

Mini Summit

Promoting Excellence in Global Healthcare Congresses



How to Engage with Medical Societies and Congress Organizers in Order to Ensure that Industry Standards are Understood and Taken into Consideration

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European Society for Organ Transplantation - ESOT





ESOT Who we are

- “ Umbrella organisation under which all European transplant activities are organised
- “ ESOT cooperates with many other organisations to structure and streamline transplant activities in Europe
- “ Several Sections and Committees within ESOT represent expert knowledge on the respective organs and speciality fields
- “ ESOT trains and supports its members through an extensive Educational Programme and encourages excellence through its Awards & Grants Programme
- “ Furthermore, ESOT gathers the European and international transplant scene at its biennial Congress (3500+)



ESOT Key action areas

- “ **Education:** needs and competency-based PG medical education, using best-in-class faculty and delivery channels
- “ **Resources and publications:**
 - Transplant Library
 - Liver Transplant Registry
 - Tools and calculators
- “ **Clinical trials:** expertise in evidence-based medicine, clinical studies and related services for better patient outcomes

Organizational Structure



**ESOT (ANBI)
Members GA**

**Executive
Committee**

Council
14 elected
officers + 12 ex-
oficio

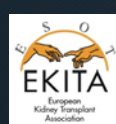
**Fundraising
Committee**

ESOT Office
7 employees

Sections

&

Committees





Legal and financial framework

- **Society with no-profit (ANBI) status, incorporated in the Netherlands**
 - Tax Authority requires public financial and management disclosure
- **Financial auditing:**
 - Tax rules and legal standards
 - ROI – ROO are analyzed
 - Key performance indicators
- **Volunteer based:**
 - Officers and Faculty members provide **uncompensated services**



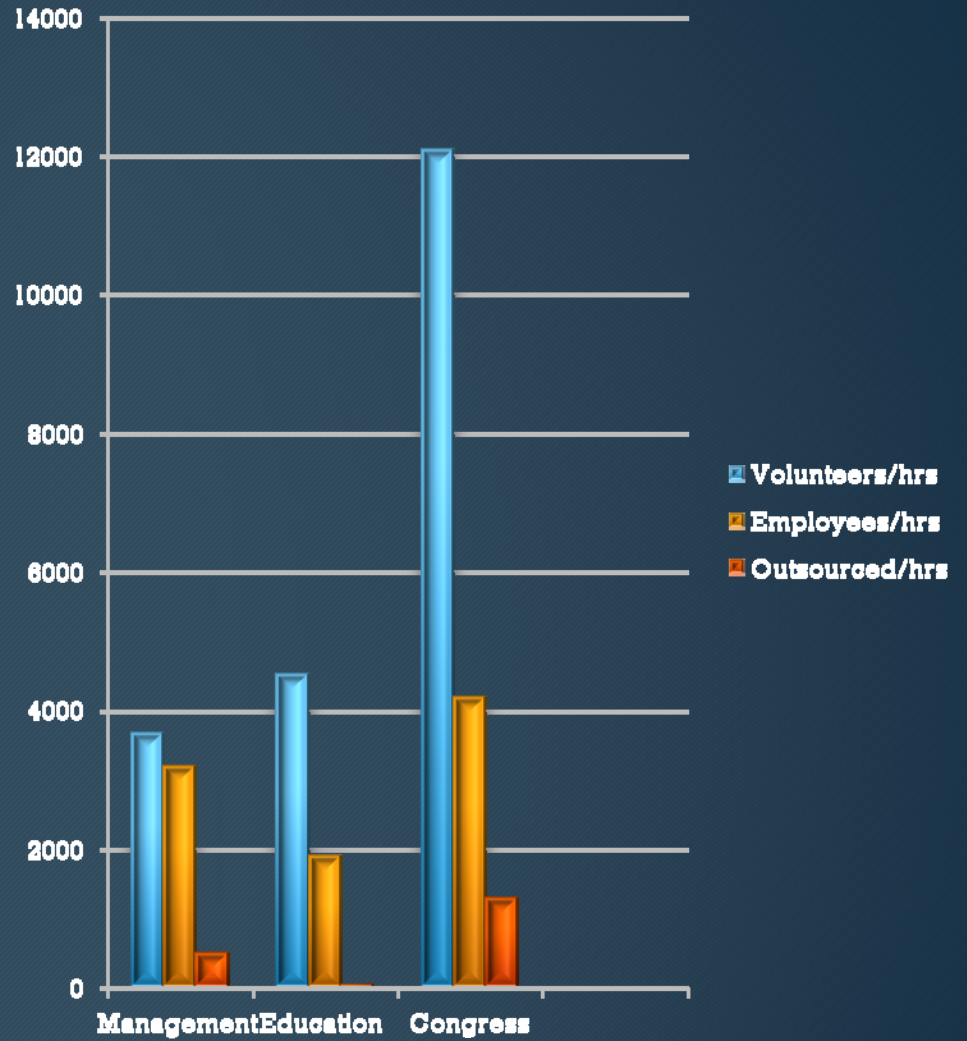
Compliance for ESOT

Compliance to ethics should be intrinsic in the vision of any medical association

- “ Reinforce the reputation for quality and innovation and create a competitive edge based that differentiate the organization
- “ Full independence in education program planning. Pharma has no influence on content and/or execution
- “ Activities are conducted according to established compliance guidelines and with adequate documentation
- “ Officers are elected with a democratic process by the membership
- “ Hospitality for Officers and Faculty is ruled by internal policies, in compliance to EU Directive and various recommendations



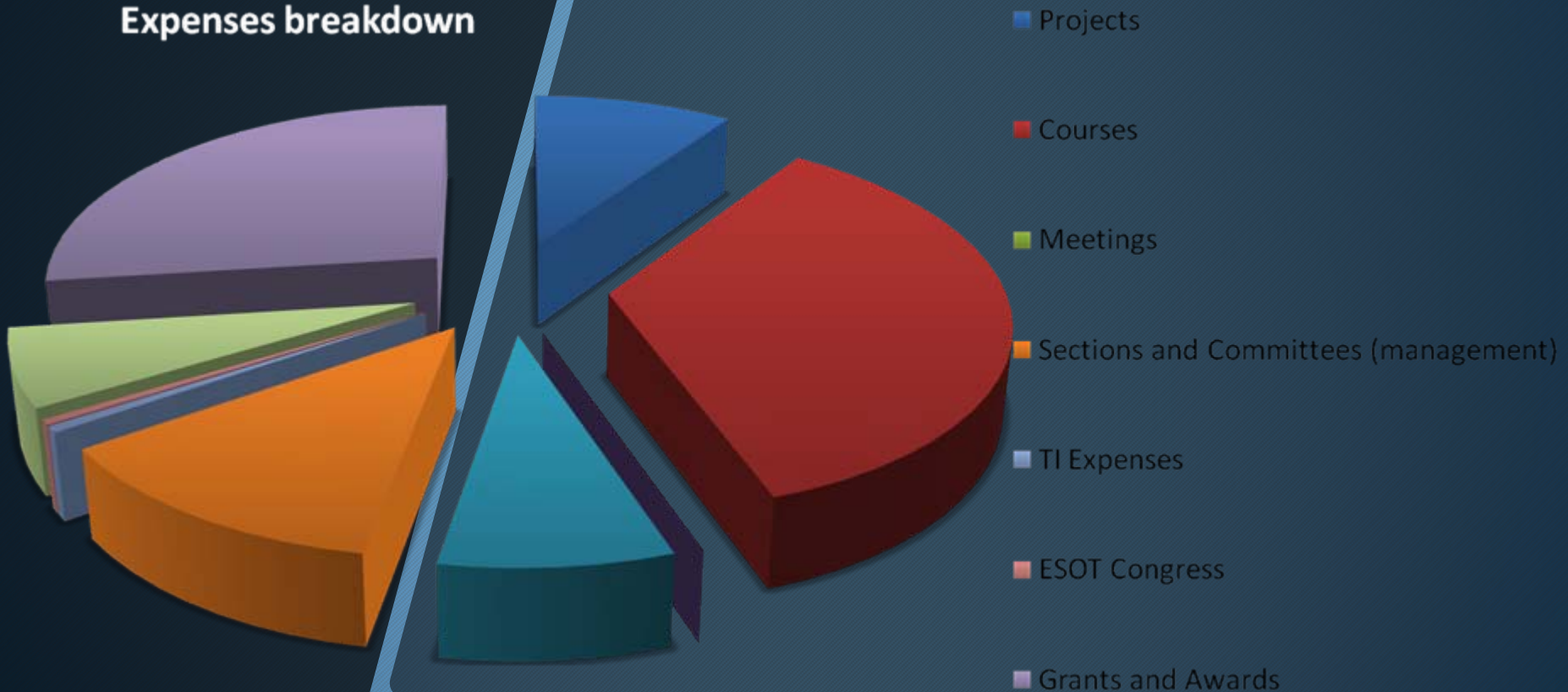
Volunteer vs employed staff



It's not just about meetings!

Medical Societies are a perceived value as a platform for the exchange of information and best practice, for the ultimate benefit of the patient

Expenses breakdown



Challenges: association perspective

- **Many players: the higher the level the smaller the dialogue. Level the play field**
- **There is an urgent need for pharma to win public perception which may lead to drastic measures**
- **Impact on activities: long(er)-term planning, attendance decline, discriminating professional roles (non-prescribing)**
- **Adverse effects on: faculty recruitment, commitment & motivation = on CME**

Opportunities: association perspective

- **High quality content based activities become preferred choice of the various stakeholders**
- **Innovate and consider new formats and deliverables suitable for support**
- **Companies are shifting budgets from marketing to education**
- **Associations can play a leading role to help with disclosure requirements**

**Can Pharma
engage Medical
Societies?**

**“Yes, you
can”**

Compliance 2.0: What we can do together

- **Strategic planning must include a compliant scheme for projects and fundraising**
- **Discuss plans and support at an early stage, be transparent on what you put on the table**
- **Understand the challenges faced by each party**
- **Transform compliance enforcement into a new course for your organization/client**
- **Do not use compliance as excuse to withdraw support: be equal**