

# European Society of Cardiology Strategic Plan 2016 - 2020

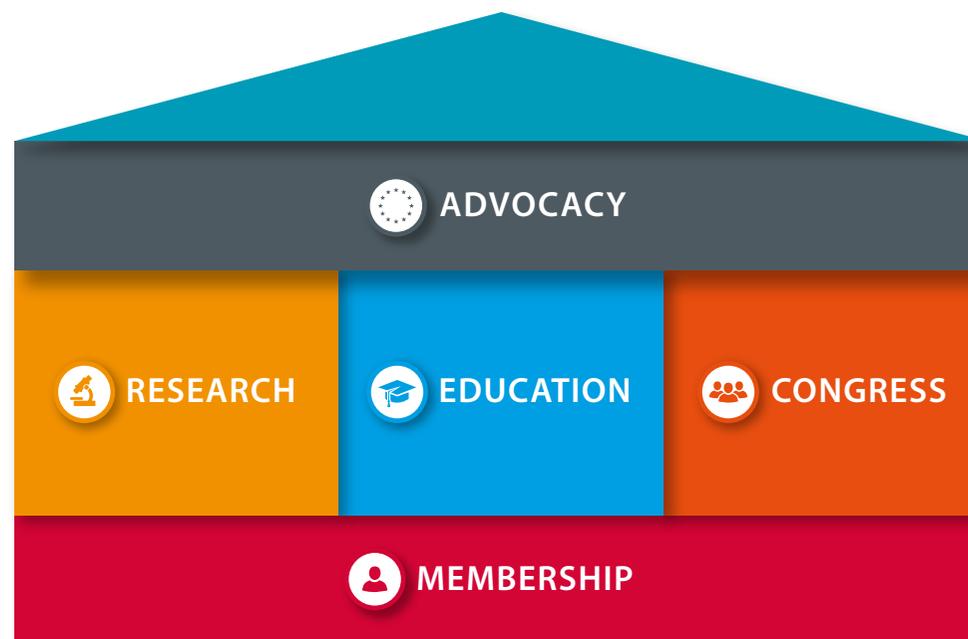
## MISSION

To reduce the burden of cardiovascular disease

## VISION

To be recognised as the leading authority for scientific and educational programmes which improve cardiovascular health

## STRATEGIC DRIVERS



## STRATEGIC TRENDS

- Demographic shifts within the profession
- The technology revolution
- Globalisation and geographic reach
- The ever more stringent regulatory environment

## INTRODUCTION

The European Society of Cardiology (ESC) is a not-for-profit medical organisation with more than 95 000 members drawn from its 56 member National Cardiac Societies and its 27 sub-specialty communities. In addition, the ESC has forged strong collaborative relationships with 43 Affiliated Cardiac Societies, making our global network second to none.

Our mission is to reduce the burden of cardiovascular disease, which remains the world's leading cause of death. We are at the forefront in the development and dissemination of best practices in cardiovascular medicine. The ESC, with its vast array of scientific and educational activities, has earned an international reputation as an innovator and thought leader in cardiology.

To support our mission in the coming years, the ESC is focussing on five key areas:





### OBJECTIVE

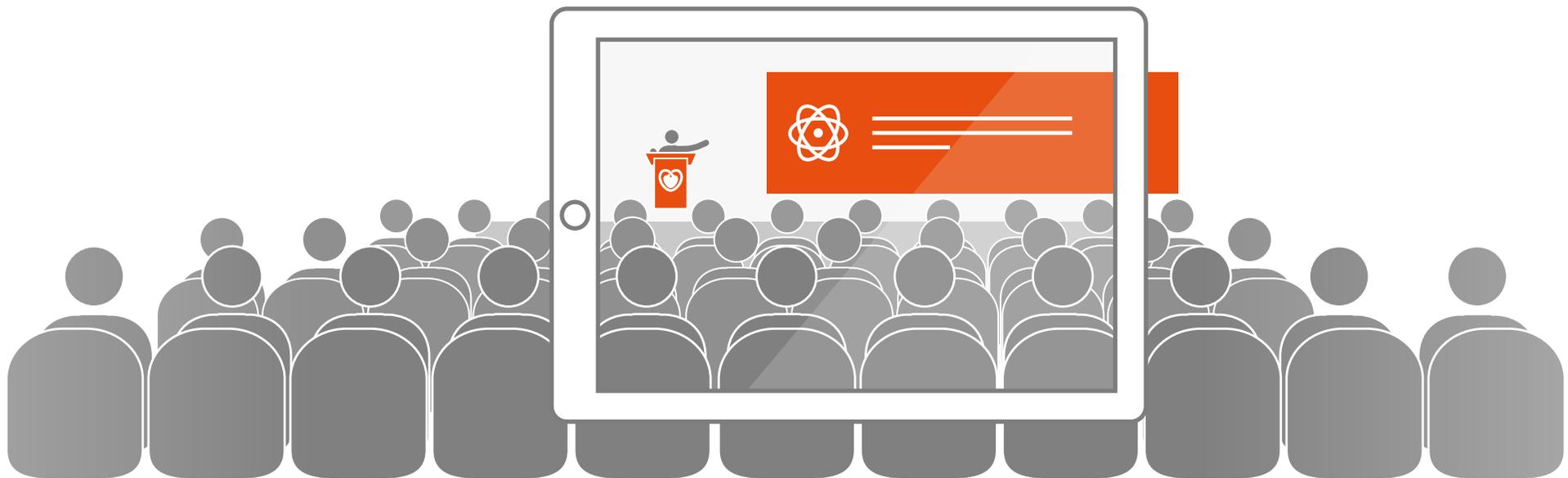
Create an adaptive congress model to meet shifts in participant needs

### HOW

We will adapt the format of our congresses to better address the needs of new and diverse audiences, including the creation of a “virtual congress” with online streaming to remain relevant and accessible to a growing number of healthcare professionals.

### OUR CONGRESSES

ESC congresses are recognised for their broad global reach and their cutting edge scientific programmes which often change the way clinicians practice medicine. We organise 10 cardiology congresses each year across the main sub-specialty areas. Our annual award-winning flagship event, ESC Congress, is the largest and most influential cardiovascular assembly in the world, attracting more than 30 000 participants each year. It is the pivotal event in the cardiology calendar, allowing healthcare professionals to keep up to date on the latest science while networking with their peers from different countries.



# MEMBERSHIP



Engage with cardiovascular professionals to grow our community

## OBJECTIVE

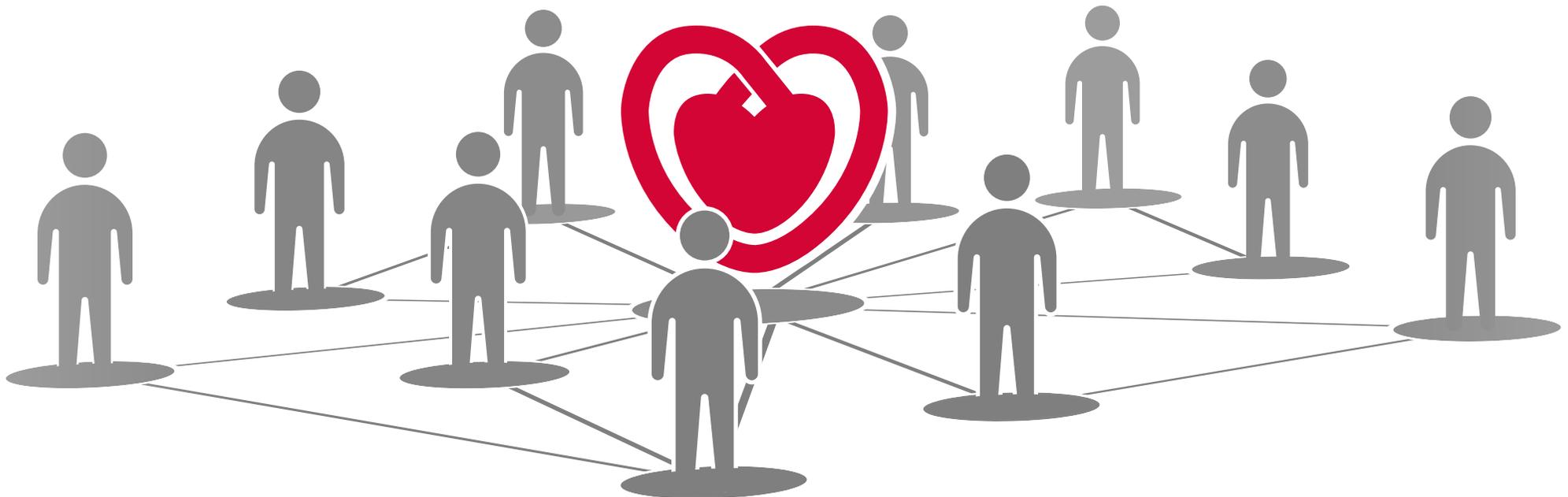
Improve members' access to the latest science, best practices, education and networking to advance research, clinical practice, and above all, patient outcomes.

## HOW

The launch of a new membership plan

## OUR MEMBERSHIP

The ESC has a long-standing institutional membership whereby members of its 56 National Cardiac Societies and dedicated sub-specialty communities automatically qualify for ESC membership. Individual membership is open to any and all healthcare professionals eager to more fully participate in the ESC community and all it offers.





### OBJECTIVE

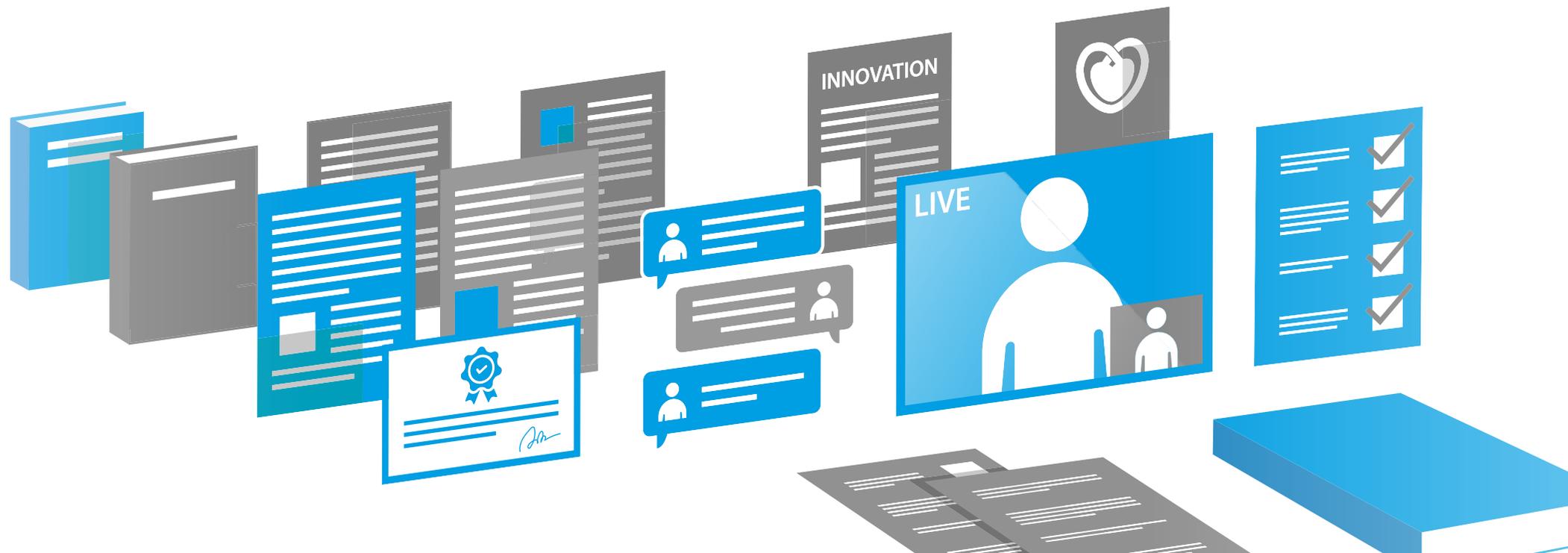
The formation and expansion of leading 'continuing education' tools

### HOW

The ESC will strengthen its capabilities to deliver robust, unbiased, education programmes built on a strong, evidence-based foundation so patients can receive the best care possible.

### OUR EDUCATION

We are leading a revolution in medicine by producing impactful, needs-driven education; analysing what is happening -- and not happening -- in cardiology trends today; and surveying healthcare professionals on what they believe is preventing or promoting best patient outcomes. Continued needs-assessment initiatives will ensure that ESC training and lifelong learning programmes and content properly reflect the requirements of cardiology professionals in a rapidly changing profession.





## OBJECTIVE

Ensure that research in the cardiovascular field is implemented on a more efficient, effective and timely basis to improve patient outcomes.

## HOW

**Create a research Think Tank to lead innovation efforts and coordinate research initiatives.**

The ESC will also increase its capacity to provide decision makers, EU authorities and funding organisations with access to its unparalleled cardiovascular science, thereby supporting them to:

- a** Shape the research regulatory environment for more effective translation of experimental findings and safer, more streamlined and affordable clinical research;
- b** Select priorities among projects, where appropriate.

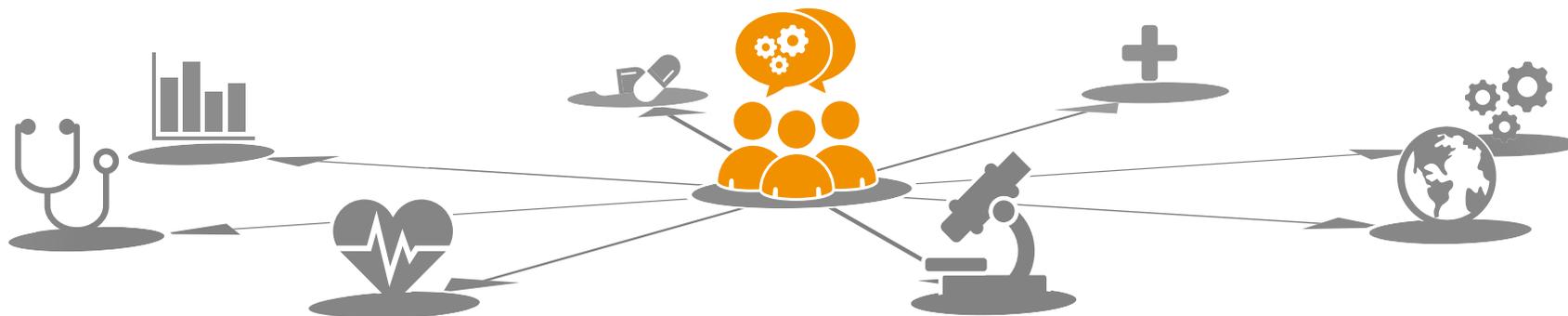
**Promote research excellence.**

- a** Provide state-of-the-art training in research methods, design, and implementation.
- b** Fund, or contribute to, scholarship programmes in European centres of research excellence.

## OUR RESEARCH

ESC registries are a source of unbiased, real-life data that illustrate what's happening in cardiology today. We also participate in a number of EU funded research projects. Our key aims include incubation, innovation, and management of world-class cardiovascular-related research programmes.

In addition we facilitate the prioritisation of research topics that address the unmet needs of cardiovascular medicine.



# ADVOCACY



Leverage our knowledge, network and influence to promote high quality healthcare and shape an environment favourable to cardiovascular health

## OBJECTIVE

Enhance our advocacy capabilities to ensure we reach all external stakeholders who can help shape policies in support of better cardiovascular health

## HOW

The ESC advocacy programme aims to push cardiovascular health up the policy agenda and underline the need to reduce loss of life and suffering. We work with related health organisations as well as other stakeholders and policy making bodies whose decisions have a direct impact on the prevention, treatment and management of cardiovascular disease.

## OUR ADVOCACY

The ESC strives to shape policies that advance cardiovascular science and education, promote high quality health-care, and encourage evidence-based decision making. Acting as the unified voice in cardiology, the ESC harnesses the latest science and best practices in cardiovascular care, research and education to drive change at policy and regulatory levels.

We benefit from a variety of diverse external relationships with health organisations, sister societies, decision-makers, regulatory authorities, press, industry and, increasingly, patients. Each is a vital partner in our efforts to realise significant progress and sustainable outcomes in the fight against cardiovascular disease.





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The ESC wishes to recognise and thank the ESC 2014 - 2016 Board Members, the ESC volunteers and staff members for their contribution and commitment to this strategic plan.