



IBHRE DAY
FEBRUARY 12TH

Recognition Strategies

2018 Theme: IBHRE-Certified Professionals: Celebrate Your Global Presence!

Employers

Acknowledge IBHRE certified professionals and receive public recognition from your colleagues and patients.

- Issue a news release to local news outlets (radio, television, newspapers).
- Provide a summary of quality outcomes linked to IBHRE certified professionals.
- Create a certification honor roll or wall of fame and post it in your facility and other public venues.
- Place ads in newspapers, newsletters, and your organization's website.
- Send a letter of appreciation or brief note to each certified professional in your facility or department.
- Encourage IBHRE certified professionals to lead a campaign recruiting other staff to become IBHRE certified.
- Sponsor a reception, breakfast, luncheon, or a refreshment break for IBHRE-certified professionals or for your entire staff in honor of IBHRE Day.
- Offer gifts, gift certificates, or special bonuses to IBHRE certified professionals.
- Purchase IBHRE certification lapel pins and/or apparel for those certified.

IBHRE-Certified Professionals

Educate your colleagues and the general public on the value of IBHRE certification by highlighting your unique competency, skill set, and knowledge.

- Wear your IBHRE certification lapel pin or other IBHRE certification paraphernalia.
- Contact a local university/college to give a presentation—focus on heart rhythm certification.
- Coordinate a volunteer/community service day for a group of IBHRE-certified professionals.
- Design a mentoring program that focuses on career planning and professional development including certification and continuing education.
- Contact IBHRE and request brochures to distribute.
- Make a goal to tell at least 5-10 people about IBHRE Day – champion heart rhythm certification!
- Bring in refreshments to share with your colleagues and post signage recognizing IBHRE Day.
- Make a poster with the names of IBHRE colleagues and display it.