

THE TIMES

Congress Newspaper 2015

EUROSPINE EDUCATION: BETTER & SAFER PRACTITIONERS

At EUROSPINE it is our goal to foster excellence in spinal care by providing top quality learning opportunities. We know we are doing our job well when participants leave our courses as better and safer practitioners in caring for spine patients.



Jörg Franke
Chairman, Education Committee 2015

EDUCATIONAL ACTIVITIES NOW UNDER "ONE ROOF"

This year we moved all of EUROSPINE's educational activities back under the umbrella of the Society. We took this step to support our mission and ambition of providing best-practice education and lifelong learning in spine health. We are now in a much stronger position to improve our curriculum as we see fit and to collaborate with national societies in our quest to establish an accredited pan-European "European Spine Certification". Members, course participants, stakeholders and faculty will also benefit from one point of contact for all education-related topics.

NEXT GENERATION ESCD PROGRAMME

This year, we've concentrated on developing a comprehensive, new European Spine Course Diploma (ESCD), our main educational initiative aimed at training young spine specialists. To assist us in this improvement process, we engaged Lisa Hadfield Law, a surgical educationalist from the UK.

We've created a learner-centric programme – taking a close look at what young spine specialists need to learn and the best ways to pass this knowledge on – so that participants can use the knowledge and skills learned in their daily practice. The ESCD comprises 5 Modules, with Learning Outcomes for each session of each Module. We're

EUROSPINE WAY FORWARD STRATEGY – ON TRACK FOR THE FUTURE

currently training our faculty on the best ways to deliver the content so learners achieve optimal results. Education Week will take place October 25th-29th at the IRCAD training centre in Strasbourg, France and again June 13th-17th, 2016.

EUROSPINE has also been working on programmes to address the training needs of those that are further along in their careers by developing curricula for more advanced delegates.

COLLABORATION WITH NATIONAL SOCIETIES

In collaboration with EANS, we are developing an advanced course, Extended Indications and Advanced Operative Techniques. The first course will take place September 6th-8th in Innsbruck, Austria. Further advanced courses will be launched in the 2nd half of 2016.

ADVANCED EDUCATION AND LIFELONG LEARNING

EUROSPINE will continue to expand its advanced programmes. We're developing our Fellowship offerings in 2015 and will launch this important initiative in 2016 with a 6-month Post Graduate Training Programme as well as funded grants.

DIPLOMA EQUIVALENCE AND EUSSAB

EUROSPINE's making significant headway in its pursuit of a recognised European Spine Certification. This year, we're launching important partnerships with the German Spine Society (DWG) and the Turkish Spine Society (TSS) for Diploma Equivalence. This project will align Learning Outcomes within our organisations and allow for reciprocity of curricula, allowing GSS and TSS diploma holders to obtain the EUROSPINE European Spine Course Diploma and vice versa.

We are also working closely with 17 national societies who have joined EuSSAB as EUROSPINE Institutional Members. These partnerships will further assist us in our goal to align with other national programmes in the near future. EuSSAB brings together Stakeholders from societies across Europe to discuss the most important issues in Spine. We are committed to this open and equal collaboration and recognise the synergies and common threads of all of our organisations. Education remains a key focal point of this collaboration as we all share the philosophy that education is vital to the betterment of patient care.

PROFESSIONALISING STAKEHOLDER RELATIONS

Strengthening stakeholder relationships is vital to the future direction of EUROSPINE. Not only do stakeholders provide expertise and education on treatments for spinal disorders, but many are also a valuable source of funding through sponsorships and trade show floor space.

EUROSPINE'S STAKEHOLDERS

In order to address individual needs in a targeted manner, we divided our stakeholder groups into eight categories:

1. MedTechs
2. Sponsors beyond MedTechs and the device market
3. Government and political institutions (EACME, UEMS, AMSE)
4. Other spine societies (European & International)
5. Universities and medical schools
6. Health insurance companies
7. Patient organisations
8. Press & media

DEDICATED STAKEHOLDER COUNCIL

Last year as part of our Way Forward strategy, we instituted a Stakeholder Council to manage stakeholder issues at a senior management level and organise a regular, in-depth dialogue to address stakeholder requirements and implement mutually-beneficial improvements. The Stakeholder Council is mainly made up of ExCom members, who are at the same time chairing a Council or acting in a treasury or presidential capacity. As a result, its priorities are also influenced by the needs of the Education, Research, and Meeting Councils – particularly when it comes to funding these activities.

In addition, we are working to strengthen our relationship to political institutions and our cooperation with other European and international societies to

EUROSPINE APP

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ensure that the needs of the spine profession are met. These tasks also fall to the President and Vice President, whose main responsibility is representing our Society.



Finn Christensen
Local Host & Head of Stakeholder Council

This is a tremendous workload, which constantly raises the question whether an organisation like ours – whose board members are volunteers and with few full-time staff members – has the capacity to accomplish these goals. At this point we are still in the process of determining the optimal work set up and defining our top priorities.

In 2015 we embarked on a targeted course of action, establishing clear short- and long-term objectives to tailor our future organisation to our needs. Our main achievements so far include:

- Instituted a task force to develop and discuss a new sponsoring concept with our core partners from the MedTech industry – building a long-term, win-win relationship
- Developed a plan to further strengthen a well-organised relationship approach and to ensure an ongoing dialogue with our core stakeholder groups
- Motivated 17 European Spine societies thus far to join as "Institutional Members" and participate in European Spine Societies Advisory Board

(EuSSAB) – our platform for Institutional Members to discuss joint strategies for issues of common interest

- Established a 'one brand approach' ensuring one point of contact for all our members, stakeholders and participants at our meetings and courses

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NEXT STEPS

Although we have made great progress to date, there is still much work to be done in realising our objective of being leading spine society in Europe and ensuring that we provide the best services to our members and all spine professionals.

This goal can only be achieved by creating a mutually-beneficial relationship with our stakeholders from the Medtech industry. We must position EUROSPINE as unbiased while still allowing MedTechs to benefit from all our dynamic Society has to offer. Issues to be addressed include education, funding transparency and improving network and brand awareness.

At the same time we want to strengthen our contact with organisations such as EACME, UEMS, and AMSE to improve our offerings in a targeted manner while putting patient care in the spotlight.

In spite of the challenges ahead, we will work to ensure that patients, members and all of our different stakeholder groups can benefit from our cutting-edge science activities and excellent marketing opportunities. Due to limited resources (financial and human resources) we must, however, set clear priorities with reasonable and attainable timelines.

Although it may take some time, we look forward to continuing to build partnerships with all our stakeholder groups!

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