

Everything you need to know about One Heart Team



**In a rush? Here's the basics.
Want to know more? Read the full FAQ.**

One Heart Team AT A GLANCE

What: A new model for how the CCS and the 11 Affiliate organizations work together

Why: To respond to changes in the association environment, strengthen CCS and the Affiliate organizations and provide more value to members

In addition to current services, each Affiliate will gain:

- Representation on the CCS/Affiliate Senate and the Scientific Planning Committee for CCC
- Co-branding on guidelines/clinical practice updates
- Support to grow membership
- Greater national policy influence through a coordinated, unified voice

Individual members/associates of all Affiliates will become associated with CCS at no extra cost and will receive registration discounts for CCC and other CCS continuing professional development programs...plus some new and exciting member benefits coming soon!

When: One Heart takes effect as of January 1, 2020

What is the One Heart Team?

One Heart Team is the proposed new model for the relationship between the Canadian Cardiovascular Society (CCS) and the 11 Affiliate organizations. It defines how CCS and the Affiliates will work together on common priorities, including membership, the Canadian Cardiovascular Congress (CCC), guidelines, continuing professional development (CPD), fundraising and advocacy. The new agreement comes into effect in January 2020.

Why change? Why now?

The association environment is changing – more membership options, more competition for program funding and increasing operating costs. The original CCS/Affiliate agreement served us well a decade ago, but it doesn't reflect today's realities– it is time to adapt to allow our Society to thrive.

One Heart means we'll now face shared challenges together. The model was drafted collaboratively by CCS and the Affiliates throughout 2019. It brings us together, makes us stronger and creates a more sustainable future for everyone.

Why One Heart Team?

One Heart Team reflects the way we work. Cardiovascular specialists work as members of a team. It makes sense for our membership model to reflect this. With One Heart Team, all Affiliates members become members or associates of CCS (read more about this below). CCS and Affiliates remain separate entities with distinct brands and profiles, but with formal recognition of the important role we all play in advancing each organization's unique mandate.

One Heart Team means a stronger, unified voice. Through better coordination and stronger connections between CCS and the Affiliates, we present a more unified voice to funding and advocacy partners when it comes to CCC, CPD and subspecialty meetings, for example. Working together we will deliver the most value for members and sponsors while maintaining distinct mandates and eliminating confusion about who is leading what. We also aim to have a stronger, unified advocacy voice in tackling challenges we share at the national level.

One Heart Team is financially sustainable. CCS has subsidized the cost of Affiliate services throughout our relationship, but as the number and needs of Affiliates have grown, this has become financially unsustainable for CCS. With the new, more realistic fee structure, each Affiliate will have a clear and durable commitment from CCS as to what services will be provided. By working collaboratively and integrating our operations, we will create economies of scale and keep costs as low as possible.

What will be different?

We're re-examining and adapting everything we do—from membership structures, to shared and unique program offerings, to policies, processes and governance—with the One Heart Team model as the foundation.

Representation. Each Affiliate will have a seat on the Canadian Cardiovascular Affiliate Senate (C-CAS), which will have representation on the CCS Council. The aim is to have strong communication, collaboration and coordination between the Affiliates and CCS.

Opportunities for members/associates of the Affiliates to be involved with CCS. CCS will be adding opportunities for non-physician professionals to be more involved. All Affiliate non-physician members/associates will become associated with CCS and be eligible for benefits similar to what's offered to CCS members, including discounted registration for CCC.

Congress. Each Affiliate will have representation on the Scientific Program Committee (SPC) for CCC.

Guidelines. We are updating policies and processes for Guidelines and introducing *Clinical Practice Updates* to improve inclusiveness, leadership, turn-around time and impact. This involves co-branding and more opportunities to rapidly publish key practice information.

Advocacy & Policy. A strong, unified voice is essential to be recognized and heard at the national level on matters important to cardiovascular professionals and patients. CCS has recognition, experience, communications capacity and proximity to decision makers and will combine forces with Affiliates to have greater influence in uptake of guidelines, and quality and access to care.

Secretariat services. CCS will provide core secretariat services to all Affiliates at the service level they choose, and work with each Affiliate to assess their needs and plan services as part of the annual operating plan and budget process.

Have more questions about One Heart Team? Contact Ms. Linda Palmer, Director of Membership and Affiliate Services, at 1-877-569-3407 Ext. 402 or by email at palmer@ccs.ca