

Achieving Global Excellence in
Heart Rhythm Management



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ANNUAL REPORT
FISCAL YEAR 2019

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IBHRE: A YEAR IN REVIEW

IBHRE's 2019 fiscal year (FY2019) was truly exciting! The following report outlines major activities and accomplishments achieved between October 1, 2018 and September 30, 2019.

In FY2019, IBHRE certification programs resulted in an extremely high number of examinees. Nearly 2,150 individuals sat for IBHRE certification exams! Most notably, these examinees represented:

- nearly 600 physicians and allied professionals who sat for the Certified Cardiac Device Specialist (CCDS) exam;
- nearly 240 allied professionals who sat for the Certified Electrophysiology Specialist (CEPS) exam; and
- more than 1,300 allied professionals who sat for the Certified Cardiac Device Specialist—Japan Device Representative (CCDS-JDR) exam.

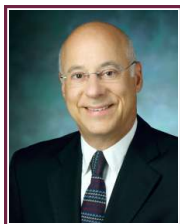
As you know, IBHRE programs are designed to support its mission to improve the quality of patient care by enhancing the skills and knowledge of heart rhythm professionals. As such, we are dedicated to promoting lifelong learning that leads to continued competency. In November 2018, IBHRE launched its first online course, the *Cardiac Device Education and Self-Assessment Course (CDESA)*. The course is a great online tool for individuals seeking an additional education resource including, but not limited to, individuals preparing for the CCDS certification exam, industry representatives, and academia.

During FY2019, IBHRE's Board of Directors took significant steps in laying the foundation for new projects, including:

- Identifying subject matter experts to assist in the development of a device remote monitoring certification, which is scheduled to be launched in 2021;
- Meeting with leaders of the Cardiovascular Credentialing Institute (CCI) to discuss opportunities to collaborate on marketing and career development efforts;
- Meeting with leaders of the Chart Healthcare Academy (CHART) to discuss EP education opportunities;
- Completing the job task analysis for the Certified Cardiac Device Specialist – Japan Device Representative (CCDS-JDR); and,
- Identifying the need to develop a task team for the purpose of exploring how to revise IBHRE's recertification process.

IBHRE-certified individuals are among the brightest and most dedicated heart rhythm specialists around the world. As such, we are forever grateful for the time and commitment of our subject matter experts who make IBHRE's success possible. For a complete list of IBHRE Board of Directors, committee members and IBHRE Ambassadors, please see the Appendix on page 15.

On behalf of IBHRE staff and the Board of Directors, we sincerely thank you.



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



Tracy E. B. Lofty
Tracy Lofty, MSA, CAE
Chief Executive Officer, IBHRE

ABOUT IBHRE

IBHRE is a self-governing organization that provides competency certification in the fields of cardiac rhythm device therapy and electrophysiology. Certification exams are developed and administered to assess the scientific foundation, clinical skills, and technical knowledge practitioners and industry experts require to provide and facilitate safe quality patient care in the management of arrhythmias.

Since 1985, IBHRE has set the standard for global certification in heart rhythm management and recognizes cardiac care professionals who are skilled in this unique specialty. By earning IBHRE certification, heart rhythm professionals have demonstrated professional excellence in their field. These professionals make up more than 10,000 physicians and allied professionals worldwide and have earned one or more of the following credentials:

- 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.



Our Vision

To become the global leader in heart rhythm certification.

LEADERSHIP AND EXCELLENCE

In FY2019, 2,172 heart rhythm specialists sat for IBHRE exams. To date, individuals from nearly 60 countries have earned certification through IBHRE.

The average pass rate for IBHRE exams in FY2019 was 73 percent. Below is a summary of the pass and fail rates for IBHRE's FY2019 certification exams:

EXAMINATION	DATE	EXAMINEES	PASS	FAIL
CEPS-P	October 17, 2018	6	5	1
CEPS-A	October 17, 2018	20	16	4
CCDS-JDR	January 19, 2019	869	447	422
	July 20, 2019	446	167	279
CEPS	June 5, 2019	238	173	65
CCDS-Physician	August 14, 2019	65	51	14
CCDS-Allied Professional	August 14, 2019	528	358	170

Year-End Survey

To evaluate the quality of its certification programs and activities, IBHRE disseminated its year-end survey to IBHRE-certified individuals, which enabled us to identify trends among examinees. IBHRE received responses from more than 240 certified professionals. Survey results provided insight into the perceived value of IBHRE credentials, overall awareness among certified professionals of IBHRE recertification requirements, and educational pathways taken by the examinees. Overall, data collected validates that IBHRE credentials are highly valued by those who have earned them.

Survey Highlights:

- Eighty percent of respondents indicated that the process of becoming IBHRE certified helped them to grow as a practitioner.
- Nearly 80 percent are recognized by their colleagues for earning an IBHRE credential.

IBHRE Strategic Plan

The IBHRE FY2017-2019 Strategic Plan served as a guide for achieving excellence and advancing IBHRE certification programs through the end of the fiscal year. In May 2019, IBHRE's Board of Directors finalized and approved a new strategic plan for FY2020-FY2022. The plan outlines IBHRE goals and objectives for the next three fiscal years as well as our long-range goals.

You can review the new strategic plan here. [↗](#)

Development of a New Certification Program

IBHRE is a leader in heart rhythm management and ensures continued competency through its certification exams. These exams are consistent with advances in technology and increasing complexities in quality patient care. As such, IBHRE has embarked on the development of a device remote monitoring certification program. In May 2019, the Board of Directors approved subject matter experts to assist in developing the framework for this new exam to be launched in 2021.

Review of Recertification Models

IBHRE's Board of Directors has identified the need to revise the recertification process, which includes the verification of continuing education process. A Continuous Learning Task Force will be formed in FY2020 to recommend a more accessible method for encouraging continuing competence through lifelong learning.



International Accreditation



The American National Standards Institute (ANSI), is a global leader in operating standards and conformity assessment systems. Due to its rigorous assessment process, ANSI represents the highest standard in personnel certification accreditation. IBHRE's certification programs (CCDS, CEPS, CEPS-A, CEPS-P) are internationally accredited by ANSI under ANSI/ISO/IEC17024 (General Requirements for Bodies Operating Certification Systems of Persons) (ANSI Accredited Certifier- #0787).

In FY2019, IBHRE maintained ANSI accreditation. This accreditation maintenance process included submitting supporting documentation and policies to demonstrate compliance to ANSI standards. Achieving and maintaining accreditation illustrates IBHRE's ongoing commitment to add value to the exam body and signify to certified professionals, exam candidates, and the healthcare community that IBHRE certification programs adhere to the highest credentialing standards.

Workcred Credentialing Body Advisory Council



During FY2019, IBHRE served as a member of the Workcred Credentialing Body Advisory Council. Formed in 2014, Workcred works to strengthen workforce quality by improving the credentialing system, ensuring its ongoing relevance, and preparing employers, workers, educators, and governments to use it effectively. The Council comprises more than 20 nationally accredited credentialing bodies and workforce organizations, and

serves as a neutral body to advance the industry of certification and certificate programs. Tracy Lofty, IBHRE's CEO, serves as IBHRE's representative on the Council.



ORGANIZATIONAL STRUCTURE AND GOVERNANCE

IBHRE Board of Directors



IBHRE's Board of Directors convened for its Annual Business Meeting on May 7, 2019, in San Francisco, California prior to the Heart Rhythm Society's Scientific Sessions (HRS2019). See a listing of IBHRE Board of Directors on page 16.

Test-Writing Committees

IBHRE certification exams are developed by subject matter experts in collaboration with testing agencies, including the National Board of Medical Examiners (NBME) and Prometric. Committee members participate in item-writing, review sessions and standard-setting studies to develop new certification exam forms, and cut score studies. IBHRE's exam forms reflect current knowledge and skills necessary for practice. See a listing of committee members beginning on page 16.

BRAND AWARENESS AND COMMUNICATIONS

IBHRE Ambassadors

IBHRE Ambassadors are key to advancing IBHRE certification programs and we rely heavily on these subject matter experts to promote our certification programs. Ambassadors also serve as mentors to those seeking exam preparation and professional development support, and make presentations to audiences around the world. Through IBHRE's Mentorship Program, nearly 20 individuals received career guidance in FY2019.

For new Ambassadors, an orientation was conducted to prepare for their role and responsibilities. Additionally, meetings were held with Ambassadors during HRS2019, and throughout the year.

IBHRE Awards

IBHRE President, Dr. Charles Love, presented the fourth annual Ambassador of the Year Award during HRS2019 to Frances Clifford Munkenbeck, MD, FACC, FHRS, CCDS.



Dr. Munkenbeck is on staff at McKenzie-Willamette Medical Center in Springfield, OR, where she also operates in a hospital-based medical practice. She specializes in electrophysiology treating heart rhythm disorders, such as arrhythmias and device rhythm management.

The Ambassador of the Year Award recognizes subject matter experts who have made significant contributions to IBHRE by volunteering their time and talents to advancing the organization's mission. Their efforts help elevate patient care and promote excellence through certification and professional development.



Charles J. Love, MD, FACC, FHRS, FAHA, CCDS, IBHRE President and current Director of Cardiac Rhythm Device Services at Johns Hopkins University in Baltimore, MD, received the 2019 Vanguard Award because of his visionary leadership and valuable contributions to IBHRE.

IBHRE Communications

IBHRE continued to leverage email and social media marketing to communicate with IBHRE-certified professionals as well as non-certified heart rhythm management professionals.

IBHRE Newsletter

Our electronic newsletter, *IBHRE Source*, continues to be disseminated at least twice a year to IBHRE certified individuals. The newsletter provides an update of IBHRE activities and is a great vehicle by which to keep stakeholders and heart rhythm management professionals abreast of IBHRE developments.

[Click here to review past issues.](#) 

In addition, announcements are posted regularly in the HRS electronic newsletter, *Keeping Pace*, and other communication vehicles. In reaching out to audiences through social media, IBHRE regularly engages with heart management professionals via Facebook, Twitter, and LinkedIn. In addition, we frequently leverage the YouTube platform to promote IBHRE video material such as the CDESA demonstration.

2019 IBHRE Day Celebration



IBHRE DAY
FEBRUARY 11TH

IBHRE celebrated its sixth annual IBHRE Day on February 11, 2019. The purpose of IBHRE Day is to spread awareness of IBHRE certification programs and to recognize IBHRE-certified specialists. IBHRE Day also encourages employers to recognize and extend appreciation to employees who have earned IBHRE credentials.

IBHRE at HRS2019

IBHRE continues to build upon its relationship with the Heart Rhythm Society (HRS). As such, several events were scheduled during HRS2019 including:

The IBHRE Lounge. IBHRE hosted the annual IBHRE Lounge, which served as a meeting place for certified heart rhythm professionals. The Lounge offered participants an opportunity to network and learn about IBHRE activities.

IBHRE Raffle. IBHRE also hosted its annual free raffle and presented two winning heart rhythm professionals with complimentary registrations for IBHRE certification exams. Our annual raffle has proven to be a great marketing effort. It helps IBHRE promote its certification programs, identifies prospective applicants, and provides an avenue for qualified healthcare professionals to pursue certification. FY2019 winners were from the following organizations:

- Tulane University School of Medicine, LA, USA
- Riverhouse Valley Business Estate, Durban, South Africa

IBHRE Exhibit. Exhibiting at HRS2019 is a major part of IBHRE's marketing strategy as it affords IBHRE leaders and staff the opportunity to network with IBHRE-certified professionals, certification candidates, as well as individuals considering certification. The IBHRE Exhibit was managed by staff, IBHRE Ambassadors, members of the board of directors, and test writing committee members.



Aparna Jaswal, MD, DNB, FACC, FHRS, FESC, CCDS, IBHRE Ambassador and member of IBHRE's Board of Directors, introduces heart rhythm specialists from Bangladesh to IBHRE certification programs during the Indian Heart Rhythm Society's Annual Conference in Jaipur, India.

STRATEGIC ALLIANCES

During FY2019, IBHRE engaged with a number of organizations to discuss ways to improve collaborative efforts, and to explore strategies for advancing IBHRE certifications in specific regions around the globe. Members of IBHRE's Board of Directors and the CEO participated in business meetings with leaders of the Japan Heart Rhythm Society (JHRS), the Indian Heart Rhythm Society (IHRS), the Latin American Heart Rhythm Society (LAHRS), and the Chinese Society of Pacing and Electrophysiology (CSPE).

Collaborative Partnerships

Japan Heart Rhythm Society. To deliver a Japanese language pacing exam to allied professionals, IBHRE continues its partnership with JHRS. As mentioned, more than 1,300 individuals sat for the CCDS-JDR exam. During FY2019, IBHRE administered a new exam form in January and July that reflects current practices in Japan.

CCI and CHART. During FY2019, IBHRE initiated discussions with the Cardiovascular Credentialing International (CCI), a globally recognized provider of credentialing programs for cardiovascular professionals; and CHART Healthcare Academy, an educational service provider that delivers online EP training and live coaching services. IBHRE has since entered into a partnership with CCI to collaborate on promoting the value of IBHRE and CCI certification programs. In addition, IBHRE has entered into an agreement to endorse CHART Healthcare Academy as a resource for EP education. IBHRE continues to also collaborate closely with the Heart Rhythm Society to advance credentialing among heart rhythm specialists and on mutually beneficial endeavors.

FISCAL MANAGEMENT

Rogers & Company, an accounting firm contracted through HRS, conducted the independent financial auditor's review of IBHRE's FY2019 financial statements. IBHRE's financial audit was satisfactorily confirmed that, as of the fiscal year-end date, September 30, 2019, IBHRE's financial report and accounting systems were an accurate representation of its financial position.

HRS is a related party to IBHRE with the HRS president serving as an ex-officio member of IBHRE's Board of Directors. HRS employees or contracted employees perform all functions necessary to carry out IBHRE's mission. IBHRE reimburses HRS for operational expenses. HRS collects exam registration fees on behalf of IBHRE.

In FY2019, total revenue earned based upon registration fees, interest and dividends (net), and miscellaneous income was \$1,891,589. Expenses totaled \$1,246,312, with management and general expenses of \$180,877 and program expenses of \$1,065,435. Net realized and unrealized gain on investments totals a gain of \$19,661. The above activity resulted in a fiscal year end unrestricted net asset or organization net worth of \$2,722,403.

The end of the year net assets increased from \$2,057,465 in FY2018 to \$2,722,403 in FY2019.

KNOWLEDGE CREATION AND DISSEMINATION

The IBHRE Online Course

In November 2018, IBHRE launched its first online course – the *Cardiac Device Education and Self-Assessment Course (CDESA)*. With 18 information-packed modules, case studies, and a comprehensive self-assessment, IBHRE sold more than 250 registrations in the first year! In addition to individual registrations, the CDESA is being marketed to healthcare facilities, fellowship programs, academia and training organizations seeking a high-quality educational resource. The introductory fee for the CDESA is \$399. IBHRE also offers special group rates for organizations.

Promotional efforts for the CDESA included targeted email marketing campaigns, video promotion via social media platforms, including YouTube and Vimeo, a Facebook chat/demonstration on IBHRE Day, and print advertisements. IBHRE also leveraged its involvement at HRS2019 to conduct a one-hour presentation, and to showcase the CDESA video demonstration at IBHRE's exhibit booth.

To view the CDESA video demonstration, click here. 

As of the printing of this report, more than 5,000 individuals have viewed the CDESA demo on both YouTube and Vimeo combined.

IBHRE Scholarship Program

For the fifth year, we offered the IBHRE Scholarship Program to allied professionals pursuing IBHRE certification. Awarded to up to three applicants each year, the scholarship is designed to help underwrite the cost of the certification exam for heart rhythm professionals with limited professional development resources. IBHRE's Scholarship Committee & Review Panel evaluated 12 qualified submissions that included a completed application and written endorsements from two IBHRE-certified specialists.

Individuals selected to receive the award were from the following organizations:

- Cone Health, NC, USA
- Princess Royal University Hospital, Kent, United Kingdom
- Greenacres Hospital, Eastern Cape, South Africa

Submissions are evaluated based upon references, financial need, personal statement, and short-term and long-term career goals. Each recipient received an \$800 registration discount which is applied to either the CCDS or CEPS certification exam and is valid until December 31, 2020. In addition to the scholarship, recipients received a one-year membership to HRS upon meeting eligibility requirements.

Click here to learn more about the IBHRE Scholarship Program. 

IBHRE Mentorship Program

Since 2017, nearly 60 professionals received consultation on IBHRE exam preparation and career guidance through IBHRE's Mentorship Program. In FY2019, 19 individuals were mentored. Highly knowledgeable IBHRE Ambassadors serve as mentors and are assigned to mentees as available.

[Click here to be connected with an IBHRE mentor.](#) 



APPENDIX

Board of Directors, Committees, Task Forces,
Ambassadors and CDESA Course Contributors



IBHRE Board of Directors

President: Charles J. Love, MD, FACC, FHRS, FAHA, CCDS
First Vice President/Treasurer: Edward V. Platia, MD, FHRS, CCDS, CEPS-A
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George F. Van Hare, MD, FHRS, CEPS-P
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ABOUT IBHRE

The International Board of Heart Rhythm Examiners (IBHRE) is a self-governing organization that provides competency certification in the fields of cardiac rhythm device therapy and electrophysiology. It has established itself as promoting the highest standards of cardiac rhythm management and to recognize cardiac care professionals who have mastered this unique subspecialty.

The IBHRE certification is a highly recognized world-wide credential defined by leading domestic and international experts in the field of heart rhythm management. Four distinct examinations thoroughly test competencies necessary to provide quality patient care in cardiac pacing and electrophysiology. Each certification can be obtained by qualifying for and successfully passing an examination in a computer-based testing format.

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