



IBHRE Ambassador Program

Ambassador Toolkit & Online Resources

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Letter from IBHRE Executive Director

Dear IBHRE Ambassador:

Congratulations on becoming an IBHRE Ambassador!

Ambassadors are an integral part of IBHRE's mission to improve the delivery of patient care by increasing the knowledge of heart rhythm professionals. We are excited that you have joined the ranks of IBHRE's distinguished team of physicians and allied professionals who promote the value of IBHRE certification.

As an IBHRE Ambassador your role is critical to our ability to encourage heart rhythm practitioners to acquire IBHRE credentials, and to help them advance their career through our professional development resources.

This toolkit provides guidance and resources that you need to excel at being an IBHRE Ambassador. To complete your on-boarding process, please print and sign the **Expectations, Guidelines & Responsibilities**, and **Code of Ethics and Conduct** documents provided within. Please email signed forms to info@ibhre.org or fax them to Dana Reid at 877-386-1044.

If you have questions or comments about carrying out your role as an IBHRE Ambassador, please feel free to contact me.

Once again, welcome to the IBHRE Ambassador Program. Thank you in advance for your service.

Sincerely,

A handwritten signature in dark ink, reading "Tracy E. B. Lofty". The signature is written in a cursive style with a loop at the end of the last name.

Tracy Lofty, MSA, CAE
Executive Director, IBHRE



Letter from the Chair

Fellow IBHRE Ambassador:

In the realm of exploration, we recognize Marco Polo, Lewis & Clark, Amelia Earhart, and Valentina Tereshkova among the great “Voyageurs” in recorded history. These ordinary people endured the extraordinary to forge new horizons and historic achievements. They became leaders and legends as others followed in their footsteps. From the ranks of these brave Argonauts rose more courageous leaders and pathfinders whose exploits of danger and adventure have served for centuries as models of bravery to encourage us when we face the uncertainty of new horizons.

The path of the IBHRE Ambassador is a new one. We are blazing new trails where ambition, education and empowerment are needed to prepare healthcare professionals who challenge the unknown every day. We are expected to guide and encourage these providers with the knowledge and experience we have gained during our careers. Our abilities come from this ambitious journey only through the support and mentoring of those who have gone before us with the confidence and ability to show us the best “trail” to follow.

We have within our core of Ambassadors, an emerging group of individuals who have distinguished themselves. These special Ambassadors have demonstrated their knowledge, their experience and their unique ability to guide and lead in the design and development of the new role of the IBHRE Ambassador. They took the time to participate in meetings, projects, events and provide guidance to others.

These special, board-selected Ambassadors are the “**Voyageurs**” in our time and space. They know how to coach and encourage but they also possess the ability to design tools and execute the skills to develop these characteristics in other Ambassadors.

We will be the legacy of the ever-evolving IBHRE Ambassador program-the human touchpoint of IBHRE. We are the heartbeat and passionate rhythm that carries healthcare professionals along the challenging journey through the maze of healthcare credentialing.

We are IBHRE Ambassadors!

Sincerely,

A handwritten signature in dark red ink, appearing to read "Harlie L. Ferguson".

Harlie L. Ferguson, AS, CEPS
Chair, IBHRE Ambassador Committee



Program Mission, Vision & Objectives

Mission of the IBHRE Ambassador

To educate non-credentialed and credentialed practitioners and their employers on the value of achieving IBHRE certifications by advocating for improved patient care, facilitating knowledge, sharing and serving as mentors, and directly contributing to successful outcomes in the management of arrhythmia focused, debilitating and lethal disease states.

Our Vision

- Be the active promotional voice of the IBHRE.
- To be viewed as a valuable source of information on IBHRE certification.
- To act as role models for non-credentialed practitioners with the ambition to achieve mastery in their practice and greatness in their profession.

Our Objectives in Achieving Our Mission and Vision

- Build a strong, identifiable core of Ambassadors who will establish their identity by demonstrating their commitment to the mission.
- Create enviable, action-based roles and activities within the organization that elevate the awareness of IBHRE.
- Generate a respect within HRS and IBHRE for the character and performance distinctions achieved by Ambassadors.
- Establish a soundly defined process for recruiting and elevating Ambassadors through IBHRE and HRS to a higher state of visibility and recognition.

Program Benefits

IBHRE Ambassadors enjoy a number of professional benefits, including opportunities to:

- Develop leadership stature within the heart rhythm management profession;
- Increase visibility in the healthcare industry;
- Gain recognition among peers in the U.S. and internationally;
- Play an active role in advancing the heart rhythm management profession;
- Network and interact with leaders and professionals in heart rhythm management;
- Promote continuous learning and knowledge reinforcement;
- Contribute to the development of IBHRE professional programs;
- Be listed in IBHRE's online Ambassador directory
- Be featured on IBHRE's website;
- Be recognized at IBHRE and HRS conferences;
- Become published in IBHRE publications;
- Share knowledge through IBHRE professional development programs; and
- Gain an insider's perspective on heart rhythm examiners' professional needs.

Ambassador Program Benefits for IBHRE

As a leading organization in the field of heart rhythm management, IBHRE reaps many benefits you're your service as an Ambassador, including:

- You **Promote the Value** of IBHRE Certification.
- You **Raise Awareness** of IBHRE in the Heart Rhythm Management Community.
- You **Establish Engagement** with IBHRE Certified Professionals.
- You **Bring Insight** to the IBHRE on Needs of Professionals in the Heart Rhythm Management Field.



AMBASSADOR ESSENTIALS

Ambassador Role, Expectations, Guidelines and Responsibilities

As an IBHRE Ambassador, I will uphold the IBHRE brand and perform my duties according to the following role, expectations, responsibilities, and guidelines.

In my role as an IBHRE Ambassador, I _____

Agree to:

- Serve for a period of at least one year;
- Help advance the missions and visions of IBHRE and the IBHRE Ambassador Program;
- Promote IBHRE throughout the healthcare industry, particularly among heart rhythm professionals;
- Maintain my credentials as an IBHRE certified professional; and
- Stay informed on IBHRE's priorities.

In carrying out my role, I will:

- Participate regularly in Ambassador meetings and teleconferences;
- Counsel or mentor at least one heart rhythm professional each year;
- Participate in at least one of the following IBHRE activities:
 - IBHRE Lounge during the Heart Rhythm Society (HRS) conference
 - IBHRE Day (Feb 11)
 - IBHRE webinars and/or tele-seminars (*as a speaker or moderator*)
- Perform one or more of the following functions each year:
 - Write an article or blog post on the value of professional certification or a related topic.
 - Exhibit at a conference or tradeshow (*IBHRE provides exhibit space and materials.*).
 - Speak at a conference, symposium or seminar on behalf of IBHRE.
 - Engage in discussions on IBHRE social media platforms.

Represent IBHRE by:

- Demonstrating a positive understanding of the organization's mission, vision, and goals;
- Engaging in activities that support IBHRE's strategic plan;
- Articulating the value of professional competency; and
- Engaging with heart rhythm management professionals to bring awareness to IBHRE certification.

Advocate for IBHRE by:

- Serving as a liaison to the heart rhythm community;
- Educating Physicians and Allied Professionals on and connecting them to IBHRE resources; and
- Promoting IBHRE at professional development and networking events.

Contribute to the growth and enhancement of the IBHRE Ambassador Program by:

- Being a positive role model for heart rhythm professionals;
- Counseling and mentoring heart rhythm professionals on how to become IBHRE certified; and
- Engaging in speaking and professional development activities on behalf of IBHRE.

Signature

Date



IBHRE Committee Involvement

IBHRE Ambassadors are encouraged to help advance IBHRE's mission and to take an active role in the development of IBHRE certification and professional development programs and services by participating on IBHRE committees.

The following are IBHRE committees on which Ambassadors may participate:

- Cardiac Pacing (Physician and Allied) Test Writing Committee
- Physician EP Test Writing Committee
- Allied EP Test Writing Committee
- IBHRE Task Forces
- Scholarship Committee

Committee members meet via conference call several times a year. If you are interested in participating on one of the above committees, please contact Tracy Lofty at tlofty@hrsonline.org.



IBHRE Ambassador Code of Ethics and Conduct

By accepting the role of IBHRE Ambassador, I acknowledge and agree to adhere to the following Code of Ethics and Conduct:

As long as I serve as an IBHRE Ambassador, I shall:

- Carry out duties stated in *Ambassador Role, Expectations, Guidelines and Responsibilities* and participate in activities as outlined;
- Conduct myself in a professional and appropriate manner that will not discredit IBHRE;
- Stay current on IBHRE certifications and professional development programs;
- Not discriminate in any IBHRE-related activities against any person because of race, color, national origin, sex, age, religion, marital status, handicap or sexual preference;
- Not make public statements regarding IBHRE without written consent from IBHRE;
- Not make public statements regarding my personal opinions of IBHRE, the IBHRE Ambassador Program, or its sponsors;
- Not make statements that appear to identify IBHRE with a political party or a candidate for federal, state, or local office;
- Not engage in any form of sexual harassment or sexual discrimination. Sexual harassment includes the making of deliberate or repeated unsolicited verbal comments, gestures or physical contact of a sexual nature in circumstances where such conduct reasonably is or would be unwelcome to the offended person or persons. Further, when such unwelcome conduct reasonably interferes with or creates an intimidating, offensive or hostile counseling or other work environment, it is considered sexual harassment; and
- Seek advance advice about the propriety of any action or inaction that I have reason to believe may be or may lead to a violation of the IBHRE Code of Ethics and Conduct before I engage in the activity or fail to act.

Compensation

As an IBHRE Ambassador, I understand that:

- I offer my time and talent as a volunteer and will not receive payment or honoraria for performing activities on behalf of IBHRE, including counseling and mentoring services, speaking publicly, conducting workshops, attending conferences or other events, exhibiting at tradeshow, providing written work, or participating in committee meetings.
- I will not be provided payment/reimbursement for travel or other expenses incurred while carrying out my role as an IBHRE Ambassador.

(Continued on next page.)



IBHRE Ambassador Code of Ethics and Conduct
(Continued)

Third Parties

The following guidelines apply to interactions between IBHRE Ambassadors and third parties:

- IBHRE Ambassadors shall not accept fees, commissions, kickbacks or things of value from third parties as a result of recommending any services, equipment or supplies, nor shall they recommend the purchase of goods or services in which they have a direct or indirect interest, financial or otherwise.
- When IBHRE Ambassadors perform services for another organization or agency (other than the Heart Rhythm Society), the organization may reimburse IBHRE for the expenses of the Ambassador by providing an honorarium to IBHRE, which can then reimburse the Ambassador for his/her expenses.

Commitment to the Code

- As an IBHRE Ambassador, I acknowledge and am fully aware of the IBHRE Ambassador Code of Ethics and Conduct. I hereby agree to and shall comply with the above IBHRE Ambassador Code of Ethics and Conduct, which I have thoroughly read.
- Accordingly, I shall retain my signed copy of IBHRE Ambassador Code of Ethics and Conduct and refresh my knowledge of the code throughout my tenure as Ambassador. Further, as I am advised by IBHRE of changes to the code, I will review updated provisions of the code and reaffirm my agreement to comply with all provisions.

I have read the IBHRE Ambassador Code of Ethics and Conduct and affirm my agreement to comply with its provisions.

Print Name

Signature

Date



Activities Reporting Form

Thank you for serving as an IBHRE Ambassador! As an Ambassador, you are expected to self-report all activities pertaining to your IBHRE service. Activities performed as an IBHRE Ambassador/Mentor help to enhance the IBHRE Ambassador program and are taken into consideration when selecting the IBHRE Ambassador Award. Please document all of the work you've performed this quarter and email your report to info@ibhre.org.

Ambassador Name: _____

Reporting Period: ___ Fall ___ Winter ___ Spring ___ Summer

Please complete sections relevant to your activities this quarter.

Ambassador/IBHRE Program Development

Describe your programmatic support _____

Webinar/Tele-Seminar: _____ Presenter _____ Moderator Date _____

Title of Webinar/Tele-Seminar _____

Article/Blog Post

Name of Publication _____ *Publication Date* _____

Title(s) of Article/Blog Post(s) _____

Conference Activity ___ Exhibitor ___ Presenter ___ Speaker ___ IBHRE Lounge

Event Name _____

Name of Presentation/Speech _____

Location _____ Date: From _____ To _____

IBHRE Day Activities *(Describe Your Participation; Attach Supporting Documents)*



AMBASSADOR AWARD

The IBHRE Ambassador Award is presented annually during Heart Rhythm's Scientific Sessions. The recipient of the award is selected by IBHRE staff and approved by the Chair of the Ambassadors. Selection is based upon participation towards advancing IBHRE certification. Selected candidates have made significant contributions to IBHRE through their advocacy of certification and involvement with the organization. Staff consider volunteer activities such as: serving as an IBHRE mentor, staffing IBHRE exhibits, regional and local presentations in the candidate's area, and IBHRE Day activities.

At its discretion, IBHRE staff may select an individual to receive its Visionary Award. The recipient of this award demonstrates visionary and innovative strategies toward the advancement of IBHRE certification.

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MENTORING TOOLS



Activities Report Form *Mentor Activity*

Mentee 1 (*Attach Mentee Agreement*)

Name of Mentee _____ # of Mentor Hours _____

Mentor Location _____ Start Date _____

Summary of Mentor Relationship/Progress/Outcomes

Mentee 2 (*Attach Mentee Agreement*)

Name of Mentee _____ # of Mentor Hours _____

Mentor Location _____ Start Date _____

Summary of Mentor Relationship/Progress/Outcomes

Mentor Tools



Become an IBHRE Mentor

What is the IBHRE Mentor Program?

The IBHRE Mentor Program is designed to connect heart rhythm professionals who seek career advice or request guidance in preparing for the IBHRE certification process with an IBHRE Ambassador. In addition to career counseling, IBHRE Ambassadors walk them through the registration, exam preparation and post-exam period of the IBHRE Certification process.

What is Expected of Mentors?

Mentors are expected to engage in a quality professional relationship with their mentee, get to know their mentee, and establish professional goals and outcomes. Mentors are expected document their mentoring experience and report feedback and outcomes to IBHRE staff and Chair of the Ambassador Committee.

Why Should I become a Mentor?

Mentorship is an opportunity to give back to the heart rhythm management community, and to your professional peers. As a mentor (and IBHRE Ambassador), you are encouraged to share your knowledge and expertise to help enhance the skills and knowledge of your peers, which in turn in help improve patient care.

How Do I Connect with Potential Mentees?

IBHRE has created an online resource for heart rhythm professionals seeking mentorship. As a mentor, you will be profiled at IBHRE.org. Individuals who want to discuss a potential mentor relationship with you will submit an application, which will be forwarded to you through IBHRE.

How Do Mentors and Mentees Interact?

Mentors will be the first touch point and resource for mentees and, hence, field all questions and concerns regarding the IBHRE certification process. Mentors and mentees will exchange and interact regularly via phone, email and/or Skype for discussions, and to prepare for IBHRE Certification. Mentees located in close proximity to their mentors may meet in person.

What Resources are Available to Mentors?

Mentors have access to other Ambassadors, and IBHRE's growing community of certified professionals as well as IBHRE staff who will provide specific resources and advice as needed.

How Does Mentorship Benefit IBHRE?

The Mentor program serves IBHRE's mission by educating non-credentialed practitioners on the value of IBHRE certification while exposing them to knowledge that enhances their skills. It achieves the objectives of building a strong core of Ambassadors to demonstrate their commitment to the mission of IBHRE.

How Does Mentorship Benefit the Heart Rhythm Profession?

Mentorship through IBHRE is a benefit to heart rhythm profession because it empowers practitioners to learn from each other and share best practices. Mentorship also strengthens the relationship between the IBHRE the heart rhythm management community.

How to Host an Effective Mentor Session

Successful mentor relationships start with mutually rewarding and productive mentor sessions. The following are a few guidelines to consider with meeting and interacting with your mentee.

1. Orientate

- a. Get to Know Your Mentee:
 - i. Express a genuine interest in your mentee when you first meet by listening carefully and asking thoughtful and engaging questions.
 - ii. Talk about each other's background including interests and pursuits relevant to professional work.
 - iii. Identify points of connection--What do you have in common?
 - iv. If possible, obtain a copy of the mentee's biography or resume in advance.
- b. Talk about the mentoring process and expectations of the relationship.
 - i. Talk about your own experiences as a mentee in the past.
 - ii. **Ask:** Have you ever been engaged in a mentoring relationship? If so, what did you learn from that experience?

2. Direct

- a. Determine the Mentee's Goals:
 - i. **Ask:** What do you want to learn from this experience? What do you hope to achieve within the next 12 months?
 - ii. Give the mentee an opportunity to articulate broad goals.
 - iii. Focus on one or two critical issues at a time.
 - iv. Identify one key result or outcome that would have a major impact.
- b. Determine the Mentee's Relationship Needs:
 - i. Your mentee's specific needs will determine the approach you should take as a mentor.
 - ii. Does your mentee have a clear idea of their career goals or do they need your help to shape their path?
 - iii. **Ask:** What would do you want to gain out of this relationship?

3. Measure Progress

- a. Define Deliverables and a Time table:
 - i. Identify possible projects that fall within time and resource boundaries.
 - ii. Be sure you are both clear about the mentee's next steps in achieving his/her goals.
- b. **Ask:** How would you like to go about achieving your goals?
 - i. Make a list of the mentee's 'next steps' as deliverables.
 - ii. Help the mentee to clarify their tasks by forming an action plan using specific time-bound action steps.

4. Check Reality

- a. Consider what you are willing and capable of contributing to the relationship.
- b. Share your needs, expectations, and limitations with confidentiality and sincerity
- c. Look for multiple opportunities to enhance the mentee's learning experience.

5. Evaluate the Your Approach

- d. Ask for feedback. Find out if your mentee is pleased with his/her mentor experience.
- e. Gauge your mentee's behavior, responses and engagement level to identify discontent or discomfort with the process, level of interaction or discussions.



Mentor-Mentee Commitment Agreement

We, _____ (Mentor's Name) and _____ (Mentee's Name) agree to maintain a mentoring relationship for the next 12 months, until _____ (Specify Date). The purpose is to help _____ (Mentee's Name) complete the following IBRE exam certification preparation and/or professional development plan:

Mentee Certification Preparation/Professional Development Plan

We agree to have _____ hours of contact a month for the duration of the mentorship, with additional phone, Skype, and e-mail contact as needed.

We agree to treat each other with respect and to keep our appointments or contact each other to make a new appointment when something prevents our meeting. We agree to use the above plan as the key focus for our work together, in addition to building our professional relationship and sharing best practices.

We agree to review our relationship at the 12-month point and mutually agree to either end the mentoring relationship or to continue for a specific time going forward.

(Print Name of Mentee)

(Print Name of Ambassador/Mentor)

Signed

Signature

Signature

Date

Date



TALKING POINTS

TALKING POINTS

Communicating the Value of IBHRE Certification

About IBHRE Certification

- IBHRE is accredited by the American National Standards Institute (ANSI) to offer a valid and reliable exam with acceptable governance and policy practices.
- IBHRE certification measures competence in cardiac pacing and electrophysiology.
- The organization has certified over 9,000 professionals in its 30-year history.
- IBHRE certified professionals provide improved patient care in 54 countries around the world.
- IBHRE offers the following internationally recognized credentials:
 - Certified Cardiac Device Specialist (Physician and Allied Professional);
 - Certified Electrophysiology Specialist (Allied Professional);
 - Certified Electrophysiology Specialist – Adult (Physician); and
 - Certified Electrophysiology Specialist – Pediatric (Physician).

IBHRE Certified Professionals Improve Patient Care

- IBHRE certification assures patients that their healthcare provider is experienced, competent, and qualified, and adheres to an international Code of Ethics.
- Surveys show that employers recognize a higher level of performance from IBHRE certified staff.

IBHRE's Impact on Career

- Employers support IBHRE certification because it demonstrates a commitment to safety and quality in patient care, and associate it with seniority, leadership, and increased responsibility.
- IBHRE certification assists professionals in the acquisition of specialized knowledge, and helps them improve their clinical skills to deliver high quality care to patients with cardiac rhythm disorders.
- IBHRE certification elevates professionals in their field, helps them to garner increased peer respect and professional recognition, puts them on a path to career advancement, and enables them to meet competency standards.
- IBHRE certification gives professionals increased job security in a changing healthcare industry impacted by healthcare reform and downsizing.
- The healthcare community and insurance companies recognize IBHRE certified professionals as highly skilled and quality healthcare providers.
- Preparing for the IBHRE exam is a great entry point for embarking on a broader professional development and career advancement journey.

TALKING POINTS

Facts about IBHRE Exams

Why Take the IBHRE Exam?

- IBHRE exams are objective, accurate, reliable, non-discriminatory and measure required educational standards.
- IBHRE exams enable you to benchmark and compare your skills and knowledge against your peers and colleagues. They enable professionals to demonstrate mastery in their field and determine how they measure up against other professionals in cardiac electrophysiology.
- Examinees help establish and define a profile of expertise for a unique force of physicians and allied professionals.
- Professionals gain new insight on issues regarding EP and device therapy, and where their aptitudes require strengthening.
- Passing an IBHRE exam gives professionals confidence and inspiration. It also motivates them to grow further within their profession.

Facts about IBRE Exams

- The IBHRE exam covers a broad knowledge base in the sub-specialties of cardiac pacing and electrophysiology and has helped to standardize a global knowledge base for heart rhythm professionals.
- The exam covers knowledge required for physicians and allied professionals (i.e., nurses, physician assistants and technicians) using specific technology-based interventions and therapies for cardiac patients.

Online Resources

Frequently Asked Questions

www.ibhre.org/About-Us/FAQs#axzz3nKb5Ze7P

Overview & Scoring

www.ibhre.org/Exam-Information/Overview-and-Scoring#axzz3nKb5Ze7P

Exam Calendar

<http://www.ibhre.org/Calendar>

Exam Fees

www.ibhre.org/Exam-Information/Allied-Professional-Exams/EP-Exam/Fees#axzz3nKb5Ze7P

Physician Device Exam Application

www.ibhre.org/Exam-Information/Physician-Exams/Device-Exam/Application#axzz3nKb5Ze7P

Physician EP Exam Application

www.ibhre.org/Exam-Information/Physician-Exams/EP-Exam/Application#axzz3nKb5Ze7P

Allied Professionals Device Exam Application

www.ibhre.org/Exam-Information/Allied-Professional-Exams/Device-Exam#axzz3nKb5Ze7P

Allied Professionals EP Exam Application

www.ibhre.org/Exam-Information/Allied-Professional-Exams/EP-Exam#axzz3nKb5Ze7P

Computer Based Testing

www.ibhre.org/Exam-Information/About-Computer-Based-Testing#axzz3nKb5Ze7P

IBHRE Statistical Data

www.ibhre.org/Exam-Information/Statistical-Data#axzz3nKb5Ze7P

IBHRE Day Toolkit

<http://www.ibhre.org/About-IBHRE/IBHRE-Day-Promotional-Toolkit>