

CASE STUDY

No. 15

Continuing the series of case studies from leading PCOs around the world

Beyond Congress Management

Associations are more than their congress, and IAPCO PCOs are more than congress organisers. Delivering innumerable quality congresses has given IAPCO members invaluable insights into the business needs of their clients and has allowed them to become trusted advisors who can contribute to the success of an organisation beyond their congress. IAPCO's philosophy is entirely based on quality, and its members actively share best-practice and develop educational programmes and guidelines which enable them to perform at the highest levels in any area of expertise related to organisational excellence. To illustrate this, IAPCO regularly publishes success stories of members who have helped their clients to be successful not just by organising their congress, but by achieving overarching business objectives.

Stent for Life Initiative

September 2011 to present

NEW HOPE FOR EGYPTIAN HEARTS...

QUALITY OF LIFE IS GUARANTEED FOR ALL

Project Managed and Organized by IAPCO Member: ICOM, Egypt

The challenge

To minimize the rate of heart disease and its risk factors, initiate a reimbursement system for patients and create public awareness campaigns for patients who experience or even suspect Acute Myocardial Infarction symptoms.

ICOM, as a project management office for CSR activities, launched the Stent For Life Initiative in Egypt in 2011 to give the chance for interventional cardiologists, government representatives, industry partners and advocacy groups to work together to save millions of patients' hearts; as SFL guaranteed a quality life for them.

Due to the several political changes that Egypt encountered during two revolutions in the previous period, the SFL project had many problems regarding approvals, finance and expansion of the hospitals' network. In Egypt, there is a lack of patient awareness for cardiovascular diseases and Acute Myocardial Infarction (AMI), the problem being that patients bypass the Emergency Medical Services (EMS) and seek advice direct from the nearest hospital even if it is not specialized or does not have a cardiac catheterization laboratory working 24/7.



On the other hand, there were difficulties in centers and hospitals to cover the expenses or to treat a non-insured patient. As this was a major issue, and people could lose their lives in the process, ICOM had to act fast with the support of the ministry of health, several societies and NGOs to save lives.



The solution

Since joining the SFL initiative in 2011, ICOM has been active in creating a professional organizational structure and executing an action plan to help improve the services that support the initiative, by developing a medical team focusing on research and leading patient awareness campaigns as well as the Physician Education meetings in Egypt. In spite of the political status, ICOM succeeded in initiating a network, with all details about the concept, within in the ministry of health, avoiding duplication of work or administration changes within the ministry. This effort was with great support from Dr. Mohamed Sobhy, the SFL-Egypt initiative Champion.

ICOM co-operated with the ministry of health to implement a system for reimbursement to encourage hospitals to apply the SFL system and sign the agreement. **Now, 23 centers and hospitals are successfully reimbursed**

by 10.000 Egyptian pounds for each deserving patient after their fulfilment of all agreed criteria. This motivated ICOM to formulate and execute more than 35 Satellite Meetings for physicians' education attended by approximately 3700 doctors, in addition to creating public awareness campaigns. These

campaigns demonstrated how patients and their carers should act when experiencing, or even suspecting, AMI, as 25-30% of patients actually die before receiving medical attention within 90 minutes of feeling the symptoms. Media campaigns were executed by ICOM by way of radio campaigns, TV advertisements, press releases and social media campaigns to increase awareness about the SFL project.

The outcomes

ICOM played the master role in making the SFL initiative happen in Egypt and led the patient awareness campaigns as well as the Physician Education meetings all over the country. In addition, ICOM also had a major hand in the preparation, negotiation and procedures involving the Ministry of Health together with convincing stake holders to sign the agreement to set a unified system for reimbursement to hospitals and centers.

Besides the success of the scientific and social events, a further milestone was achieved by analyzing the registry's results through ICOM's medical team and distributing it through Egypt's population map, launched March 2013, indicating the patients who need Primary Percutaneous Coronary Intervention (P-PCI). This helped ICOM to get a good insight into the Egyptian patient needs and enabled them to plan for the future according to the population and database collection.

At the present time, with the focused work of ICOM all over Egypt, there are 40 hospitals/medical centers supporting the SFL project, 23 of which were chosen to be pilot centers signing the protocol with the Egyptian Ministry of Health to provide a fair refund.

In co-ordination with the SFL champion, ICOM set up a Committee for the training programs for the SFL members creating a Pilot Center Detection Committee, composed of well-known physicians in charge of developing the hospitals' network, and to help enroll patients in the reimbursement process.

ICOM had a major role in the paramedics' training programs and also launched several programs for the referral physicians.

ICOM initiated and setup an online registry (the Egyptian SFL registry) documenting the incidents of ST-Elevation Myocardial Infarction (STEMI) in Egypt. This enabled ICOM to identify the barriers in order to provide a proper cardiovascular care system to this patient population. They are now managing the registry of the patients enrolled in the project which has already reached **5630 patients** through the technical portal, monitoring all the records, data and analyzing the results of the study to be published.

Dr Ahmed El Shal (ICOM Chairman) said: "Stent For Life Egypt activities should extend to cover the whole country and as we began by holding public awareness campaigns like "Act now Save a Life", we have to continue saving lives".



ICOM Team devoted in CSR activities.

Important Numbers

- 1 country / 1 mission**
- 6 years**
- 14 cities**
- 40 hospitals piloted**
- 23 hospitals refunded**
- 5630 records in medical registry**
- More than 20000 patients with close benefits**
- More than 120 educators**
- More than 3700 physicians in training**
- More than 200 technicians / nurse training**