

Argentine Congress of Cardiology: a new stage

In October of this year, the 37th Argentine Congress of Cardiology would be held on. We all know the excellence in the quality of its contents and organization. It is the most important medical scientific event of our country and one of the most important in the area, to the point that it is in the fourth place in the world in importance by number of assistants after two congresses of the United States and the European Congress of Cardiology.

This a pride for our Society, pride that is the result of the constant and hard work of the structure of the SAC, that is the one in charge of the organization together with the medical work in charge of the scientific contents.

The Congress has an assistance of about 10000 participants among doctors, technicians, nurses, medicine students and representatives of pharmaceutical, technological and food industries. All aspects are considered and are treated in the sessions; though it is a cardiologic Congress, all the aspects of the field are considered, from complexes and experimental to those more practical for the daily performance of the professional life. In this way, through its sessions, debates, conferences, interactive workshops, courses, and presentation of scientific works all the topics of the speciality are treated, both scientific and among others, the ones related to the human aspects of the profession, the quality of medical attention, education and health policies.

This allows everyone involved with cardiovascular discipline to have a space in our Congress: doctors (generalists, adult and paediatric cardiologists, as well as those cardiologists under training), technicians in cardiologic practices, nurses, medicine students and the general community through the intense activity of our Heart Foundation for the diffusion of healthy life patterns and control of cardiovascular risk factors.

However, not all of them are virtues, we also have some disadvantages. This high quality product is relatively ephemeral, as it lasts only three days, after them the production and organization for the following Congress is activated. Although the most distinguished sessions are offered as webcasts or through the web page of the Society or in CD format, most of the contents finish at the Congress.

On the other hand, the large number of simultaneous sessions makes impossible the assistance to all of them, so the participant must choice which one to go. These aspects make impossible to take advantage of all the contents of the Congress.

The vertiginous development of the Internet in the last years produced intense changes in our civilization;

no one is unaware of its influence. The easy access to this network of networks, added to the development of those information search engines and the ability to transmit texts, images and videos with the possibility of interaction between the user and the source of information, made a revolution in education and courses, books, scientific events can already be issued in the classical way, by this media or by both modalities.

This potential was not taken into account in our Society for the communication of scientific production so it was an unresolved matter. Our Argentine Congress of Cardiology was not the exception.

The need of a greater diffusion of a quality product and the existence of technology to perform it formed an equation to be solved at some point.

We can happily say that this 37th Argentine Congress of Cardiology would give a great quality step with its first on line transmission and then it would be on the net for 9 months.

This has been possible thanks to an agreement with a first line business in the transmission of events that has the experience and the technological support for the fulfilment of this objective. After some meetings in which the needs of our Society and the profile needed to the diffusion by means of this platform of our Congress were transmitted, the production of the 37th Argentine Congress of Cardiology web page was fulfilled: an easy to use and friendly design.

In short, the access would be universal, except for certain groups in which you must be identified as medical professional (i.e., the access to commercial exhibition containing brands of pharmaceutical products in order to fulfil with the current legislation that restricts the access to general public), so that any person in any place of the world would enter our Congress. A total of 4 simultaneous sessions would be transmitted on line and the user may select which one to enter having the possibility to see two simultaneous sessions with a similar system to the "picture in picture" of the television. Likewise, there would be a chronogram showing each day of the Congress and the available sessions. On the other hand, in some selected sessions by the Scientific Committee there would be the possibility of asking on line questions; after the completion of the session those considered the most important would be selected and an interview with the lecturer in a mini TV studio ad hoc assembled in the basis of the Congress would be carried out and all the questions would be answered. All these transmissions would be on the web for 9 months to be consulted. This makes possible that any user can access

the most important contents of the Congress, and in the case of the assistants, it may be possible to solve the problem of the impossibility to assist to all the sessions.

With the aim of a greater local and global diffusion, all the contents would be expressed in Spanish, English and Portuguese, so the user could select the language of preference.

The user could also access a brief curriculum of the lecturers of each session in order to have a complete idea of the experience and medical history of the professional he is listening to.

In order to complete the format of a traditional Congress, there would be a label allowing the access to the commercial exhibition where you can see the classical format of the Congress (in this case with restricted access only to professionals) or videos about the history, objectives and development of the business (of free access).

All these components would be seen with excellent quality of definition and by tens of thousands of users with standard equipments. This is due to the latest technology which enables the transmission to thousands of users with high quality of images and videos. Some time ago, great broadband by the supplier was needed, which increased the costs. Nowadays, with the current technology, a better quality of streaming that reduces or cancels the buffering for the transmission of videos and a similar technology to the peer-to-peer that reduces the supplier's broad of band using the own users to transmit the information, enables having optimal quality of transmission at low cost.

My apologies for this unusual technological audacity but this explanation is reasonable in this setting so as to communicate the quality wanted by our Society concerning mass diffusion of the scientific production.

An additional data but not least important is that this project would not have additional cost for our Society, as the responsible business, of great experience in transmissions of greater complexity (recitals, artistic events, that is to say, images of great quality seen by tens of thousands of users at the same time), wants to explore a new path in the area of the transmission of scientific events and, our Congress has great attractive as it is

considered the most important in our country.

This project would be of great enthusiasm and according to the success obtained, which personally I am sure it would be of great success, it would also be a source of additional incomes for our Society as obtaining new funders for the project by the responsible business. It is important to make clear that the objective of our Society is the diffusion of our Argentine Congress of Cardiology in the area and in the world with the best technological quality.

As we have already mentioned, after finishing the 37th Argentine Congress of Cardiology, it would be on line for 9 months and in the following quarter we will start with the organization of the 38th Congress, which would enable to review important sessions or complete with the visit to those ones not seen. The organization involves not only technological aspects but the diffusion it would be made through the main media, Internet, and the new advertising systems that emerge while visiting Internet pages.

Finally, we think that with this step we would fulfil the need of adopting modern tools in order to spread and achieve the corporate objectives. The young generations of cardiologists that are familiarized with these technologies would have the opportunity to see the quality of the scientific production of the Argentine Society of Cardiology with the use of modern tools. So, I invite you to visit our virtual 37th Argentine Congress of Cardiology and to participate and also to send us your impressions in order to improve the quality of this project.

Anyway, our real Congress will continue as usual, given that face issues of human contact and social relations are irreplaceable. Tools are only tools, not good or bad; they depend on the use we give them. In this case, the aim is to take advantage of them for the best diffusion of an excellent scientific product, and to allow our Argentine Congress of Cardiology entering a new stage of growth and prestige.

Dr. Carlos Barrero^{MITSAC}

President of the Argentine Society of Cardiology