de Microcirculație Coronariană și Hipertensiune, Sinaia, 17-18 februarie 2017: REZUMATE
• Conferința ESC de Microcirculație Coronariană și Hipertensiune, Sinaia, 17-18 februarie 2017: PROGRAM PRELIMINAR
• Conferința ESC de Microcirculație Coronariană și Hipertensiune, Sinaia, 17-18 februarie 2017: REZUMATE
Communication & promotion

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Communication & promotion

- Dedicated website for the event
  www.euro-cmh.ro
Communication & promotion

Website activity

- < 5,000 Avg. Daily Visits
- 00:07:27 Avg. Visit Duration
- 3.96 Pages per Visit
- 30.49% Bounce Rate

Graph showing website activity from 30 Jan. to 25 Feb.

1st European Meeting on Coronary Microcirculation & Hypertension
471 new Facebook fans gained during Conference period

33,567  Total Event Reach

Event actions: November 2016 - February 2017

A total of over 40 photos were added to the online Facebook Album from each day during the conference.
Press conference organized onsite: 11 journalists present from TV, radio, online and printed national publications (TVR International, Viata Medicala, Jurnalul National, Medical Market, Radio Romania Actualitati, Saptamana Medicala, Pagina Medicala)
Communication & promotion

www.tvrplus.ro

www.jurnalul.ro

www.Romania-actualitati.ro

www.radiocraiova.ro
Top coverage in medical press, radio & newswire

http://www.tvrplus.ro//editie-interes-general-539791

http://www.saptamanamedicala.ro/articole/Prima-Conferinta-Europeana-de-Microcirculatie-Coronariana-si-Hipertensiune.html

http://revistamedicalmarket.ro/articol/prima-conferinta-europeana-de-microcirculatie-coronariana-si-hipertensiune

http://m.jurnalul.ro/viata-sanatoasa/starea-de-sanatate/alerta-scade-varsta-la-care-se-produce-infarctul-736212.html

http://www.romania-actualitati.ro/studiu_hipertensiunea_arteriala_afecteaza_unul_din_doi_romani-99559

https://www.republikanews.ro/milioane-de-romani-sufera-de-aceasta-boala-specialisti-din-lumea-medicala-se-reunesc-la-sinaia-pentru-cauta-solutii/


http://www.radiocraiova.ro/a-scazut-varsta-la-care-apare-infarctul-de-miocard-audio/


http://www.antenasatelor.ro/%C8%99tiri/58-social/19812-hipertensiunea-arterial%C4%83-afecteaz%C4%83-aproape-jum%C4%83tate-dintre-rom%C3%A2ni.html

http://www.romania-actualitati.ro/studiu_hipertensiunea_arteriala_afecteaza_unul_din_doi_romani-99559

Participants survey analysis

**The material was presented at an appropriate level**
- Excellent: 23%
- Good: 27%
- Average: 46%
- Fair: 4%

**I have gained knowledge that will improve patient care**
- Excellent: 1%
- Good: 20%
- Average: 29%
- Fair: 50%
- Poor: 1%
Participants survey analysis

- The program content was objective, balanced, and free from commercial bias or influence:
  - Excellent: 9%
  - Good: 33%
  - Average: 30%
  - Fair: 28%
  - Poor: 4%

- The program met my expectations in accomplishing the stated educational objective:
  - Excellent: 29%
  - Good: 41%
  - Average: 26%
  - Fair: 4%
Participants survey analysis

Your overall rating of the quality of the education offered at this program

- Excellent: 28%
- Good: 33%
- Average: 12%
- Fair: 27%
- Poor: 12%
Participants survey analysis

Which of the topics (or presentations) did you like most?

- “Role and limitations of angiography”
- “Microcirculation: a new target in the therapy of hypertension”
- “Lipid metabolism, lipoprotein structure and coronary syndrome with an unstable coronary plaque in a patient with statin intolerance”
- “Blood pressure variability”
- “How to diagnose left ventricular hypertrophy in hypertension”
- “Bone narrow cell transplant from Donors with cardiovascular risk factors”
- “Coronary physiology in the cath lab”
- “Individual antithrombotic therapy in coronary stenosis artery disease”
- “Hypertension and sport”
- “Microvascular remodelling in the ischemic heart”
- “The new objectives in patients with STEMI?”
- “Lipid metabolism and microvascular dysfunction”
- “Treat or not to treat invasively non obstructive unstable lesions”
- “MicroRNAs in coronary microvascular dysfunction: a role for therapeutic targets?”
Participants survey analysis

How can this program be improved? Please list both strengths and weaknesses.

• “Good program! Well presented!”
• “Good organisation, balanced programme, good diversity.”
• “Good presentation details!”
• “Well organised time management!”
• “A larger space.”

Based on your educational need, please provide us with suggestions for future program topics and formats:

• “Everything was good.”
• “Echocardiography in coronary patients.”
• “More typical responses from patients.”
• “I would like to see in the future more activities in which the city's school and high schools are included.”
Thank you for trusting us to capture these memories for you!