

EHRA SPRING SUMMIT MARCH 18-20 2012

EHRA Eastern Countries Initiative

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National Societies Committee

Why does European Rhythmology need the „Eastern Initiative“?

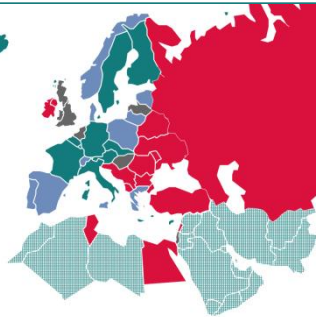
- High prevalence of proarrhythmogenic SHD (hypertension, CHD, HF)
- Clinical electrophysiology has a limited position within CV medicine „outsiders of political cardiology“
- Lack of specialists and infrastructure
- Specific situation in the former Eastern countries regarding health care system
 - „government only“ scenario
 - various phases of transformation
- EHRA cannot provide a „*one size fits all*“ program
- Need for individualisation

IPG, ICD, CRT and ablation rates per 1 million inhabitants are varying across Europe

Therapy penetration*

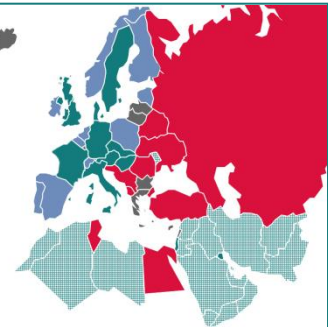
Ø IPG implant rate = 510

- 1,257 - 828
- 764 - 678
- 626 - 490
- lower than 418
- not available



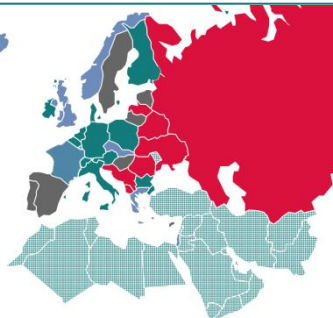
Ø ICD implant rate = 93

- 531 - 150
- 135 - 75
- 73 - 39
- lower than 29
- not available



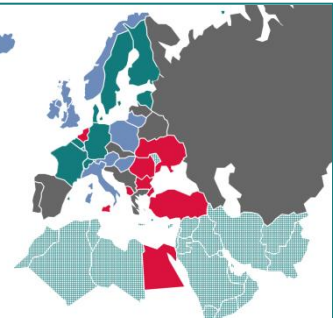
Ø CRT implant rate = 52

- 195 - 102
- 83 - 49
- 46 - 22
- lower than 14
- not available



Ø Ablation rate = 226

- 723 - 348
- 315 - 207
- 202 - 88
- lower than 57
- not available

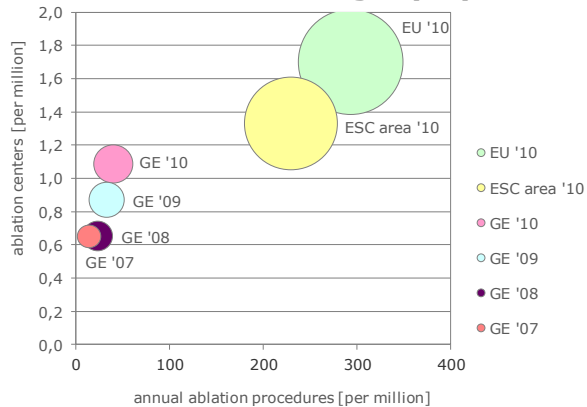


* Only latest available countries of the EHRA White Book 2011.
Method: Countries are clustered equally via overall no of available countries
Cardiac Resynchronization Devices = CRT-D and CRT-P

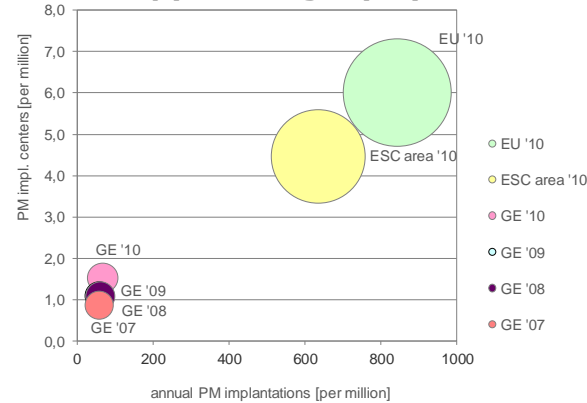
Georgia and Serbia

Centers vs. procedures (normalized, per 1 million inhabitants)

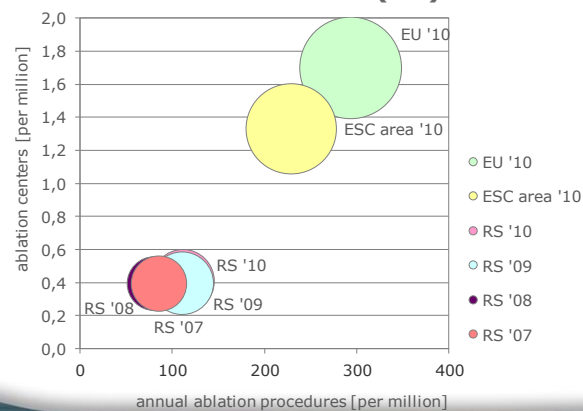
Cardiac ablation in Georgia (GE) 2007 - 2010



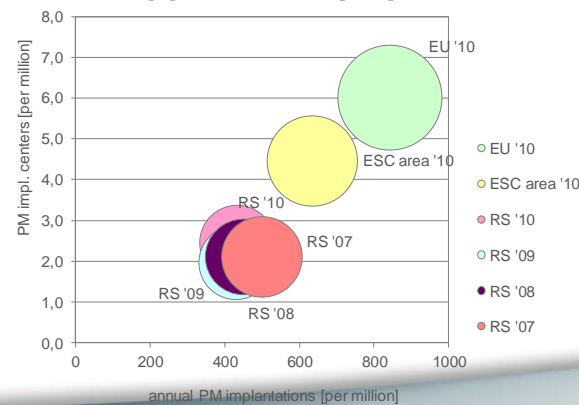
PM therapy in Georgia (GE) 2007 - 2010



Cardiac ablation in Serbia (RS) 2007 - 2010



PM therapy in Serbia (RS) 2007 - 2010



EHRA efforts to tackle the barriers related to education and health care

Therapy adoption barriers

- The EHRA White Book analysis indicates that device implant rates vary significantly across Europe and other member countries, with suboptimal access to care correlated with:

1. Lack of referrals [– Education]
2. Low awareness of guidelines [– Education]
3. Lack of centers [– Healthcare]
4. Lack of operators [– Healthcare]
5. Lack of trained personal [– Healthcare]
6. Insufficient reimbursement

Four key elements of EI Structure

A. **Education of the performers**

- A. Education centers
- B. EHRA proctors and mentors

B. **Medical Awareness – education of the referring physician**

- A. National congresses – EHRA joint sessions
- B. Local specialists + EHRA

C. **Public / political awareness**

- A. Wide medial PR activities (TV, press conferences)

D. **ICD4LIFE**

Ad A. Education of the performers

TARGET: critical volume of competent specialists

- . Selection of the right people**
 - Certified cardiologists or advanced residents in cardiology training with basic EP knowledge and skill+ minimal language barrier + EHRA member + willingness to work in their country of origin
 - **Guarantee of sustainability = availability of on-site facilities**
- . Defining the right format** (4-8 weeks, possibly in several sequences)

Ad A. Education of the performers (2)

TARGET: critical volume of competent specialists

. Education centers

- Favourable legal millieu for hands-on training**
- Minimal language barrier**
- Capable of continuous (also telemedical) clinical support in problem-solving in daily practice
- Preferably high-volume centers in Central / Eastern Europe (recent experience with setting-up EP programs in comparable environment) + hands-on training possibilities (Czech Republic, Hungary, Poland, Slovakia, Baltic Countries)

EI Fellowship Eligibility

The Fellows

- **Member of the EHRA** for >1 year
- Citizen / permanent resident of a former Eastern bloc country which is a regular EHRA member
- Have completed parts of their cardiology training (preferably before obtaining a "permanent", "senior staff" or "consultant" position)
- Are preferably <40 years of age

EI Fellowship Eligibility

The Proctors

- EHRA will create a proctor's bureau for implantable devices and for RFCA
- High quality of expertise
- Creation of EHRA EI Centers for Training in PM and / or RFCA
- Availability of more proctors per center (not a „*one man show*“)
- Long-term commitment (also for on-site support)

Ad B + C

Medical and Public Awareness

- EHRA prepares professional briefing materials applicable in any EHRA country
- Will be organized in joint collaboration with NS WG and will cover sessions of EHRA at national electrophysiology congresses
- NS can apply for allocation of speakers for national congress for one joint session
- Presence of EHRA speakers at such congress should be used for media campaign (press conference, TV discussion, etc) and for a meeting with politicians

ICD4Life

The initiative “ICD for Life” is one scenario with the mission to develop structuralized care to prevent sudden cardiac death

TARGET

- **majority of patients at risk of SCD in Eastern countries will have access to life saving prophylactic implantation of an ICD.**
- organization of an individualized country-specific platform for general cardiologists, electrophysiologists, industry partners, politicians and patient organizations, focusing on fight against **sudden cardiac death** by means of general availability of ICD

ICD4Life

EHRA platform that allows to bring together at national level of each applicant state

- Cardiologists / Electrophysiologists
- Health care policy makers
- Industry partners
- Media representatives
- Patient organizations



ICD4LIFE: MISSION 2012-2013

- To increase the use of ICD in a given country at least to the level that **secondary prophylaxis of sudden cardiac death will be covered**
- To achieve this, financial resources have to be released to EP centres in each country to start with their activities
- In parallel, appropriate training will be provided to physicians to increase workforce with abilities to implant ICD and follow the patients
- Education of referring physicians
- Public awareness (patient education)

ICD4Life - Definition of Goals

PRIMARY

- to support implementation of guidelines on prevention of sudden cardiac death using ICD technology**

SECONDARY

- identification of specific barriers and definition of actions to overcome them
- Helping countries-in-need to establish mechanisms to support the treatment including provision of financial resources by health care authorities

ICD4Life - Definition of Tactics

- Campaign focused on politicians (health care policy makers) to provide coverage for ICD programme
- Training programmes for physicians from these countries (both implanters and **referring physicians**)
- Public awareness campaign in countries-in-need focused on prevention of SCD

Call for Action

. “Eastern Initiative” Summit

- Every year at the end of October
 - . Always 1 of the EI involved countries in order to support & show the importance of activities on national level
 - . EHRA endorsed joint-sessions with national cardiology societies
 - . Participation of national health care policy makers & providers

Call for Action

- **“SCD Awareness Day”**

- To follow the EI Summit
 - Public event/training/workshop/roundtable etc.
 - According to selected target group (general public/electrophysiologists/policy makers etc.
 - EHRA support
 - Toolkit with information materials, videos etc. for translation
 - Clinical trials & data
 - Speakers etc.

Научные действия



Журнал EP Europace и Комитет по научным работам издают много научных документов, а дополнение к растущему числу статей, получаемых ежедневно из международных источников. Полноцветный журнал EP Europace издается ежемесячно, и его подписка включена в полное членство EHRA.

Комитет по научным инициативам представил первую "Сеть центров", чтобы скоординировать научно-исследовательскую работу в Европе. Эти центры также участвуют в инициативе "EP Wire" и приглашаются принять участие в коротких исследованиях, касающихся определенных тем электрофизиологии. Результаты каждого обзора публикуются в журнале EP Europace в секции, названной "EP Wire".



Комитет по национальным обществам обеспечивает сотрудничество между обществами и Рабочей группой по электрофизиологии, электрокардиостимуляции и ритмичным государственно-членом ESC. Ежегодный EHRA саммит и Бюджет Книга - хорошие примеры результатов этого плодотворного сотрудничества.

Для свежей информации по EHRA обращайтесь по:
www.escardio.org/EHRA
ehra@escardio.org

Членство

Присоединяйтесь к европейскому лидеру по контролю ритма сердца

**ПРИСОЕДИНЯЙТЕСЬ
К НАМ!**

Наши члены имеют специальные привилегии и могут активно участвовать в деятельности Ассоциации.

Числовые выгоды и привилегии

- Специальный вступительный взнос для Образовательных курсов EHRA
- Бесплатная регистрация для семинаров EHRA (e-Hearting)
- 15%-ая скидка на Сертифицированный аккредитованный EHRA
- 10%-ая скидка на все публикации по кардиологии от издательства Оксфордского университета
- Специальная плата за журнал EP Europace
- Исключительный доступ к учебным программам EHRA и выбор образовательного контента EHRA онлайн
- Автоматическое членство ESC и выгоды, связанные с этим членством
- Электронный информационный бюллетень EHRA
- Ибисовые права

Числовые взносы

50 €	Основной членский взнос (годовое членство, основанное на календарном году)
180 €	Полный членский взнос (включая годовое членство и годовую подписку на EP Europace Journal (12 номеров), основанное на календарном году)

www.escardio.org/EHRA
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EUROPEAN EHRA 2013
THE MEETING OF THE EUROPEAN HEART RHYTHM ASSOCIATION (EHRA)

ATHENS
GREECE
23-26 JUNE

SCIENCE
NETWORK
HEART
PATIENT
TECHNOLOGY
EDUCATION
EXPERTISE

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EHRA

Европейская ассоциация ритма сердца

Присоединяйтесь к европейскому лидеру по контролю нарушений ритма сердца



Свяжитесь с нами через
ehra@escardio.org

www.escardio.org/EHRA



EHRA SUMMIT 2012 ACTION PLAN

- Approaching all countries with least developed arrhythmia programs
- In person meeting with respective WG presidents during EHRA Spring Summit and individualisation of the specific country packages (March 18 2012 – working dinner)
 - Confirmation of country selection for EI
 - NS-EHRA joint session at national congresses
 - Call for EI Fellow application (June 2012)
 - Decision on fellowship (Sep 2012)
 - Fellowship Initiation – Autumn 2012
- Coordination with industry experienced in the countries of interest



Electrophysiologist = Archimedes of Modern Cardiology

