

# THE SPIN

## EUROSPINE

### EUROSPINE MEDAL LECTURE 2015

#### Love your job, or die trying

In the health care industry it's always been about one thing: healthy and happy patients. For health professionals in a growing part of the world, however, things seem to have taken a wrong turn along the way. For The System, it now seems more urgent to document correct procedure than ensure maximum patient satisfaction, a fact that leaves many employees disheartened. This speaker argues that this will change.

Jon Kjær Nielsen holds a Master of Science, and has spent a decade traveling and lecturing on the benefits of an increased focus on people and happiness in the workplace. He will show us nuggets from the research into happiness, like the fact that not only do happy doctors become the target of malpractice lawsuits less frequent, they are also 19% faster at making an accurate diagnosis.

As Jon puts it: "With a system set on measuring everything in the name of productivity, the system is bound to realise, that measuring less actually increases productivity". Coming from

Denmark, again and again labeled the happiest country in the world, Jon will share how loving your job as a health professional is key to both personal flourishing and better results at work, a fact that The System is slowly realising.

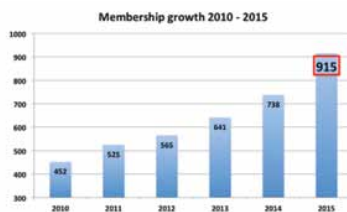
We're not there yet, though, also evident in Denmark's struggling public health sector, but the signs are here. Meanwhile, it falls on the shoulders of each of us to create the work environment that best suits our personal preferences. Jon will provide us with clear guideposts for this mission. For as he puts it: "Besides your personal relationships, work is the single most important factor in determining your personal level of happiness in life, and so there's really no way around it: Love your job, or die trying". Jon is 38 years old and currently traveling the world as a speaker and author. He has published three books in Denmark, all on happiness at work, one of which at the time of this writing is being translated into English and German. Find him at HappyWays.com and Jon.dk.

*Jon Kjær Nielsen  
Speaker & Author*

### EUROSPINE WAY FORWARD STRATEGY – ON TRACK FOR THE FUTURE NEW INCENTIVES LEAD TO RECORD MEMBERSHIP INCREASE

#### EUROSPINE achieves record growth with 187 new applications in 2015

Over the last 3 years a number of incentives have been introduced to expand and diversify our membership base as part of our Way Forward strategy, including changes to our fee structures and price incentives, plus the addition of new membership categories. We are thrilled to announce that – as a result of these measures – we have experienced **record membership growth in every category**, from Young Members and Institutional Members to abstract submissions for our annual meeting. **Within a short period of only three years, EUROSPINE's membership applications have increased approx. 5-fold.**



#### “YOUNG MEMBER” CATEGORY PROVES EXTREMELY POPULAR

One of our longstanding goals has been to promote our Society to young, active members and to provide support for future leaders. In an initiative to attract the brightest young minds in spinal care, we established a “Young Member” category, whereby professional colleagues under 40 could join EUROSPINE and enjoy the full range of membership benefits for 50% of the regular fee for two years. This has proved immensely popular – a full 47% of applications received in 2015 have been from young members!

#### EuSSAB ATTRACTING “INSTITUTIONAL MEMBERS”

In order to realize our objective of establishing strategic partnerships with national societies, we implemented a second new category for “Institutional Members”, inviting national societies to join EUROSPINE. This common umbrella and communication platform which serves to unite national spine societies from across Europe is referred to as EuSSAB, the European Spine Societies Advisory Board. Once a society becomes a member of EuSSAB as an Institutional Member, all of its members automatically become “Associate Members” at no extra cost.

Within the short period of only 12 months since our inaugural meeting last autumn in Lyon, **17 national societies representing approximately 5600 spine surgeons from across Europe have already joined as Institutional Members.**

The EuSSAB meeting in Barcelona brought together representatives from many countries with varying economic and cultural backgrounds, which enables us to learn from and support each other in many different areas. The tone of the meetings has been extremely positive, and members quickly found a common denominator, agreeing that the primary focus for the next meeting should be the alignment of educational standards and the creation of a standardised pan-European spine diploma.

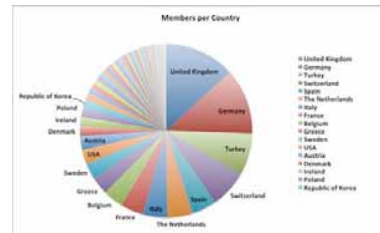
#### FURTHER MEMBERSHIP BENEFITS

Additional membership incentives include:

- A new fee structure for meetings, offering members preferential rates for meeting registrations over non-members
- Subscription to the European Spine Journal (online and print editions) and e-newsletter
- Access to research grants, OOT, Annual Meeting webcasts
- General Assembly voting rights
- Participation in the European Spine Registry, Spine Tango
- And many more...

#### PATIENT CARE IN THE SPOTLIGHT

Today we have a solid representation from almost all European countries, plus a number of countries outside of geographic Europe.



With such a strong membership base, we are now well-positioned to build on our **commitment to foster interaction and knowledge sharing among spine specialists in an international forum** such as our Annual Meeting and the Spring Meeting. With so many talented specialists working together, we can focus on finding innovative solutions for our raison d'être – our patients.

If you are not yet a member of EUROSPINE, we invite you to join our dynamic association!



*Christoph Siepe  
Chairman, Membership Committee 2015*



#### AUDIENCE RESPONSE SYSTEM

How to participate in interactive votings

1. **Download and start the app:** All versions are available at <http://app.eurospine.org>. The app will automatically download the latest data on its first launch.
2. **Select ARS from the main menu:** To participate in interactive votings, you need an internet connection (WiFi). If your WiFi is not working, the app will switch to voting via text messages (roaming costs may apply)
3. **Select the voting session:** Please select the session on which you intend to vote.
4. **Vote:** When the speaker asks you to vote, please choose the proper button according to the instructions shown on the screen. The time to vote is limited for each question.

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