



British Cardiovascular Society

'The Voice of UK Cardiology'

Enc. 8.2

VP for Digital, Communications and Marketing (Elect)

1 Candidate – Elected Unopposed

Rajiv Sankaranarayanan

Nominations:

Amitava Banerjee

Gregory YH Lip

Supporting Statement:

I am a Consultant Cardiologist at Liverpool University Hospitals (appointed in 2016) and Heart Failure Pathway Clinical Lead at Cheshire, Merseyside ICB.

I graduated from Bangalore Medical College and Research Institute, India in 2002 and moved to the UK where I underwent my residency and subsequently cardiology fellowship training at Manchester (Wythenshawe Hospital, Manchester Royal Infirmary). I also undertook a British Heart Foundation funded PhD research project in heart failure, arrhythmogenesis. I have an active educational role as Honorary Senior Clinical Lecturer at University of Liverpool supervising medical students, in addition to an active research role as PI of several trials, along with research supervision of MD/PhD students in Liverpool Centre for Cardiovascular Sciences.

I was selected for the inaugural cohort of the British Cardiac Society Emerging Leadership Program which honed my leadership skills to help me contribute in promoting the strategic aims of the British Cardiac Society. I have also served in the BCS Digital and IT Committee for the last 3 years and in the British Society for Heart Failure Digital and Media Committee. My leadership experience includes being a GIRFT Clinical Lead at NHS England and a Board member of the British Society for Heart Failure.

I am a passionate believer in digital transformation and have won several awards including National Awards (Roy Award from HF Patient Charity Pumping Marvellous) for innovations such as creating UK's 1st NHS heart failure Mobile APP for patients, HSJ and BMJ Award nominations for creating the world's 1st multi-speciality virtual heart failure MDT, a digital transformation award from NHSX to develop the Liverpool acute heart failure virtual ward. I also developed the 1st digital HF PIFU Pathway in Liverpool and



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led on development of the Cheshire and Merseyside HF Pathway as well as Mobile APP for clinicians. I have also led on heart failure public awareness projects (radio, DAX, billboard adverts in shopping complexes, train stations, major roads), created digital leaflets for primary care in Liverpool and led projects cardiovascular screening in Liverpool during Eurovision as well as in 12 cities across the UK bringing together multidisciplinary clinicians in NHS Trusts, primary care but also from councils and patient charity, Pumping Marvellous Foundation.

I believe that my experience (as detailed above) has prepared me well for this post of Vice President-elect of the BCS Digital and IT Committee, which will also give me an excellent opportunity to provide clinical leadership to the development and implementation of the BCS's Digital, IT, Communications and Marketing strategies, ensuring that these are aligned with current and new business requirements and the overarching goals of the Society. I would like to work closely with the Chair, BCS communications and marketing staff to develop and implement the communications and marketing strategy, enhancing the BCS's image, brand and reputation with our members, potential members and stakeholders through our communications and digital services. I am also keen to develop opportunities to promote the BCS and its activities to new and different audiences through BCS communication and marketing tools (social media, Apps, website).