



EUROPEAN  
SOCIETY OF  
CARDIOLOGY

## EUROPEAN MEMBERSHIP CARD (EMC)

### PROJECT DESCRIPTION

The European Membership Card is a joint project of the European Society of Cardiology and its National Societies and has been endorsed by **44** out of 50 National Societies. 46,322 European Members have now been issued with European Membership Cards (see the attached list).

#### **History**

In November 2001, the ESC created a Task Force to conduct a feasibility study for the creation, development and implementation of a European Membership Card (EMC). At the March Days Meeting held in March 2003, the Task Force reported its conclusions and recommendations: the decision to develop and implement a European Membership Card was officially accepted.

An offer to all National Societies (NS) to join this project was made in June and July 2003. 26 National Societies responded positively and received their cards in 2004. In the following years, 12 NS joined in 2005, 1 in 2006 and 5 additional NS joined in 2006. The European Membership Card project is now endorsed by 44 National Societies.

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**The ESC is very pleased that your National Society is part of the EMC project and would like to thank you for your collaboration and your contribution in providing details of your members.**

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On the following pages, you will find an updated version of the EMC project description, which we invite you to read carefully before sending us your updated member list.

## Summary

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# 1) EMC Project Description

## a) Advantages of the EMC

- Increases Member awareness/exclusivity towards National Societies and ESC
- Creates a "card carrying culture" among members
- Member personal ID may reduce data entry error on presentation
- Barcode: facilitates member identification for registration, CME, etc.

## b) Main functionalities

- Both National Society and the ESC logos are displayed on the EMC
- Card print arrangements are handled by the ESC
- Printing updates for new and lost cards is on a yearly basis
- Distribution of the cards to their members is the responsibility of the National Societies
- Costs are shared between the ESC and the National Societies on the basis described on the following pages
- Sponsorship on the card is not allowed
- Promotion of the card is shared jointly between National Societies and the ESC

Today, more than 46,300 cardiologists have received their membership card and already use it.

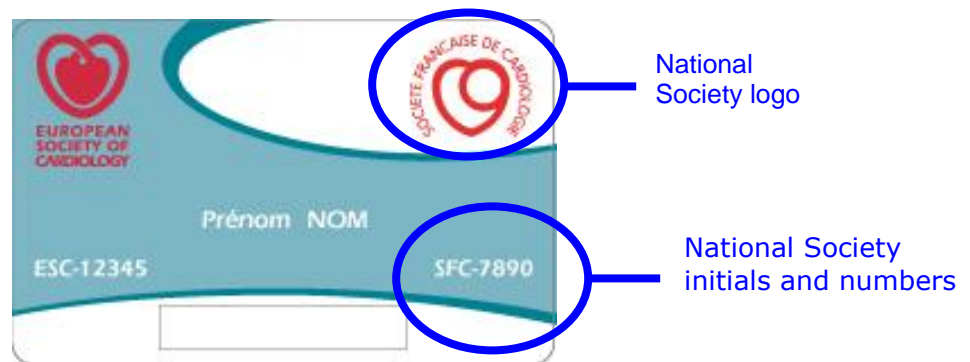
## 2) EMC layout

### a) Content of the card

The layout includes the following elements:

#### Front of the EMC (size: 8.6 x 5.4 cm)

Example of the French Society of Cardiology:



- 2 logos (1 from the NS, the second one from the ESC)
- first name(s) (given names)
- family name(s) (surnames)
- ESC ID
- NS ID composed of the initials of the National Society (Initials chosen by the National Society, e.g. 'DGK' for German Cardiac Society) and followed by 4 or 5 digits chosen by the NS which must not change
- Barcode identifying both numbers and a sequence number (see later for more information).
- Note: no title and no country

## Back of the EMC

In order to reduce the production costs per card, invoiced to National Societies, the ESC has created some stock with National Societies details written on the back of the cards. National Societies are required to **use the existing stock in priority** enabling them to benefit from a low price per unit (2.60 Euros)

If your National Society details (Address, Telephone, Fax, email... or NS Logo) have changed, you are kindly requested to inform the ESC Membership card team as soon as possible (email to [membership@escardio.org](mailto:membership@escardio.org)). The ESC will then come back to you individually as this generates extra design and production costs and, additionally raises the price per unit invoiced to the NS.

However, once your stock is expired, a new design will be proposed for the back of the card. In order to offer you the best price for your Membership Card, and ensure continuous data accuracy, the ESC Membership Card Team has decided to simplify the back of the card and mention:



Therefore, for any change in your contact details (Address, Telephone, Fax, email... or NS Logo), you are kindly requested to inform the ESC Membership card team by email at [membership@escardio.org](mailto:membership@escardio.org) as soon as a change occurs. The ESC Web Site will be updated consequently for your members to get the correct information.

### b) Data Collection (NS Membership lists)

In order to produce cards with both NS and ESC numbers on the card, the ESC will require an **updated Membership list** from participating National Societies.

The number of members listed will determine the number of EMC cards to be produced and invoiced, as well as NS fees (annual fixed price per member) to be paid by the national society for all its members.

#### **Important note concerning "affiliated members" and "emeritus members":**

Consequently, when submitting their lists, NS can decide to:

- Include affiliated/retired members into the membership list sent to the ESC to provide these members the ESC membership status and the subsequent ESC membership benefits. In this case, these members would be included in the calculation of the NS fees and Membership Cards fees the ESC invoices the NS every year.

- Not include them in the membership list sent to the ESC. In this case the affiliated/retired members will not benefit from the ESC membership status and advantages, and the NS will not have to pay the ESC fees for these members.

Please note however that the number of ESC Voting delegates and the corresponding voting rights will depend on the number of members included in your list.

**The membership lists (all members + reprints) should be in Excel format** (please follow the attached template carefully) and must be sent to us by **1 February 2008 at the latest**.

Your National Society may not have the full information as requested; however, please supply the ESC with, at least, the information marked '**MANDATORY - M**'

### **Important note:**

The Member ID number is of critical importance as it is your identifying number for each Member, which is both:

- included on the European Membership Cards sent to your Members
- used by the ESC to identify: new members to be added to our Member database, and old members (deceased or no longer members) to be removed from the database

Key requirements concerning the Member ID's are therefore:

- each ID must be unique (i.e. not used by two different Members)
- once a Member has been allocated an ID it must **not** be changed
- ex-Members or deceased Members ID's must **not** be re-used, nor included in the full membership list (active members only)

A unique email address per person should be provided (this will be used for all ESC communications directly with the member). In case no email address has been communicated to you, please leave the field blank.

### **c) Logo**

Your logo must be sent to us by email in the following formats:

- **eps** (version 8.0) or **ai** format  
Resolution 300 dpi (this is the resolution used for all printed matters)
- **jpeg** format, width 2 cm and height 2,50 cm with the best possible resolution

### **d) Barcode information**

#### **Barcode composition**

The barcode printed on the European Membership Card is composed of 12 digits. The 6 first digits on the left are the ESC number printed on the card. The following 5 digits are the National Society number, i.e. NS Identity number (NS code + Member ID). If the NS has less than 5 digits, zeros are added before the number to give 5 digits. Finally, the last digit on the right is the sequence number.

## **Sequence number**

This number is composed of one digit, from 1 to 9 (and not from '0').

It indicates how many cards have been issued for the same person (whatever the case, lost, stolen, etc).

When digit 'x+1' is registered or printed, digit 'x' should be deleted implying that the barcode will not be readable because of the false last digit.

## **Impact on the Sequence number when handling card reprints**

When cards are printed for new members, the sequence number will automatically be the digit 1. However, if you need to print new cards for regular members, you will have to inform us separately of those cards you wish to be reprinted and indicate the sequence number you wish us to print as last digit.

The handling of membership files from several National Societies, maintaining the ESC records for more than 46,300 Members involved, and organising the associated logistics related to the EMC printing, involves a considerable workload. The EMC team would therefore very much appreciate the collaboration of the National Society to strictly follow the above instructions.

Thank you in advance for your assistance in minimising the workload involved.

## **3. Printing and distribution**

The ESC is responsible for the annual printing of the cards and the National Societies is responsible for the distribution of these cards to their members.

One print run per year will be made by the ESC to print cards for new member(s) as well as for specific cases (e.g.: replacement of lost cards, etc).

In order to avoid the cost of shipping the cards to the NS, the ESC offers the possibility to hand the set of cards personally to each country during the ESC Annual Congress.

1. In case the NS has a stand in the Membership Zone at the congress, the set of cards will be handed to the stand manager
2. In case the NS does not have a stand, a person from the NS can be designated to receive the set of cards at the Membership stand during the congress, and transport them back to the NS office. The name of this person **MUST** be communicated to the ESC Membership department beforehand.
3. If none of the above is possible, the NS will be offered
  - a. EITHER to receive the set of cards only at the Spring Summit at the Heart House in March the following year
  - b. OR to have the cards shipped to their country (the shipping costs will be covered by the NS)

## 4. EMC planning of development and implementation

	Nov07	Dec07	Jan08	Feb08	Mar08	April08	May 08	June08	July08	Aug08	Sept08
Call for membership											
Complete list of members											
Data verification & entry											
Data validation by NS											
Card Production											
Card Delivery (at annual congress)											
Call for payment (for NS fees & EMC fees)											

## 5. Financial proposal, principles and conditions

### a) Financial proposal

- The ESC agrees to partially finance the printing of each card.
- Your National Society is responsible for the balance of the costs, estimated at **2.60 Euros per card**
- Any change in the design of your card generates extra design and production cost, which will vary from **55 – 150 Euros** depending on the extend of the modification (from simple change in text to complete redesign)
- Once your stock is expired (you will be informed by the ESC), a new design will be proposed for the back of the card (see under EMC layout, p.5). In this case, the estimated cost per unit is **4.00 Euros per card**.
- The ESC will cover the handling cost for the yearly print only
- **Shipping Costs (if option 3 b. above is chosen for EMC distribution)**

Your National Society will cover the delivery cost of the EMC to your office. Please note: The ESC uses an international carrier (e.g. UPS) to guarantee the safe delivery of your European Membership Cards, thus ensuring the protection of personal contact information contained within. Using the Internet, and a tracking number we will provide, you can track your cards throughout their journey to your premises.

Delivery of small orders may cost more than the printing of the cards themselves; however, international carrier is the **sole** method providing guaranteed delivery and the security we require.

Please also note that any customs or duty charges to be paid are your National Society's responsibility.

**French V.A.T. of 19.6% is applicable and will be added to all prices mentioned in this document**

### b) Principles and Conditions



- A complete and up-to-date file of your membership (based on template explained page 6 of this document) should be forwarded to the ESC by **1 February 2008**. Details of any cards for reprints should also be sent at the same time.
- Your final data validation before printing is mandatory and should not exceed **two weeks** after receiving the membership list back for validation from the ESC Membership card team.
- Printing phase is planned for **June 2008**
- Your National Society will be invoiced for NS and EMC fees in **August 2008** and payment should be made before **31 December 2008**
- Printing: The ESC will be responsible for the yearly printing of cards, both for the new members and renewals.
- Communication and promotion of the issuing and implementation of the Membership Card will be jointly carried out by the ESC and each respective National Society through a letter co-signed by both the President of the ESC and the President of your National Society.

**List of the 44 National Societies already adherent to the European Membership Card programme:**

**Albanian Society of Cardiology  
Algerian Society of Cardiology  
Armenian Cardiologists Association  
Austrian Society of Cardiology  
Belgian Society of Cardiology  
Association of Cardiologists of Bosnia and Herzegovina  
British Cardiovascular Society  
Bulgarian Society of Cardiology  
Croatian Cardiac Society  
Cyprus Society of Cardiology  
Czech Society of Cardiology  
Danish Society of Cardiology  
Estonian Society of Cardiology  
Finnish Cardiac Society  
French Society of Cardiology  
Georgian Society of Cardiology  
German Cardiac Society  
Hellenic Cardiological Society  
Hungarian Society of Cardiology  
Irish Cardiac Society  
Israel Heart Society  
Italian Federation of Cardiology  
Latvian Society of Cardiology  
Lebanese Society of Cardiology  
Libyan Cardiac Society  
Lithuanian Society of Cardiology  
Luxembourg Society of Cardiology  
National Society of Cardiology of the Former Yugoslav Republic of Macedonia  
Moldavian Society of Cardiology  
Netherlands Society of Cardiology  
Norwegian Society of Cardiology  
Polish Cardiac Society  
Portuguese Society of Cardiology  
Romanian Society of Cardiology  
Society of Cardiology of Russian Federation  
San Marino Society of Cardiology  
Cardiology Society of Serbia  
Slovak Society of Cardiology  
Slovenian Society of Cardiology  
Spanish Society of Cardiology  
Swedish Society of Cardiology  
Swiss Society of Cardiology  
Tunisian Society of Cardiology and Cardio-Vascular Surgery  
Turkish Society of Cardiology**