Achieving Global Excellence in Heart Rhythm Management

STRATEGIC PLAN
(Fiscal Years 2020-2022)

Approved by the IBHRE Board of Directors May 7, 2019
EXECUTIVE SUMMARY

IBHRE’s Strategic Plan is an evolving document generally with a three-year life span. The Board’s vision and the financial state of the organization may determine what strategic goals take precedence. The strategic plan provides a platform to continually improve the organization through the Board’s annual identification of priorities and understanding of long-term goals.

MISSION

To increase the heart rhythm professional’s knowledge in order to improve the quality of care delivered to our patients

VISION

To become the global leader in heart rhythm certification

LONG-TERM ORGANIZATIONAL GOALS

❖ Maximize opportunities to align with strategic goals
❖ Maintain a financially sound organization
❖ Grow examinee base by a minimum of 3% per year
❖ Maintain at minimum one year of operating expenses in reserves
❖ Generate non-exam revenue of a minimum of $50,000 per year
❖ Recognition by licensure boards/agencies of IBHRE certifications
Core Organizational Values

**Excellence:** Conserve the organization’s gold standard of excellence in heart rhythm certification; and maintain fairness and integrity in the development, administration and promotion of the certification programs.

**Visionary Leadership:** Secure strategically robust leaders to guide and protect the organization’s interests.

**Professionalism:** Uphold the highest standards of professionalism; demonstrate transparency and respond effectively to meet the needs of certified professionals, leaders, partners and the public.

**Continuing Competency:** Encourage continuing competency of the profession through examinations, education and professional development.

**Collaboration:** Maintain our position of credibility through partner recognition, strategic alliances, and endorsement of the certification programs.

**Diversity:** Foster development of a diverse community of highly skilled heart rhythm professionals and work to advance heart rhythm management as a global multidisciplinary standard.
Goal 1 - Leadership and Excellence: IBHRE will position itself as the leading certification organization for heart rhythm professionals and reach beyond the norm to conserve the organization’s gold standard of excellence in heart rhythm certification.

Objectives:

❖ Maintain IBHRE’s standing of excellence and global position as a leader in cardiac rhythm device therapy and electrophysiology certification.
❖ Ensure IBHRE exam content remains cutting-edge, relevant, and reflective of best practice and global standards.
❖ Enhance IBHRE’s value and presence in labs, clinics and industry organizations through education, research, and leadership.
❖ Comply with and renew accreditation through the American National Standards Institute.

GOAL 2 - Organizational Structure and Governance: IBHRE will ensure its structure, operations and governance model support the growth and administration of its programs.

Objectives:

❖ Maintain an effective staff and governance structure to oversee IBHRE operations.
❖ Continue to improve operations to maintain fairness and integrity in the development, administration and promotion of the certification program.
❖ Cultivate new IBHRE representatives into IBHRE leadership and governance processes.
Goal 3 - Brand Image and Identity: IBHRE will reinforce its brand identity as the global leader in heart rhythm certification.

Objectives:

❖ Promote the value of IBHRE certification.
❖ Utilize the website and social media platforms as educational and promotional tools.
❖ Offer IBHRE Day to recognize the unique knowledge and skillset of IBHRE certified professionals.
❖ Introduce new marketing strategies for IBHRE certification with a focus on allied professionals.
❖ Enhance awareness of IBHRE certification to patient groups.
❖ Increase awareness of IBHRE exams to international audiences.
❖ Broaden visibility as an accredited certification entity.

Goal 4 - Strategic Alliances: IBHRE will foster relationships and encourage collaboration through recognition of affiliate programs, partnerships and strategic alliances.

Objectives:

❖ Continue to strengthen the relationship with the Japanese Heart Rhythm Society and improve collaboration to deliver the CCDS-JDR certification exam.
❖ Continue to strengthen relationships with international heart rhythm organizations.
❖ Advance collaboration and marketing efforts with the Heart Rhythm Society.
❖ Utilize IBHRE Ambassadors for support in collaborating with other organizations.
Goal 5 - Knowledge Creation and Dissemination: IBHRE will encourage continuing competency of the profession through examinations, education and professional development.

Objectives:
- Promote the value of the Cardiac Device Education and Self-Assessment Course.
- Utilize social media as an educational tool.
- Offer the IBHRE Scholarship Program to allied professionals.

Goal 6 - Fiscal Management: IBHRE will manage financial resources, revenues, reserves and investment policies responsibly to advance its strategic goals.

Objectives:
- Maintain cost-savings test development packages to reinforce long-term savings for the organization.
- Identify and explore new revenue streams.
- Budget fiscal year programs conservatively to meet year-end projections.
- Maintain at minimum one-year of operational costs in long-term reserves.

International Board of Heart Rhythm Examiners
1325 G Street, NW, Suite 400
Washington, DC 20005, USA
Phone: 202-464-3400
Fax: 202-464-3401
Email: info@ibhre.org
Website: www.ibhre.org

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