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EUROSPINE WAY FORWARD STRATEGY – ON TRACK FOR THE FUTURE



Michael Ogon, Incoming President of EUROSPINE

MESSAGE FROM THE INCOMING PRESIDENT: ALIGNING THE EUROSPINE ORGANISATION TO ACHIEVE OUR VISION

2014 was a year of pivotal changes to the organisational structure of EUROSPINE. 2015 has been a year of focussed action and further positive change as we implement our Way Forward strategy. We have made steady progress on all four of our strategic priorities:

1. Members
2. Stakeholders
3. Education/Meetings/Research
4. Efficient Organisation

As incoming president, I am fully committed to continuing the work of my predecessors Haluk Berk, Phil Sells and Ferran Pellisé and their efforts to move EUROSPINE closer to achieving our vision – *to be the driving force and the primary and preferred partner in Europe for all spinal care issues.*

This vision is of course very ambitious and it has required a strong commitment from all my colleagues on the Executive Committee to strengthen EUROSPINE for the benefits

of patients, members, spine professionals and our many different stakeholders. It is very demanding, as the interests of these groups are quite diverse.

NEW ORGANISATION WITH COUNCIL CHAIRS FOCUSING ON CORE TASKS

To manage the complexity of this task and to ensure steady and continuous progress on all fronts, we restructured our Executive Committee (ExCom) to make each ExCom member responsible for a Council with clear responsibilities and a strong focus on clearly-defined strategic priorities:

Membership Council

1. Expand our membership to attract more young members and additional members from a broad range of disciplines and countries
2. Further strengthen the European Advisory Board (EuSSAB) as a platform for our Institutional Members to meet and discuss topics of common interest, such as a pan-European spine diploma
3. Ensure ongoing high-quality services and benefits for the growing membership base

Stakeholder Council

1. Further strengthen our stakeholder network to establish valuable partnerships as a source of expertise, education and funding
2. Set appropriate priorities in dealing with our eight different categories of stakeholders, ranging from MedTechs and sponsors to government, political institutions and many more

Meeting Council

1. Ensure that our Annual Meeting is and shall remain the core element of our educational and scientific offering
2. Further diversify the scientific offering at our 3rd Spring Specialty Meeting (Krakow, May 12-13, 2016)

Education Council

1. Develop a comprehensive new “European Spine Course Diploma (ESCD)” (next course: Strasbourg, October 25 – 29, 2015)
2. Develop an advanced course in collaboration with EANS, “Extended Indications and Advanced Operative Techniques” (next course: Innsbruck, September 6-8, 2015)

Research Council

1. Present courses on spine research methodology (next course: Milan, March 7-11, 2016)
2. Establish an independent and transparent review and monitoring process for grant applications

CLEAR PRIORITIES FOR THE PRESIDENTIAL LINE

As EUROSPINE continues to grow – and managing the business aspects becomes increasingly complex – we have implemented some organisational measures to improve efficiency in handling the increased workload. In addition, we must ensure that we are in full accordance with the

corporate compliance standards required for a society of our size. My predecessor, Haluk Berk (President), and Everard Munting (Secretary) have initiated a project to further streamline our internal processes and organisation. We have divided the responsibilities for internal support functions for all education and research activities, administrative and marketing support between Erin Goddard and Judith Reichert.

To ensure the appropriate implementation of our Way Forward strategy and to further professionalise our organisation, we have established a new position: “Delegate of the ExCom”. We have asked Beat Leimbacher, our former strategic advisor, to take on this position as a part time function. It is his role to support our stakeholder management, optimise internal structures and processes, define and implement organisational governance directives and lead our strategy-relevant communications.

In addition to his role as Treasurer, Finn Christensen has taken over as Chair of the Stakeholder Council to develop a new sponsoring concept. It is now in the process of being discussed and finalised with some of our core stakeholders.

Phil Sell, our past President, and Everard Munting have taken over additional sponsorship roles for two specific projects that are of strategic importance to EUROSPINE:

Patient Line Re-design (Sponsor Phil Sell / Committee Chair)

Patient Line is our education and information system for patients. Since it went live in 2007, however, the internet and the proportion of patients using the web for health care information has exploded, making it more and more difficult to update the old text-based system. Our Patient Line Committee is now in the process of re-

engineering the website, which should be ready soon. It will then be populated with content. The next steps will be a testing process with members and patients to refine the links within the sites and to further fill in content with articles written by a professional spine media editor.

Spine Tango (Sponsor Everard Munting / Committee Chair: Tim Pigott, UK)

Since the year 2000, EUROSPINE has been developing a registry for the documentation of surgical and non-surgical treatments in response to a growing demand for outcome measurement and quality assurance. We are constantly monitoring how the registry is valued by its users and participating hospitals. At the same time, we are inviting all spine specialists to submit data to the registry.

MY PERSONAL COMMITMENT

My top priority as President of EUROSPINE will be the continued improvement of our education and research activities. In that respect, it is equally important to ensure our ongoing and long-term support of the MedTech Industry, who not only provide expertise and education, but are also an important source of funding through sponsorships and the purchase of booth space at our meeting activities.

I am also fully committed to ensuring that our organisational structure and internal processes will support and enable further growth. We must continue to provide excellent services to members and spine professionals. Furthermore, I am in favour of any activity that helps to further strengthen our cooperation with other national spine societies. In that respect I am really looking forward to serving as your next president.