## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Letter from the IBHRE President and Executive Director</td>
<td>3</td>
</tr>
<tr>
<td>About IBHRE</td>
<td>4</td>
</tr>
<tr>
<td>Leadership and Excellence</td>
<td>5</td>
</tr>
<tr>
<td>Organizational Structure and Governance</td>
<td>7</td>
</tr>
<tr>
<td>Brand/Image and Identity</td>
<td>9</td>
</tr>
<tr>
<td>Strategic Alliances</td>
<td>12</td>
</tr>
<tr>
<td>Knowledge Creation and Dissemination</td>
<td>13</td>
</tr>
<tr>
<td>Fiscal Management</td>
<td>14</td>
</tr>
<tr>
<td>Appendix</td>
<td>15</td>
</tr>
</tbody>
</table>
IBHRE’s Fiscal Year 2017, which ranges from October 1, 2016 to September 30, 2017, has truly been exciting! Due to the commitment of our many subject matter experts, IBHRE has updated its certification exams and is in the final phase of developing the Cardiac Device Education and Self-Assessment Course, which is scheduled to launch in 2018!

As a certification agency, IBHRE is committed to promoting continuing competency to meet global standards of practice. In doing so, our 2017 fiscal year (FY2017) activities reflect core areas outlined in IBHRE’s Strategic Plan, which are:

- Leadership and Excellence;
- Organizational Structure and Governance;
- Brand/Image and Identity;
- Strategic Alliances;
- Knowledge Creation and Dissemination; and
- Fiscal Management.

We invite you to read about the many ways in which our visionary Board of Directors and subject matter experts advanced these goals in FY2017. Not only are we advancing our certification programs, we are also cultivating new leaders within IBHRE. Consequently, IBHRE is paving the future in heart rhythm certification!

On behalf of the IBHRE staff and Board of Directors, thank you for your continued support. We look forward to continuing this journey to pursue and maintain IBHRE certification with you.

Charles J. Love
MD, FACC, FHRS, FAHA, CCDS
President, IBHRE

Tracy Lofty, MSA, CAE
Executive Director, IBHRE
For over 30 years, heart rhythm management professionals from around the world have achieved their professional best through IBHRE certification. IBHRE certification is the official recognition of achievement, expertise, and clinical judgment in the specialty practice of cardiac rhythm device therapy and cardiac electrophysiology (EP). Since its inception, IBHRE has certified nearly 10,000 distinguished physicians and allied professionals who have been assessed on the scientific foundation, clinical skills, and technical knowledge required to provide and facilitate safe quality patient care in the management of arrhythmias.

In so doing, IBHRE offers the following certifications:

- Certified Cardiac Device Specialist (CCDS)
- Certified Cardiac Device Specialist – Japan Device Representative (CCDS-JDR)
- Certified Electrophysiology Specialist (CEPS)
- Certified Electrophysiology Specialist – Adult (CEPS-A)
- Certified Electrophysiology Specialist – Pediatric (CEPS-P)

**OUR MISSION**

IBHRE’s mission is to increase the heart rhythm professional’s knowledge in order to improve the quality of care delivered to our patients.
The IBHRE Strategic Plan
IBHRE’s 2017-2019 Strategic Plan serves as a guide towards achieving excellence while advancing IBHRE certification. The plan outlines IBHRE goals and objectives for the next three fiscal years, as well as our long-range goals.

IBHRE’s American National Standards Institute Accreditation
Each IBHRE certification program continued to maintain accreditation from the American National Standards Institute (ANSI) and was deemed compliant with global credentialing standards. Prior to ANSI review, IBHRE conducted an internal management audit through an outside consultant to review its policies and procedures. ANSI accreditation is widely acknowledged as the foremost personnel certification accreditation body in the United States. Its standards are established in collaboration with the International Organization of Standardization (ISO) to establish worldwide consensus on providing rigorous guidelines for products, services, and sound practices. The accreditation signifies to our certified professionals, exam candidates, and the medical community that the IBHRE program adheres to the highest possible credentialing standards.

Examination Performance
In FY2017, a total of 1498 heart rhythm management practitioners registered for IBHRE exams. Certification exam administrations yielded 979 newly certified professionals. At the end of FY2017, nearly 10,000 heart rhythm professionals were IBHRE certified in nearly 60 countries worldwide.
IBHRE partners with the Japanese Heart Rhythm Society in collaboration with the Japan CDR Center to administer the CCDS exam to allied professionals in Japanese.

<table>
<thead>
<tr>
<th>EXAMINATION</th>
<th>DATE</th>
<th>EXAMINEES</th>
<th>PASS</th>
<th>FAIL</th>
<th>PASS RATE</th>
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<tbody>
<tr>
<td>CCDS-JDR*</td>
<td>January 20-21</td>
<td>731</td>
<td>408</td>
<td>323</td>
<td>55.81%</td>
</tr>
<tr>
<td>CEPS</td>
<td>April 12</td>
<td>216</td>
<td>171</td>
<td>45</td>
<td>79.16%</td>
</tr>
<tr>
<td>CCDS-Physician</td>
<td>August 9</td>
<td>70</td>
<td>55</td>
<td>15</td>
<td>78.57%</td>
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<tr>
<td>CCDS-Allied</td>
<td>August 9</td>
<td>448</td>
<td>316</td>
<td>132</td>
<td>70.53%</td>
</tr>
<tr>
<td>CEPS-P</td>
<td>December 7</td>
<td>14</td>
<td>14</td>
<td>0</td>
<td>100%</td>
</tr>
<tr>
<td>CEPS-A</td>
<td>December 7</td>
<td>19</td>
<td>15</td>
<td>4</td>
<td>78.9%</td>
</tr>
</tbody>
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*NOTE: Effective April 2018, the credential “CCDS-CDR” was changed to “CCDS-JDR.”

Year-End Survey
IBHRE’s year-end survey was administered to IBHRE certified professionals to evaluate the quality of its certification programs and activities, and to identify trends among examinees.

For the 2017 survey, IBHRE received responses from 43 certified professionals. The results of the survey provided insight into the perceived value of the IBHRE credential, overall awareness among certified professionals of IBHRE recertification requirements, and educational pathways taken by prospective examinees. Overall, data collected validates that IBHRE credentials are highly valued by those who hold them.
ORGANIZATIONAL STRUCTURE and GOVERNANCE

IBHRE owes much of its success to its board of directors, committee leaders, and ambassadors who contribute their expertise, time, and leadership to support the organization’s activities. The organization is fortunate to have active and committed leaders who profoundly believe in the mission and strategic direction of the organization.

A sincere thank you goes to these subject matter experts for all their efforts. The IBHRE certification program would not exist without the labors of these leaders. For a list of contributors, please refer to the Appendix.

IBHRE Board of Directors

IBHRE’s Board of Directors conducted its annual business meeting on May 9, 2017, in Chicago, Ill., prior to the Heart Rhythm Society’s Scientific Sessions (HR2017). In addition, board meetings and convening of the Finance Committee were held via conference calls throughout the year.
Test-Writing Committees
IBHRE certification exams are developed by subject matter experts in collaboration with testing agencies: National Board of Medical Examiners (NBME) and Prometric. IBHRE’s test-writing committees participated in various item-writing and review sessions, as well as standard studies to develop new certification exam forms. The new exam forms reflect current knowledge and skills necessary for practice.

IBHRE Ambassadors
IBHRE Ambassadors are key to advancing IBHRE certification. These distinct individuals promote certification, as well as serve as mentors to those seeking exam and professional development support. In September 2017, an orientation was conducted for new Ambassadors to fully educate them on their roles and responsibilities. In addition, meetings were conducted during HR2017 and throughout the year via telephone conference calls.
IBHRE relies heavily upon its ambassadors to promote its certification programs. Presentations were made around the world by these dedicated subject matter experts!

**IBHRE at HR2017**

FY2017 marked another year that IBHRE capitalized on its relationship with the Heart Rhythm Society. Several events designed to increase awareness of IBHRE programs were held in conjunction with the HR2017, including:

The **IBHRE Lounge**. IBHRE hosted the “IBHRE Lounge,” which served as a meeting place for attendees of the HR2017. The lounge offered participants a networking environment in which they could learn about IBHRE certification programs. Attendees participated in an “Ask the Experts” session, interacted with IBHRE staff, networked with IBHRE-certified professionals and organizational leaders, and obtained educational materials.

IBHRE Ambassador of the Year Award. Dr. Charles Love, IBHRE’s president, presented the second annual Ambassador of the Year Award during the HR2017 to Dr. Aparna Jaswal, CCDS, FHRS, FACC, FESC. Dr. Jaswal is Additional Director Electrophysiologist for Fortis Escorts Heart Institute in New Delhi, India. This award recognizes subject matter experts who have made significant contributions to IBHRE by volunteering their time and talents to advancing the organization’s mission. In doing so, their efforts elevate patient care and promote excellence through certification and professional development.
Annual IBHRE Raffle. As in previous years, IBHRE hosted a free raffle and presented two winning heart rhythm professionals with a complimentary registration for the IBHRE certification exam. Our annual raffle has proven to be a great marketing tactic. As such, it helps IBHRE to promote its certification programs, identifies prospective applicants, and provides an avenue by which qualified healthcare professionals can pursue certification. Last year’s winners were employees of Spectrum Health, Ludington, Michigan, and VA Nebraska-Western Iowa Health Care System, Omaha, Nebraska.

2017 IBHRE Day Celebration
IBHRE celebrated its fourth annual IBHRE Day on February 10, 2017. The purpose of IBHRE Day is to spread awareness of IBHRE certification and to recognize our certified professionals. The day is also designed for employers to extend their appreciation to employees who have earned IBHRE credentials. In addition to providing news releases, a promotional toolkit, and other marketing tactics, IBHRE hosted an online blog radio show to promote the value of IBHRE certification with IBHRE’s Executive Director who interviewed Enrico C. Asidao, CEPS, an IBHRE Ambassador.

Trade Show Activities
In October 2016, IBHRE exhibited at the American Nurses’ Credentialing Center’s Magnet Conference in Orlando, Fla. IBHRE also exhibited at the Heart Rhythm Society’s Scientific Sessions, May 10-12, in Chicago, Ill.
IBHRE educates the public on the value of IBHRE certification and promotes its activities via its website and social media platforms, specifically Facebook, LinkedIn, and Twitter. In FY2017, we continued to enhance IBHRE’s corporate website, IBHRE.org, to make it more user-friendly.

In an outreach effort targeting nurses and state licensing boards, we launched an educational campaign website, IBHRENow.org.
Members of IBHRE’s Board of Directors and the Executive Director participated in business meetings with leaders of the Japan Heart Rhythm Society (JHRS), as well as the Indian Heart Rhythm Society, during HR2017. The purpose of each meeting was to discuss strategies for advancing IBHRE certifications in these countries and to improve collaboration with IBHRE.

IBHRE continues its partnership with JHRS to deliver a pacing exam to allied professionals in Japanese. The number of examinees more than doubled from the previous year primarily due to the large number of individuals testing for recertification.

IBHRE welcomes the opportunity to partner with other international organizations and utilizes IBHRE Ambassadors for support in collaborating with these organizations.
IBHRE Cardiac Device Education and Self-Assessment Course

IBHRE continues to develop content for the Cardiac Device Education and Self-Assessment Course, an online program expected to launch in 2018. Nearly 20 subject matter experts have provided content with many of the IBHRE Ambassadors reviewing all content.

IBHRE Scholarship Program

For the third year, IBHRE offered its Scholarship Program to allied healthcare professionals seeking IBHRE certification. Awarded to three applicants each year as warranted, this scholarship was developed to help underwrite the cost of certification for heart rhythm professionals with limited access to professional development resources. IBHRE’s Scholarship Review Committee evaluated each qualified submission that included a completed application, as well as written endorsements by two IBHRE-certified individuals.

The following individuals were selected to receive scholarship awards:

- Casie Stinson – Heart Associates of Oregon
- Paul McLoughlin – University of Ottawa Heart Institute
- Stephanie Kronmiller – Cardiovascular Institute-Lifespan

These recipients were selected based upon their current and potential contributions to the field of heart rhythm management, as well as their extraordinary distinction. Each recipient received an $800 registration discount for either the CCDS or CEPS certification exam, which is valid until December 31, 2018. In addition to the scholarship, recipients received a one-year membership to HRS upon meeting eligibility requirements.

Mentoring Program

IBHRE’s new mentoring program resulted in nearly 20 professionals receiving consultation regarding IBHRE exam preparation as well as professional and career guidance. Highly-qualified IBHRE Ambassadors serve as mentors and are assigned as available. The mentoring application is available at IBHRE.org.
The independent financial auditor’s review of IBHRE’s FY2017 financial statements was conducted by Rogers & Company, an accounting firm contracted through HRS. IBHRE’s audit was satisfactorily completed, confirming that as of the fiscal year-end date, September 30, 2017, financial report and accounting systems were an accurate representation of IBHRE’s financial position.

HRS is a related party to IBHRE with the HRS president serving as an ex-officio member on IBHRE’s Board of Directors. All functions necessary to perform IBHRE’s mission are performed by employees of HRS or contracted through HRS. IBHRE reimburses HRS for these expenses. HRS also collects exam registration fees on behalf of IBHRE. Total revenue earned based upon registration fees, interest and dividends (net), and miscellaneous income equaled $1,190,226. Expenses totaled $1,136,049, with management and general expenses of $231,720 and program expenses of $904,329. Net realized and unrealized gain on investments totaled a gain of $92,519. This activity resulted in a fiscal year end unrestricted net asset or organization net worth of $1,705,846.
IBHRE Board of Directors

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