



IBHRE DAY
FEBRUARY 11TH

*Elevating Skills, Knowledge
and the Delivery of Care!*

Recognition Strategies

EMPLOYERS: Acknowledge IBHRE-certified professionals at your facility, including public recognition of your employees, colleagues and co-workers.

- Issue a press 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.
- Place ads in newspapers, newsletters, and on 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.
- In observance of IBHRE Day, sponsor a reception, breakfast, luncheon, or a refreshment break for IBHRE-certified professionals or for your entire staff.
- Offer gifts, perks, or special bonuses to IBHRE-certified professionals.
- Purchase IBHRE certification lapel pins and/or apparel for those certified.

IBHRE-CERTIFIED PROFESSIONALS: Educate colleagues, patients, 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.

Download the IBHRE Day Toolkit

IBHRE.org/About-IBHRE/IBHRE-Day-Promotional-Toolkit

Get Your IBHRE Gear!

IBHRE.org/Marketplace/Shop-IBHRE