MESSAGE FROM THE CEO

Heart Rhythm Society membership value proposition

Patricia Blake, FASAE, CAE

“Membership has its rewards” is a popular statement that is used by many organizations boasting the benefits of becoming a member. Typically, those rewards are primarily financial and entice you to become a member so you will spend more money or time with that company. Sometimes the benefits include status and special privileges to gain and keep your loyalty. So, what does membership in the Heart Rhythm Society (HRS) mean to you and the electrophysiology community?

As a business model and a core value, membership is perhaps the defining quality of an association like HRS. Of course, there are deep member discounts for meeting registrations, online education, and free access to 4 highly respected journals, but this bundle of benefits is only 1 part of becoming a member of HRS. To join an association is to become a member of a community, a place to belong, where like-minded people share knowledge and work together toward goals they could not achieve alone. The true value proposition of belonging to HRS is what we are able to do together that we would not be able to do alone.

That begins with the ability to convene and associate as professional colleagues across many practice settings, many health care systems, and many parts of the globe. That means gathering at the annual HRS meeting with hundreds of speakers and sessions and thousands of fellow attendees. That means being exposed to the newest, best, and most innovative products that our industry partners have to offer. That means listening to a poster presentation and asking that fellow-in-training a question that is the beginning of a relationship that will last for many years. That means running into colleagues in the hallway and sharing a difficult case or a new procedure. That means enjoying a beverage or a good meal to get caught up after a year or more of not seeing each other. That means focusing on ways to improve patient care in every conversation and in every interaction you have. That is what we can do together.

In our increasingly virtual world, we can still find valuable ways to be together to accomplish what we could not accomplish alone. That includes engaging in webinars with a live Q&A session or getting a glimpse into the interworking of HRS through joining the monthly President’s Inside HRS. Together we can have a center seat with luminaries of the field as we watch interviews from HRSv or EP on EP. We can indulge in education sessions on Heart Rhythm 365 and share insights or unanswered questions with local colleagues. We can listen to podcasts with our journal editors and authors to stay abreast of relevant and important research through the 4 HRS scientific journals.

That is the value of belonging to HRS.

Together, HRS members represent the best and the brightest the world has to offer in the electrophysiology specialty. The collective expertise of HRS members is the hope, the promise, and the future of advancing patient care to end death and suffering due to heart rhythm disorders. What an impressive and important membership value proposition that is. Together we are HRS.

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