

Education: At the heart of the European Society of Endocrinology

A new approach to Society-Industry partnerships

1. ESE's educational approach

The European Society of Endocrinology (ESE) is at the centre of Europe's endocrine community. It is **our vision** to shape the future of endocrinology to improve science, knowledge and health. It is **our mission** to advance endocrinology and we do this through offering a range of educational activities to our members as well as the wider endocrine community.

Our educational programme is developed through ESE's Education Committee (chaired by Prof M Christ-Crain, Basel, Switzerland) together with our eight [Focus Areas](#), each of which is led by one Clinical and one Basic Science expert and supported by an expert panel of clinical and basic scientists.

ESE is committed to offering high value educational initiatives, with leading experts as speakers, engagement of the audience through case study discussions, and as applicable, CME accreditation via EACCME. The impact of all activities is measured through participant satisfaction surveys as well as, in the case of the Post Graduate Courses, through pre- and post-event learning assessments. Increasingly and where appropriate, ESE aims to also include the patient's voice in our educational programmes, based on patient testimonials.

Many events take place online, or in-person with a digital component, and recordings of selected events are hosted on ESE On Demand, ESE's digital content platform which also houses the content of the annual European Congress of Endocrinology. ESE is developing and investing in a Learning Management System, which will be launched during 2023 and will contain event content along with a suite of materials (e.g. question papers, supplementary materials and other resources) to provide users with a single source to support their endocrinology education needs.

As reference: A full year educational programme contains the following initiatives and attendees numbers (2021 as reference year).

Activity Name	Format	Registrations (range #)
Post Graduate Courses	2 x online (5 days each) in 2021	149-263
Clinical Updates	3 x online webinars over 3 days	104-320
Spotlight on Science	6 x online in 2021	45-220
ESE Talks	Ad hoc – 1 x online in 2021	164
EuroPit	1 x in person per year	30 (limited)

ESE Summer School (2022)	1 x in person per year	50 (limited)
--------------------------	------------------------	--------------

2. Working in partnership with industry

ESE's industry partners have provided valuable support to its educational initiatives over a number of years, with mostly specific activities funded by one or possibly two companies through means of restricted grants. This has enabled the continued delivery of a range of activities, even in 2021-2022 where the coronavirus pandemic forced ESE to 'go digital'. ESE's educational offering expanded to a total of 27 events offered throughout 2021.

In consultation with the ESE Industry Partnership Board (IPB) as well as with other representatives from the ESE Corporate Member community, it became clear that the changing pharmaceutical regulatory and compliance environment, coupled with ESE's ambition to address additional areas of unmet educational need (for example in the rare endocrine disease space) mean that a new approach to society-industry partnership is required, to secure the delivery of the required educational programmes.

In considering the educational needs of its members and event participants, ESE also recognises that its industry partners have, or are developing, existing valuable educational resources, activities and programmes independent of, but linked to, the activities of the Society. These medical education items support the Society's vision to improve endocrine science, knowledge and health across Europe and the globe and should therefore form part of an overall educational offering.

3. Introducing ESE Educational Sponsorship packages

Considering the above, ESE is proposing a selection of sponsorship packages through which a core education fund will be created to support the ongoing delivery and expansion of its educational programme.

As part of these packages, a page will be created within the ESE website from which links to industry-developed educational items, as referenced above, can be made. These materials will be clearly labelled as industry content and will be focused on building disease awareness and information, being non-promotional of nature. See [Appendix 2](#) for more details.

The option to engage via one of these packages will be open to companies already partnering with ESE through the Corporate Membership Scheme, or to early phase/pre-commercial/start-up companies with which ESE sees a clear potential for future collaboration.

The key principles guiding these packages are as follows:

1. ESE will work with its Focus Area leads and expert panels to ensure activities and initiatives appropriately meet the educational needs of attendees, including, where appropriate, seeking CME accreditation, with the ultimate goal of improving patient diagnosis and treatment
2. ESE will provide ongoing, relevant and efficient education for a variety of audiences, from early career to advanced/specialist, as well as Basic Science
3. Packages are proposed as general sponsorships where possible, rather than restricted grants to allow support to be allocated to activities as needed
4. Sponsorship can be provided over one or two years, with discounts applied for two-year agreements
5. Tailored marketing and promotional plans will accompany each activity, including acknowledgement of industry support as well as links to medical education items as appropriate

6. Engagement with one of these sponsorship packages will provide sponsoring companies with the opportunity to share their internally-developed medical education content/programmes with ESE's c. 5,000 members via the ESE website (see [Appendix 2](#)) and include these on selected ESE Monthly News emails
7. Sponsoring companies will be offered preferential rates for support of specific activities outside the packages, which they wish to be particularly associated with as a main sponsor ('[off the shelf](#)' activities)

Bespoke requests and activities proposed by industry can be considered on a case-by-case basis, taking into account the above principles, but may be subject to separate agreements outside of the overall package sponsorship.

Income received from these packages will be allocated across ESE's educational activities, as outlined in [Appendix 1](#), as needed. Following the end of each calendar year, a single report will be produced giving an overview of all activities supported through the education fund and a financial status update.

In addition to the overall sponsorship packages, companies will have the option to support individual activities via '[off the shelf](#)' options, enabling companies to tailor their support to specific projects or areas as desired.

Summary of core packages and benefits

Bronze: €20 000

- Three (3) online only registrations per year (choice of events – excludes ECE)
- Acknowledgement as ESE Education Bronze Sponsor on relevant materials
- Option to include one (1) Medical Education item on ESE website
- Option to purchase one (1) additional [Medical Education](#) item for €7,500

Silver: €45 000 (€80 000 for 2 years)

- Five (5) online only registrations per year (choice of events - includes ECE)
- Acknowledgement as ESE Education Silver Sponsor on relevant materials
- Option to include two (2) medical education items on ESE website
- Option to purchase up to two (2) additional [Medical Education](#) items for €5,000 each

Gold: €75 000 (€140 000 for 2 years)

- Ten (10) online only registrations per year (choice of events - includes ECE)
- Acknowledgement as ESE Education Gold Sponsor on relevant materials (to be agreed, but may include ESE monthly newsletter and Education Committee newsletter)
- Option to include three (3) Medical Education items on ESE website
- Option to purchase additional [Medical Education](#) items for €5,000

'Off the shelf' sponsorship options and benefits

ESE recognises that companies may wish to tailor their support to align with specific Focus Area activities or audiences. With this in mind, there is the option to provide support to individual activities as outlined below. Engagement with a core sponsorship package is not a prerequisite for supporting individual

activities, however preferential rates on individual activities are given to companies engaged via core packages.

Support of focused activities such as EuroPit (or similar style activities which may be offered in future, in any therapy area) form part of a more tailored approach to education and so engagement via ESE Corporate Membership and a discussion around the strategic benefits of support to such activities will be undertaken.

Post Graduate Course:

Cost per year: Gold Sponsor: €10 000, Silver Sponsor: €30 000, Bronze Sponsor: €50 000

Non-Sponsor: €75 000

- Funding split across all events within one year (three events)
- Registration for one (1) company representative to attend each event online
- Acknowledgement as main sponsor on event materials

Clinical Update (selected):

Cost per event: Gold Sponsor: €10 000, Silver Sponsor: €20 000, Bronze Sponsor: €30 000

Non-sponsor: €40 000

- Choice of event, based on therapy area/theme
- Registration for two (2) company representatives
- Preferential group booking rates
- Acknowledgement as main sponsor on event materials

Summer School:

Cost per event: Gold Sponsor: €10 000, Silver Sponsor: €15 000, Bronze Sponsor: €20 000

Non-Sponsor: €25 000

- Registration inc. Accommodation for one company representative (criteria for attendee type to be discussed)
- Acknowledgement as main sponsor on event materials
- Option to support Poster awards (additional cost)

Spotlight on Science:

Cost per year: Gold Sponsor: €5 000, Silver Sponsor: €10 000, Bronze Sponsor: €15 000

Non-Sponsor: €20 000

- Funding split across all events within one year (five events)
- Registration for two (2) company representatives to attend each event (does not need to be the same two individuals)
- Acknowledgement as main sponsor on event materials

EuroPit:

Cost per year: Gold Sponsor: €20 000, Silver Sponsor: €40 000, Bronze Sponsor: €60 000

Non-Sponsor: NOT AVAILABLE

- Registration for two (2) company medical representatives to attend in person (criteria for attendee type to be discussed)
- Acknowledgement as main sponsor on event materials

4. Overall acknowledgement

Each educational sponsorship package, along with the 'off the shelf' options, include specific elements (registrations, medical education items) designed to provide companies with a selection of benefits. Support via one of ESE's educational sponsorship packages will be acknowledged as follows (additional acknowledgements can be discussed):

- Company name and link to website on a new 'Educational Partners' (name TBC) page on the ESE website
- Acknowledgement of sponsorship alongside the company listing on the existing ESE Corporate Membership page
- Acknowledgement of support on web pages of all educational activities with the text 'ESE is grateful for the support from its educational programme sponsors' followed by a list of companies listed alphabetically and in order of level of sponsorship
- Where an 'off the shelf' activity is supported, top level acknowledgement as a main sponsor on event materials, ahead of general acknowledgement of educational package sponsors
- Company name and support level listed on the new ESE Learning Management System (launch in 2023 – further details to follow)

5. In Summary

ESE is grateful to its industry partners for their continued support of and engagement with its educational activities. In developing this new approach to educational partnering, the aim is to meet needs of industry, ESE, and the practitioners and patients who will be the ultimate beneficiaries of the range of educational activities on offer.

Support of these packages will enable ESE to maintain its current programme of activities as well as offering additional engagement opportunities for industry, addressing areas of unmet need, and adapting appropriately to the needs of its members and the patients they treat.

6. Additional information and contact

We are open to all feedback and comment on the above proposal, as well as to considering all suggestions for additional activities and opportunities.

For more information or to discuss these opportunities further, please contact Natalie Dass, ESE Business Development Manager, at natalie.dass@ese-hormones.org

October 2022

Appendix 1: ESE's existing educational activities

Appendix 2: Industry-developed Medical Education items

Appendix 3: ESE's commitment to education

Appendix 1: ESE's core existing educational activities

ESE has a comprehensive programme of existing educational activities which cover all areas of endocrinology, and it is proposed that the funds from the educational packages would feed into a core educational fund which would be used to deliver these activities.

Post-Graduate Courses

- Three activities per year
- Attendance of between 150-200 participants at each activity (registration fees apply)
- Hybrid model introduced in 2022 to allow delegates to attend an in-person tutorial meeting remotely
- Designed to cover the European Curriculum on Diabetes, Endocrinology and Metabolism over two years, to prepare attendees for the European Board Examination in Endocrinology, Diabetes and Metabolism (EBEEDM)
- Complemented by a suite of online course materials
- Can include clinical guidelines and sessions co-organised with Endo-ERN
- Core international faculty selected by ESE
- CME Accredited

Clinical updates

- Currently, three Clinical Update webinars scheduled each year, each with a theme linked to an ESE Focus Area, providing a detailed look at what is new within that Focus Area
- Potential for an increased number of Clinical Updates to be scheduled each year, covering topics from all eight Focus Areas across a period of two years (four Clinical Updates per year)
- Each Clinical Update consists of three webinars over three consecutive days (two hours each)
- Recordings available via ESE On Demand to registered delegates
- [Post-Meeting report](#) (downloadable PDF) produced and made generally available via ESE website
- Average attendance between 150-200 participants (registration fees apply)
- CME Accredited

ESE Summer School

- Annual meeting of around 40-50 attendees, plus 25 faculty
- Organised in collaboration with the German Society of Endocrinology
- Aimed at Students/Postdocs (first three years after degree) and senior scientists
- Covers topics from a range of Focus Areas over three days (two half days, two full days)
- All participants invited to submit poster presentations
- ESE meeting grants available (application process)
- Option for delegates to book with or without accommodation

Spotlight on Science

- Five 90-minute online masterclasses per year (60 minutes presentation and Q&A, 30 minutes open discussion)
- Focus on scientific research topics in endocrinology
- Various topics covered throughout the year
- Recordings available via ESE On Demand to registered delegates

ESE Talks

- Ad-hoc webinars with topics based on current identified need (2-hour)

- Various topics covered – both scientific and skills-based
- Includes a series of [Rare Disease webinars](#) developed in collaboration with Endo-ERN and ESPE
- Includes Q&A session
- Recordings available via ESE On Demand to registered delegates

EuroPit

- Annual course taking place in person in November in Annecy, France, over four days
- 30 attendees selected via an application process
- Pituitary focus
- Brings together the next generation of experts in pituitary with current leading experts in the field
- Attendee registration, travel and accommodation costs covered by ESE

Appendix 2: Industry-developed Medical Education items

ESE recognises that its industry partners develop educational resources, activities and initiatives aimed at improving disease awareness and understanding, and supporting general education of health care providers.

These educational initiatives can take the form of video recordings, powerpoint presentations, interactive educational formats or other means that respect the standards of good medical education practice.

These educational initiatives can be included in the educational packages offered to the ESE industry partners.

Key principles include:

- **Content will be fully developed/provided by the sponsoring company** and listed as such – content will not be developed by or with ESE, nor endorsed by ESE.
- Educational items will be non-promotional of nature. The content of the educational item will be provided to ESE at least 30 days before the item is scheduled to be posted on ESE News (end of each month). ESE will assess the non-promotional nature of the item and inform the company. Items with a clear promotional perspective will not be accepted.
- No company will be given priority over another – content will be arranged by Focus Area/topic (exact layout to be determined)
- Content will be linked to from the ESE website (Note: ESE-hosted links are open access: access restrictions are not possible). These links will be primarily company educational sites. Links to other sources, for example the websites of medical education organisations, will be discussed on a case-by-case basis
- There **may** be the potential to make cross-links to/from a relevant sponsored ESE activity/Focus Area page (to be discussed on a case-by-case basis)
- ESE will promote the availability of these resources via various internally managed communication tools, including:
 - Links via a 'News from our Corporate Members' section on the ESE monthly news alert (max. three (3) items per month, max. two (2) features of the same item in a 12-month period, unless new content becomes available)
 - Links from a new 'Educational Partners' page (name TBC) on the ESE website
 - Links from the Congress e-Bag at the European Congress of Endocrinology, where appropriate/requested
- The content links will be available for a limited time, with a maximum of 12 months. At the request of the company, links can be removed at an earlier time.

Appendix 3: ESE's commitment to education

ESE is committed to the **ongoing education** of its members and the wider endocrine community. The educational activities offered by the Society are designed to improve awareness, knowledge and, fundamentally, the diagnosis, treatment and support provided to patients living with endocrine-related conditions, with the ultimate aim of delivering the **standardisation** of top-quality patient care and treatment across Europe and beyond.

ESE's educational programme is developed in **collaboration** with national societies through the [ESE Council of Affiliated Societies \(ECAS\)](#), Nurses, Patient Groups (through the new [Patient Advocacy Group Affiliated Membership](#) scheme) and Society members. It is constantly adapting and expanding based on identified needs and ESE is open to dialogue with its members, industry partners and other groups as to where there may be gaps in knowledge or awareness that could be addressed through education.

ESE's **environmental policy** is at the core of all its activities, therefore there is a focus on offering online/virtual activities to enable attendees to join remotely, whether from institution or home environments, thus reducing the need for extensive travel.

This also supports ESE's aim to make education **efficient, accessible** and **inclusive**. Where face-to-face meetings and events occur (for example the annual European Congress of Endocrinology, Summer School, EuroPit), grant funds are available to delegates to ensure that education is offered to all those who desire it. The majority of activities are also made available as recorded presentations accessed via ESE's online content library, ESE On Demand, ensuring enduring availability to support ongoing education.