



WP3 | COMMUNICATION & DISSEMINATION

D3.3 (D10) – EuroPCR 2024 & 2025 – Awareness & communication actions



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History of changes

Version	Date	Created/modified by:	Comments
1.0	30/05/2024	We CARE	
2.0	18/06/2025	We CARE	Revision of the original version to include the information about the 2025 edition

Introduction

The RESIL-Card project aims to **enhance European health systems' resilience** in maintaining essential healthcare services for people with cardiovascular (CV) diseases during crisis that impact care delivery, such as extreme climatic events, pandemics, or other emergencies.

Specifically, the RESIL-Card project will develop a '**resilience assessment toolkit**' for **European CV care pathways**. This tool will provide guidance to assess and improve health systems' preparedness to absorb shocks, notably focusing on people with CV diseases. It will also include recommendations for maintaining essential CV care during crises, as well as resources to support the development or refinement of guidelines at local, regional, national or international levels.

The RESIL-Card consortium will **draw on lessons from the COVID-19 pandemic**, including disruptions, innovations and good practices. By building on these insights, the project intends to foster collaboration among stakeholders in the CV care pathway ecosystem, emphasizing a people-centeredness approach – for instance, key areas of focus include strengthening health literacy and communication to reduce the burden of CV diseases.

Executive summary

One of the tasks included in WP3 is the **dissemination of the resilience assessment toolkit** to various stakeholders of cardiovascular care pathways across Europe. All consortium partners who have connections with these stakeholders will be involved in this process, but We CARE and GISE will lead the activities due to their extensive networks.

It is therefore crucial to **proactively raise awareness of the project and its objectives** throughout its duration, as this will hopefully lay the groundwork for sustainable outcomes beyond its end.

One of the great opportunities to reach out to stakeholders in the interventional cardiovascular community is **EuroPCR**, the world's leading course in interventional cardiovascular medicine. Taking place annually in May in Paris, France, it gathers over 12,000 participants from around the globe.

During the **2024 edition (May 14-17)**, We CARE organised several communication activities to introduce the RESIL-Card project as shown in the table below:

Deliverables	Dates
Press release	Published on May 12
Daily News article	Published on May 14
Press room poster	Permanent display (May 14-17)
Totem and signage	Permanent display (May 14-17)
Intersession slide	Permanent display (May 14-17)
Events	Dates
Interview recording for PCR channel	Recorded on May 15 and broadcasted until May 17
Awareness session with PCR Companions	Meeting on May 16

As the **EuroPCR course 2025** once again provided an opportunity to raise the profile of the project within the cardiovascular community, several activities were planned on the first day of the event:

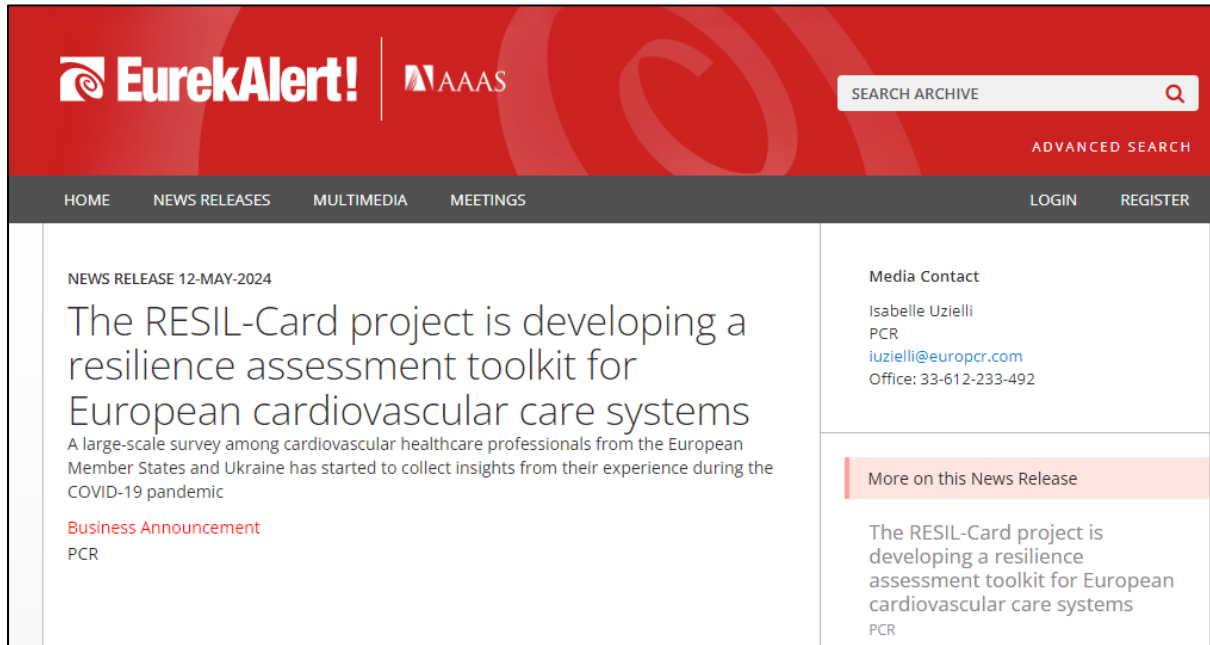
Deliverables	Dates
Press release	Published on May 20
Daily News article	Published on May 20
Press room poster	Permanent display (May 20-23)
Intersession slides	Permanent display (May 20-23)
Events	Dates
Interview recording in PCR studio	Recorded on May 20 and broadcasted until May 23
Session in the scientific programme	May 20, 3.00-4.00pm

This report summarises the various **awareness and communication activities** organised during the 2024 and 2025 EuroPCR courses and represents the **deliverable D3.3 (D10)**. The document will be updated next year to include activities from the 2026 edition.

EuroPCR 2024 – Deliverables

Press release

The press release was **published on May 12th, 2024 via Eurekalert**, a newswire channel used by journalists. Its purpose was to highlight the scope and objectives of the project as well as to provide an update on the progress made through WP1 thus far.



Here is the link to access the full press release: [The RESIL-Card project is developing a resili | EurekAlert!](#)

Daily News article

A **full-page article was published in the first edition of the Daily News** - the EuroPCR journal - to **raise awareness of the project and its scope and objectives**, and to remind the PCR Companions (members of the PCR loyalty programme) in the 27 EU Member States and Ukraine to complete the WP1 survey which aimed to collect personal insights from cardiovascular stakeholders on their experience of care disruption and adaptation, to ensure care continuity during the COVID pandemic.

Strengthening cardiovascular care resilience for healthier hearts: The RESIL-Card project



**William
Wijns**

Core Team member, We CARE,
Principal investigator of RESIL-Card
and PCR Chairman

The devastating consequences of disrupted CV care were highlighted during the COVID-19 pandemic where a substantial decline in life-saving interventions is likely to have increased deaths and long-term complications, with a considerable economic impact.

Prompted by concerns over the disruption of CV care continuity, PCR joined with 'Stent – Save a Life!' to launch 'We CARE' in May 2021. We CARE's remit is to support all stakeholders in the CVD field to sustainably deliver effective and timely CV care, whatever the circumstances.

A key aim of We CARE is to learn important lessons and help to build more resilient healthcare systems that can withstand future challenging situations. We CARE, in partnership with the Italian Society of Interventional Cardiology, GISE, with public health experts from Amsterdam UMC and with the Catalan Health Service, CatSalut, formed a consortium and launched the RESIL-Card project in December 2023. Co-funded by the EU4Health programme, the 3-year RESIL-Card project aims to develop and implement a groundbreaking resilience assessment toolkit to be applied to European CV care systems. The main objectives are to:

- Identify and document major gaps/barriers, good practices and lessons learned from the pandemic regarding CVD care efficiency and resilience in times of crises.

- Develop a resilience assessment toolkit to support local and regional processes and minimum requirements for resilience.
- Make recommendations and contribute to guideline development for improved care pathways to enhance communication between all patient care levels and between HCPs, patients and their families.
- Empower EU Member States and policymakers to provide patients and healthcare systems with protocols, monitoring tools and awareness engines that ensure actionable measures in a variety of scenarios.
- Mobilise and engage all relevant stakeholders in piloting a set of recommendations across sites where pandemic preparedness levels differ.
- Reduce inequalities with respect to awareness, accessibility and inclusion in care pathways by integrating underrepresented and marginalised social groups.

The project is supported by the expertise of Ireland's National Institute for Prevention and Cardiovascular Health, Italy's Cittadinanzattiva, the Global Heart Hub and Europa Group. An Advisory Board is made up of members of Women as One, the EAPCI's NAP committee, the European Emergency Medical Services Leadership Network, the GISE Foundation, as well as interventional cardiologists from Ukraine.

RESIL-Card comprises four interlinking work packages (WP). WP1, led by Amsterdam UMC, involves developing the resilience assessment tool using a bottom-up approach. Development will be based on diagnosis of continuity of care issues, including a scoping literature review, a large-scale survey of HCPs and the feedback of focus groups, with multiple stakeholders involved in discussing key barriers/facilitators



and best clinical practices. The consortium welcomes the support of the PCR community to collect their pandemic experiences, particularly regarding disruptions of CV care pathways, innovative practices and solutions implemented to maintain continuity.

In WP2, the resilience assessment tool will be pilot tested by CV HCPs and institutions from Spain (Catalonia) and Italy. Leading this phase, CatSalut will initially define a set of performance indicators to enable assessment of the tool's applicability and usability. After first-stage pilot testing, feedback will be collected, with the aim to adapt and refine the tool before its official launch.

Co-leading WP3 – the communication and dissemination strategy – GISE and We CARE will encourage widespread adoption of the tool and recommended standards among the interventional cardiology community thanks to their respective networks. A national twinning approach will be used to foster broad implementation. Efforts will also include engaging with patient organisations to develop communication materials aimed at improving awareness and health

Calling all 27 European Member States and Ukraine participants, provide your pandemic insights by completing this survey:



literacy among patients and the public. Workshops will be held with non-governmental organisations and collaborations will be enhanced with the European Joint Action on Cardiovascular Diseases and Diabetes. We CARE will oversee project coordination as part of WP 4.

Through collaboration, innovation and a commitment to excellence, the project aims to future-proof CV care across the continent. **Want to support RESIL-Card while also helping your own CV health?** EuroPCR participants can take part in the CardioLeague initiative by scanning the QR code below – each step you make will contribute to a funding pot to support further communication activities, aiming to foster greater adoption and public awareness.



**COUNT YOUR STEPS
FOR A GOOD CAUSE!**

Join the CardioLeague and convert your movement into positive impact!

Together, we'll foster a healthier community, and

**INSTALL THE
UPNDO APP**

Invitation code
to sign up: **cardio**



Press room poster

Displayed in the press room, the poster aimed to **raise awareness of the project among scientific journalists** covering the EuroPCR course



Totem (PCR Companions Lounge)

The totem was **displayed in the PCR Companions Lounge**, which was a strategic location for drawing the attention of PCR Companions from the 27 EU Member States and Ukraine, who were targeted to **complete the survey** set by Work Package 1 (WP1) about the experiences of healthcare professionals (HCPs) caring for cardiovascular patients during the pandemic.



Intersession slide

This slide was **displayed during the breaks to publicise the PCR Companions meeting** scheduled for Thursday 16 May in the dedicated lounge.



EuroPCR 2024 – Events

Interview recording

On 15 May, Profs Wijns and Klazinga were **interviewed in the EuroPCR studio** about the RESIL-Card project. They answered questions about the project's origins and objectives, the progress made since launch, and its potential application to future crises.

Here is the link to listen to the full interview – [\(2470\) Strengthening cardiovascular care resilience for healthier hearts: the RESIL Card project - EuroPCR - YouTube](#)

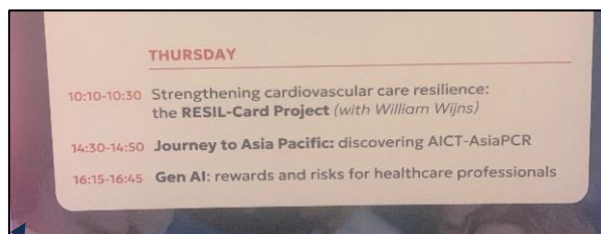
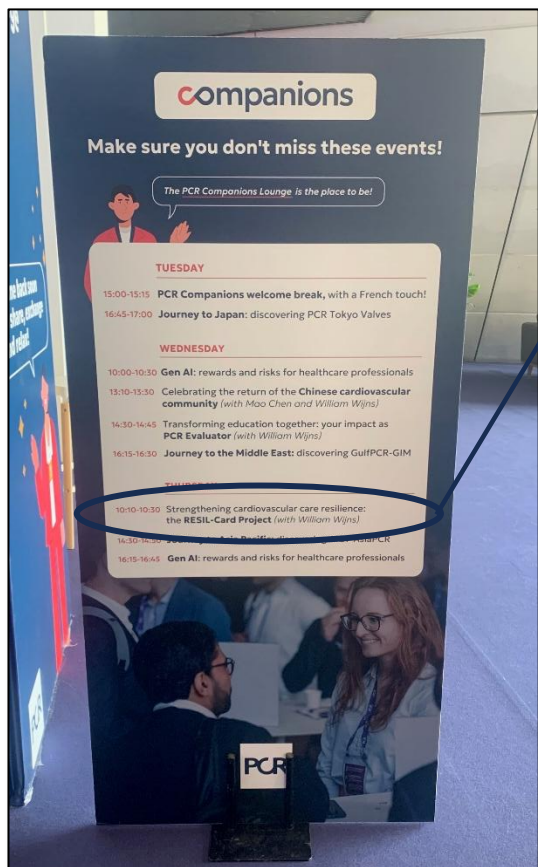


PCR Companions session & signage

As part of the scheduled sessions with the PCR Companions in the dedicated networking lounge during the course, an **awareness meeting with Dr William Wijns**, Principal Investigator of the RESIL-Card project, took place on Thursday May 16th with the PCR Companions who were present at that time.

After reminding attendees of the impact of the pandemic on cardiovascular care and patients, Dr Wijns presented the RESIL-Card project, its partners, and the next steps, before opening the floor to the audience for a question-and-answer session.

The session also served as a **reminder of the importance of contributing to the WP1 survey**, which is a crucial step in developing the future resilience assessment tool.



EuroPCR 2024 – CardioLeague

This step-count challenge, which **aimed to raise funds for the RESIL-Card project**, was initiated and powered by Medtronic in collaboration with PCR. It encouraged EuroPCR participants to walk as much as possible during the course to improve their cardiovascular health, with the number of steps taken being converted into euros. Each CardioLeague sign gave visibility to the RESIL-Card project.

Over four days, EuroPCR participants collectively walked over 4,000 kilometres, contributing to Medtronic's donation which will be used to support additional communication and dissemination activities beyond the project's original scope.



EuroPCR 2025- Deliverables

Press release

The press release was **published via the EurekaAlert newswire channel** on 20 May 2025. It focused on the pilot phase of the RESIL-Card tool, which is currently taking place in European hospitals, and the stepwise, co-creative approach that was followed when developing the first version of the toolkit which was released earlier this year. During this time, the press release was **also shared via the PCR press portal** with journalists attending EuroPCR. Nine journalists downloaded it.

The screenshot shows the EurekaAlert! website interface. The header is red with the EurekaAlert! logo and AAAS logo. A search bar is on the right. Below the header is a navigation bar with links: HOME, NEWS RELEASES, MULTIMEDIA, MEETINGS, LOGIN, and REGISTER. The main content area has a white background. On the left, it says 'NEWS RELEASE 20-MAY-2025' followed by the title 'The RESIL-Card project is piloting its resilience assessment tool across Europe.' Below the title is a short paragraph: 'The first version of the RESIL-Card tool was released earlier this year as the result of a stepwise and inclusive bottom-up methodology.' Below that is a red link 'Business Announcement' and the text 'PCR'. There are social media icons for Facebook, X, LinkedIn, WeChat, Twitter, SMS, WhatsApp, and Email. Below the icons is a paragraph: 'Paris, France, 19 May 2025 - The RESIL-Card project, co-funded by the EU4Health Work Programme, has reached a significant milestone with the recent launch of the **pilot testing of its resilience assessment tool** in selected European countries. This phase is part of the three-year project - led by **We CARE**, in partnership with **GISE**, **Amsterdam UMC**, and **CatSalut** - which aims to improve the preparedness and continuity of cardiovascular care during crises.' On the right side, there is a 'Media Contact' section with the name 'Isabelle Uzielli', 'PCR', email 'iuzielli@europcr.com', and 'Office: 33-612-233-492'. Below that is a 'More on this News Release' section with a paragraph: 'The RESIL-Card project is piloting its resilience assessment tool across Europe.' and 'PCR'. At the bottom right is a 'KEYWORDS' section with a tag 'CARDIOLOGY'.

Here is the link to access the full press release: [The RESIL-Card project is piloting its resilience assessment tool across Europe. | EurekaAlert!](#)

Daily News article

A **full-page article was published in the 1st edition of the Daily News** (the EuroPCR course's journal) to raise awareness of the project and inform readers of the progress achieved since last year, including the release of the first version of the tool and its current piloting with cardiovascular stakeholders across Europe.

RESIL-Card achieves a major milestone: The resilience tool is ready for pilot testing!

Launched in December 2023 by our community through the 'We CARE Alliance' and co-funded by the EU4Health work programme, the mission of the RESIL-Card project is to ensure that essential healthcare services for people with cardiovascular (CV) diseases are maintained during crises. Specifically, the project aims to develop and deliver a resilience assessment tool to provide guidance to all European CV stakeholders for evaluating and improving the preparedness of their CV care pathways to withstand shocks affecting healthcare delivery.

William Wijns, PCR Chair, who is leading the consortium explains:
"Since last year, the RESIL-Card project has made tremendous progress, with a number of important steps completed, which have culminated in the creation of the first version of the resilience assessment tool."

The initial step involved diagnosing continuity of care issues that arose during the COVID-19 pandemic, with multiple stakeholders involved in discussing key barriers/facilitators and best practices. Following a scoping literature review and a large-scale survey of members of the PCR community, five online focus groups were convened: two regional (Campania and Lombardy, Italy), two national (Spain and the Netherlands), and one international (other EU countries). Focus group participants included patient representatives, general practitioners, physicians and other professionals from acute and chronic cardiac care units, heads of cardiology departments, head nurses, allied professionals, hospital managers and members of health advisory organisations. The discussions were centred on six key resilience dimensions: 1) the workforce; 2) care delivery; 3) governance and trust; 4) communication and cooperation; 5) medical devices and products;

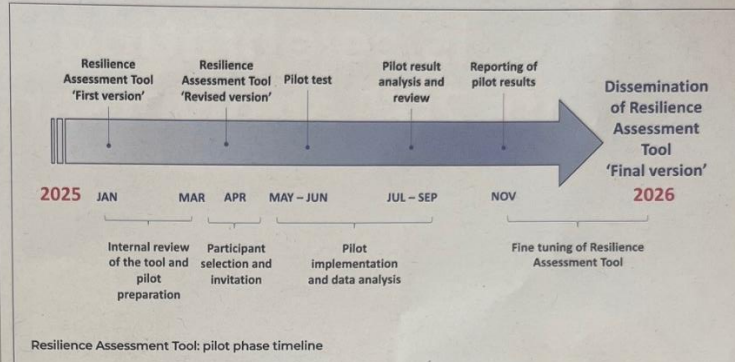
and 6) data collection and use. Key themes identified during the exchanges included reallocation of health staff and their health protection, infrastructure repurposing to increase bed capacity, supply chain management, improving communication with the population and among healthcare professionals, and decision-making tools.

Based on this work, the first version of the Resilience Assessment Tool was delivered as planned at the end of January 2025. Real-life pilot testing is now underway in acute care hospitals, mostly in Italy and Spain, to evaluate its components and functionality. A key aspect is to ensure usability – the tool must be intuitive and accessible for professionals from different backgrounds and healthcare settings. Participants' feedback will also focus on how the tool applies in real-world practice and whether it helps them to better assess and improve resilience in their own context. A specific questionnaire will be distributed to non-acute care healthcare professionals to gather additional insights on relevance and usefulness in broader healthcare

settings. Feedback will help to refine the tool before widespread rollout across Europe in 2026.

Ahead of the official launch, the RESIL-Card consortium is currently laying the foundations for an effective communication strategy to increase visibility, for example, via presentations at national cardiology congresses. Collaboration with the EU's Joint Action on Cardiovascular Diseases and Diabetes (JACARDI) and recent endorsements by professional bodies, such as the European Public Health Association (EUPHA), aim to support a wide dissemination of the tool and to ensure amplification and sustainable impact.

The RESIL-Card consortium would like to thank everyone who completed the survey at EuroPCR 2024 and took part in the CardioLeague initiative. This afternoon, a collaborative session at EuroPCR 2025 provides an opportunity to find out more about RESIL-Card and to take a first look at the resilience tool. Join us to discover how RESIL-Card can help your centre be better prepared for the next crisis.



RESIL-Card
Strengthening cardiovascular care
resilience for healthier hearts

DON'T MISS

**Resilience and continuity of
cardiovascular care in times
of crises: the RESIL-Card
project**
Tuesday, Room 341,
15:00 – 16:00

Details of the consortium and
advisory organisations can be
found at:



AVAM
Atrio Ventricular Academy Meeting

in partnership with PCR

11-13 JUNE 2025

Palais de la Bourse
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Register now at www.avameeting.fr



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discover the program

Press room poster

The poster was displayed in the press room at the congress to inform journalists covering the EuroPCR course about the project.



Intersession slides

The slides were part of the ongoing advertising displayed between sessions. They aimed to raise awareness of the project and encourage all cardiovascular stakeholders to improve the preparedness and resilience of CV care systems in Europe.





OBJECTIVE

Maintain lifesaving care for
cardiovascular patients
especially in times of crisis



SOLUTION: RESIL-Card

A preparedness and resilience tool
for cardiovascular stakeholders



**AVAILABLE
FOR YOU BY
2026**



**FIND OUT MORE
ABOUT RESIL-CARD**

wecareabouthearts.org/resil-card 

EuroPCR 2025 – Events

Interview recording

On 20 May, Prof. Wijns (We CARE) and Dr. Mauri (We CARE/CatSalut) were **interviewed in the EuroPCR studio** about the RESIL-Card project. They answered questions from the interviewer about the project's rationale, its progress and achievements since last year, and its anticipated developments until the end of 2026.

A recording of the interview was **available to watch on the PCR channel throughout the event**.



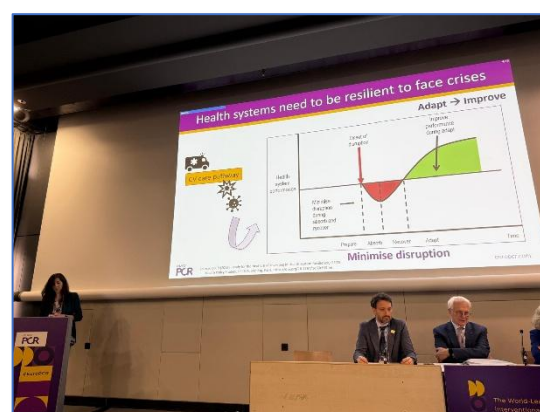
The full video of the interview is available here: [Update on the RESIL-Card Project: An Interview with William Wijns and Fina Mauri](#).

Session in the scientific programme

The RESIL-Card project was allocated a **dedicated session in the scientific programme** of the course on Tuesday 20 May from 3:00pm to 4:00pm.

The session was titled '**Resilience and continuity of cardiovascular care in times of crisis: the RESIL-Card project**' and offered the following programme:

Tuesday 20 May 2025 - Afternoon	
15:00 - 16:00	Resilience and continuity of cardiovascular care in times of crises: the RESIL-Card project <i>With the collaboration of RESIL-Card</i>
ROOM 341	Anchorperson: F. Saia Spokesperson: W. Wijns Discussants: P. Carli (Pending confirmation), F. Mauri, J. Piek
International Collaboration	Join us if you want:
Complexity	<ul style="list-style-type: none"> To take stock of the lessons learned during the pandemic To find out more about the status of the RESIL-Card project initiated by the PCR community To enjoy a first look at the resilience tool that will be available to assess your preparedness for the next crisis
Case-based Discussion	<ul style="list-style-type: none"> ➤ Welcome and session objectives <i>F. Saia</i> ➤ Complexity of cardiac care during the pandemic: the patient's perspective <i>T. Glynn</i> ➤ Discussion and audience interaction ➤ Lessons from the pandemic and objectives of the EU-funded RESIL-Card project <i>M. Lunardi</i> ➤ Discussion and audience interaction ➤ The RESIL-Card tool: methodology and development <i>A. S. Carvalho</i> ➤ Discussion and audience interaction ➤ First look at the resilience assessment tool <i>A. S. Carvalho</i> ➤ Discussion and audience interaction ➤ What is next and timelines <i>S. Wallace</i> ➤ Session evaluation and key learnings <i>F. Saia</i>



Despite proactively promoting the session, attendance was lower than expected. This is explained by the fact that the RESIL-Card project is not yet widely known within the cardiovascular community.

Furthermore, the session took place at the same time as almost 30 others focusing on clinical matters, which are of primary interest to the course participants.

Conclusion

The EuroPCR course is a **recurrent milestone of the WP3 Communication and dissemination efforts** aimed at the cardiovascular professional community.

Attended by a large number of interventional cardiovascular professionals - including interventional cardiologists, cardiologists, nurses, allied healthcare professionals, and imaging specialists - the course provides a **valuable opportunity to raise awareness** of the urgent need for European cardiac care pathways and their stakeholders to be better prepared and more resilient in the event of future crises, and to **demonstrate how the RESIL-Card toolkit can help** achieve this.

The project's second participation in the event revealed that it still lacks visibility within the cardiovascular community. More communication and promotion will be required prior to the toolkit's rollout across Europe in 2026.

The 2026 edition should be seen as an **opportunity to emphasise the dissemination** of the RESIL-Card toolkit within the European cardiovascular community. To achieve the desired results, alternative options should be explored to leverage the attendance of key stakeholders in the cardiology community - such as representatives of scientific societies and working groups - whilst operating alongside the scientific programme.