

ASPIRE.
PREPARE.
EXCEL.

ANNUAL REPORT
FISCAL YEAR 2018



CONTENTS

| | |
|--|----|
| A Letter from the IBHRE President and Executive Director | 3 |
| About IBHRE | 4 |
| Leadership and Excellence | 5 |
| Organizational Structure and Governance | 7 |
| Brand Awareness and Communications | 8 |
| Strategic Alliances | 10 |
| Fiscal Management | 11 |
| Knowledge Creation and Dissemination | 12 |
| Appendix | 13 |



A LETTER FROM THE IBHRE PRESIDENT AND EXECUTIVE DIRECTOR

IBHRE's Fiscal Year 2018 was phenomenal! The following report outlines major activities and accomplishments released between October 1, 2017 and September 30, 2018.

As IBHRE's mission is to improve the quality of care to patients by enhancing the skills and knowledge of heart rhythm professionals, we are dedicated to promoting lifelong learning that leads to continued competency.

We are pleased to announce that, in collaboration with a talented team of subject matter experts, IBHRE produced its first online resource in FY2018, and the *Cardiac Device Education and Self-Assessment (CDESA) Course* was launched in November 2018.

In addition, all certification exams were administered based on a job task analysis and updated accordingly.

IBHRE also registered a record number of certification examinees this fiscal year. Most notably:

- More than 800 individuals sat for the Certified Cardiac Device Specialist – Japan Device Representative (CCDS-JDR) exam;
- Over 570 individuals (physicians and allied professionals) sat for the Certified Cardiac Device Specialist (CCDS) exam; and
- Nearly 250 allied professionals sat for the Certified Electrophysiology Specialist (CEPS) exam.

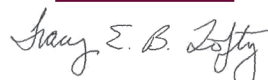
We are forever grateful to the many cardiology and heart rhythm specialists who continue to support and uplift this organization, which helps IBHRE to remain true to its mission. Because of these professionals, IBHRE is flourishing as a progressive leader in the heart rhythm profession.

For a complete list of course contributors and committee members, please refer to the Appendix.

On behalf of IBHRE staff and the board of directors, thank you.



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



Tracy Lofty, MSA, CAE
Executive Director, IBHRE

ABOUT IBHRE

IBHRE certification is the official recognition of achievement, competency, and clinical judgment in the specialty practice of cardiac rhythm device therapy and cardiac electrophysiology (EP). For more than 30 years, heart rhythm professionals from around the globe have demonstrated professional excellence by earning IBHRE certification. Since its inception, IBHRE has certified more than 10,000 physicians and allied professionals worldwide. Certification exams are developed and administered to assess the scientific foundation, clinical skills, and technical knowledge required to provide and facilitate safe quality patient care in the management of arrhythmias.

In doing so, 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.

OUR VISION

To become the global leader in heart rhythm certification.



LEADERSHIP AND EXCELLENCE

In FY2018, 1,715 heart rhythm professionals sat for IBHRE exams. Certification examination has yielded 1,153 newly certified professionals. To date, individuals from nearly 60 countries have earned certification through IBHRE.

Below is a summary of the pass and fail rates for IBHRE's FY2018 certification exams.

| Examination | Date | Examinees | Pass | Fail | Pass Rate |
|----------------|------------|-----------|------|------|-----------|
| CCDS- JDR | January 20 | 864 | 528 | 336 | 61.11% |
| CEPS | June 6 | 248 | 196 | 52 | 79.03% |
| CCDS-Physician | August 8 | 75 | 56 | 19 | 74.66% |
| CCDS-Allied | August 8 | 502 | 352 | 150 | 70.20% |
| CEPS-P | October 17 | 6 | 5 | 1 | 83.33% |
| CEPS-A | Octobe 17 | 20 | 16 | 4 | 80.00% |

IN FY2018, THERE WAS A RECORD INCREASE OF 174 NEWLY
CERTIFIED PROFESSIONALS THAN IN FY2017.

Year-End Survey

To evaluate the quality of its certification program and activities, IBHRE disseminated its year-end survey to IBHRE-certified professionals, which also enabled us to identify trends among examinees.

For the 2018 survey, IBHRE received responses from 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.

Additional results are listed below:

- Eighty percent of respondents indicated that the process of becoming IBHRE certified helped them grow as a practitioner.
- Nearly 80 percent of respondents indicated that their colleagues recognize they have achieved an IBHRE credential.
- More than 60 percent of respondents indicated that achieving IBHRE certification has helped advance their career.

IBHRE Strategic Plan

IBHRE's 2017-2019 Strategic Plan serves as a guide for achieving excellence and advancing IBHRE certification programs. The plan outlines IBHRE goals and objectives for three fiscal years, as well as our long-range goals. To access the strategic plan, visit <https://www.ibhre.org/About-IBHRE/Governance>.

IBHRE's American National Standards Institute Accreditation



Accreditation ID#0787

In FY2018, IBHRE maintained accreditation of its certification programs through the American National Standards Institute (ANSI) and was deemed compliant with global credentialing standards. Prior to ANSI review, IBHRE completed an internal management audit, which was conducted by an outside consultant who reviewed IBHRE 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 uphold a worldwide consensus on providing rigorous guidelines for products, services, and sound practices. ANSI accreditation signifies to certified professionals, exam candidates, and the healthcare community that the IBHRE program adheres to the highest possible credentialing standards.

Workcred Credentialing Body Advisory Council

IBHRE is a member of Workcred Credentialing Body Advisory Council with Executive Director Tracy Lofty serving as IBHRE's representative. 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.

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. IBHRE is fortunate to have active and committed leaders who profoundly believe in the organization's mission and strategic direction.



IBHRE Board of Directors

IBHRE's Board of Directors conducted its annual business meeting on May 8, 2018 in Boston, Mass., prior to the Heart Rhythm Society's Scientific Sessions (HR2018). Additional board meetings and Finance Committee meetings 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, including the National Board of Medical Examiners (NBME) and Prometric. This fiscal year, IBHRE's test-writing committees participated in item-writing and review sessions, as well as standard-setting studies to develop new certification exam forms. All exam forms reflect current knowledge and skills necessary for practice.

BRAND AWARENESS AND COMMUNICATIONS



IBHRE Ambassadors

IBHRE Ambassadors are key to advancing IBHRE certification programs. These distinct individuals promote certification and serve as mentors to those seeking exam preparation and professional development support. Through IBHRE's Mentorship Program, nearly 20 individuals received professional development guidance in FY2018.

Harlie Ferguson, Chair, IBHRE Ambassadors, and Tracy Loft, conducted an orientation for new ambassadors to fully educate them on their roles and responsibilities. Additionally, meetings were held with ambassadors during HR2018 and throughout the year.

IBHRE relies heavily on IBHRE Ambassadors to promote its certification programs. These subject matter experts make presentations around the world.

IBHRE Communications

IBHRE continues to leverage email marketing and social media marketing tactics to communicate with IBHRE-certified professionals as well as non-certified heart rhythm practitioners. As such, we disseminate an e-news twice a year to certified individuals. In addition, announcements are posted regularly in the HRS e-news, *Keeping Pace*. In reaching out to audiences through social media, IBHRE regularly engages with heart management professionals via IBHRE's Facebook, Twitter, and LinkedIn pages.

IBHRE at HR2018

In FY2018, IBHRE continued to build upon its relationship with the Heart Rhythm Society (HRS). Several events designed to increase awareness of IBHRE programs were held at HR2018, including:

The IBHRE Lounge

IBHRE hosted the "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 certification. Attendees participated in our popular *Ask the Experts* session, interacted with IBHRE staff, networked with IBHRE-certified professionals and organizational leaders, and obtained educational materials.

INTERNATIONAL BOARD OF
**HEART RHYTHM
EXAMINERS**

**ACHIEVING GLOBAL
EXCELLENCE IN HEART
RHYTHM MANAGEMENT**

**CERTIFYING PHYSICIANS AND
ALLIED PROFESSIONALS:**

- » CERTIFIED CARDIAC DEVICE
SPECIALIST (CCDS)
- » CERTIFIED ELECTROPHYSIOLOGY
SPECIALIST (CEPS)

IBHRE.ORG

BRAND AWARENESS AND COMMUNICATIONS



IBHRE Ambassador of the Year Award

IBHRE President, Dr. Charles Love, presented the third annual Ambassador of the Year Award during the HR2018 to Enrico Asidao, CEPS. Asidao is an EP Territory Manager for Abbott Laboratories (formerly St. Jude Medical) and has a notable military background.

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.

IBHRE Annual Raffle

IBHRE hosted a free raffle and presented two winning heart rhythm professionals with a complimentary registration for IBHRE certification exams. Our annual raffle has proven to be a great marketing tactic. It helps IBHRE promote its certification programs, identifies prospective applicants, and provides an avenue for qualified healthcare professionals to pursue certification. Last year's winners were from Norjdsjaelland Hospital in Hillerod, Denmark and St. Elizabeth's Medical Center in Sutton, Mass.

IBHRE Exhibit

The IBHRE Exhibit provided a great opportunity for conference attendees to meet IBHRE leaders. IBHRE Ambassadors, members of the board of directors, and members of test writing committees were present throughout the exhibit.

2018 IBHRE Day Celebration



IBHRE DAY
FEBRUARY 12TH

IBHRE celebrated its fifth annual IBHRE Day on Feb. 12, 2018. The purpose of IBHRE Day is to spread awareness of IBHRE certification programs and to recognize IBHRE-certified professionals. IBHRE Day also encourages employers to recognize and extend appreciation to employees who have earned IBHRE credentials.

STRATEGIC ALLIANCES

During HR2018, members of IBHRE's Board of Directors and the executive director participated in business meetings with leaders of Japan Heart Rhythm Society (JHRS), Indian Heart Rhythm Society (IHRS), Latin American Heart Rhythm Society (LAHRS), and Chinese Society of Pacing and Electrophysiology (CSPE). The purpose of each meeting was to discuss strategies for advancing IBHRE certifications in each country and how to improve collaboration with IBHRE.

IBHRE continues its partnership with JHRS to deliver a pacing exam to allied professionals in Japanese. As mentioned previously, more than 800 individuals sat for the exam. During FY18, IBHRE began the process of updating the CCDS-JDR exam to reflect current practices in collaboration with subject matter experts of JHRS as well as the contracted testing agency.

IBHRE welcomes the opportunity to partner with other international organizations and IBHRE ambassadors help support this endeavor.



FISCAL MANAGEMENT

Rogers & Company, an accounting firm contracted through HRS, conducted the independent financial auditor's review of IBHRE's FY2018 financial statements. IBHRE's final audit was satisfactory confirming that, as of the fiscal year-end date, Sept. 30, 2018, 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 FY2018, total revenue earned based upon registration fees, interest and dividends (net), and miscellaneous income was \$1,377,927. Expenses totaled \$1,067,978, with management and general expenses of \$162,215 and program expenses of \$905,763. Net realized and unrealized gain on investments totaled a gain of \$41,670. The above activity resulted in a fiscal year end unrestricted net asset or organization net worth of \$2,057,465.

Note that this is a significant increase from FY2017's unrestricted net asset or organization net worth of \$1,705,846.



KNOWLEDGE CREATION AND DISSEMINATION

IBHRE completed the CDESA Course –the first online education program. Nearly 20 subject matter experts provided their expertise to this project, which was reviewed by IBHRE Ambassadors. The course is now available for purchase through the HRS Learning Center. During HR2018, IBHRE presented a preview of the course and presented a complimentary registration to the winner of an IBHRE raffle. The recipient of the complimentary registration was from Aurora Health Care in Milwaukee, Wis.

IBHRE Scholarship Program

For the fourth year, we offered the IBHRE Scholarship Program to allied professionals seeking IBHRE certification. Awarded to up to three applicants each year, the scholarship was developed to help underwrite the cost of the certification exam for heart rhythm professionals with limited access to professional development resources. IBHRE's Scholarship Review Committee evaluated qualified submissions that included a completed application and written endorsements by two IBHRE-certified individuals.

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

- ▶ The Heart Center, Huntsville, Ala.
- ▶ Medtronic, Nairobi, Kenya
- ▶ Catheterization Lab, San Diego, Calif.

Recipients were selected based upon their contributions to the field of heart rhythm management, as well as extraordinary distinction. Each recipient received an \$800 registration discount for either the CCDS or CEPS certification exam, which is valid until Dec. 31, 2019. In addition to the scholarship, recipients received a one-year membership to HRS upon meeting eligibility requirements.

For more information on the IBHRE Scholarship Program, visit <https://www.ibhre.org/Allied-Professionals/IBHRE-Scholarship-Program>.

IBHRE Mentorship Program

IBHRE's Mentorship Program enabled nearly 20 professionals to receive consultation on IBHRE exam preparation and career guidance. Highly knowledgeable ambassadors serve as mentors and are assigned to mentees as available. To be connected with an IBHRE mentor, visit <https://www.ibhre.org/Exam-Preparation/Mentorship-Program>.





APPENDIX

APPENDIX

Board of Directors, Committees, Ambassadors and
CDESA Course Contributors:

IBHRE Board of Directors

Board Leadership

President: Charles J. Love, MD, FHRP, FACC, FAHA, CCDS
First Vice President/Treasurer: Edward V. Platia, MD,
FHRP, CCDS, CEPS
Secretary: Christine Chiu-Man, MSC, FHRP, CCDS, CEPS

Members

Thomas F. Deering, MBA, MD, FHRP, CCDS, Ex-
Officio/HRS President
Jay N. Gross, MD, CCDS
Melanie T. Gura, MSN, CNS, FHRP, FAHA, CCDS
Marleen E. Irwin, FHRP, RCRT, CCDS
Toshiyuki Ishikawa, MD
Aparna Jaswal, MD, CCDS
Janet McComb, MD, FHRP
Neil F. Strathmore, MBBS, FHRP, CCDS
Elsie M. Kelly (Public Member)
Tracy Loftly, MSA, CAE (Staff Liaison)

IBHRE Finance Committee

Jay N. Gross, MD, CCDS
Edward V. Platia, MD, FHRP, CCDS
George F. Van Hare, MD, FHRP, CCDS, CEPS

Allied EP Test Writing Committee

Christine Chiu-Man, MSC, FHRP, CCDS, CEPS (Co-Chair)
Edward V. Platia, MD, FHRP, CCDS (Co-Chair)
Deepak Bhakta, MD, FHRP, CCDS
Susan J. Blancher, ARNP, MSN, CEPS
Melissa Harding, MPAS, PA-C, CCDS, CEPS
Antonio Navarrete, MD, FHRP, CCDS, CEPS
Akihiko Nogami, MD
Brian Olshansky, MD, FHRP, CCDS
Luke Shanahan, BS, MS, CCDS, CEPS
Ralph J. Verdino, MD, CCDS
Esther Weiss, RN, MSN, APN, CEPS, CCDS
Chunja Yoo, BSN, CEPS, CCDS

Physician EP Test Writing Committee

Edward V. Platia, MD, FHRP, CCDS (Co-Chair)
George F. Van Hare, MD, FHRP, CCDS, CEPS (Co-Chair)
Deepak Bhakta, MD, FHRP, CCDS
Christine Chiu-Man, MSC, FHRP, CEPS, CCDS
Andrew Davis, MBBS, MD, FHRP, CEPS-P
Moutaz El Kadri, MD, MS, PhD, FHRP, CEPS-A, CCDS

Susan Etheridge, CEPS-P
June Huh, MD, CEPS-P
John R. Jacob, BS, MB, MBBS, MD, CCDS, CEPS-A
Ronald J. Kanter, MD, FHRP, CEPS
Bharat K. Kantharia, MD, FHRP
Jian-Ming Li, MD, PhD
Roger A. Marinchak, MD, FHRP, CCDS
Akihiko Nogami, MD
Brian Olshansky, MD, FHRP, CCDS
Adelqui Peralta, MD, FHRP, CCDS, CEPS
Marc Roelke, MD, CCDS
Maully Shah, MBBS, FHRP, CCDS, CEPS
Timothy W. Smith, MD, DPhil, FHRP
Elizabeth Stephenson, MD, CCDS, CEPS
John Triedman, MD, FHRP, CCDS, CEPS
Ralph J. Verdino, MD, CCDS

Physician and Allied Pacing Test Writing Committee

Marleen E. Irwin, RCRT, FHRP, CCDS (Co-Chair)
Charles J. Love, MD, FACC, FHRP, FAHA, CCDS (Co-Chair)
Amin Al-Ahmad, MD, FHRP, CCDS
Hugh Calkins, MD, CCDS
George H. Crossley, III, MD, FHRP, CCDS
N.A. Mark Estes, III, MD, FHRP, CCDS
Jay N. Gross, MD, CCDS
Melanie T. Gura, MSN, CNS, FHRP, CCDS
Amy S. Leiserowitz, RN, CCDS
Janet M. McComb, MD, FHRP
Angela Naperkowski, RN, FHRP, CCDS, CEPS
Linda K. Ottoboni, CNS, FHRP, CCDS
Edward V. Platia, MD, FHRP, CCDS
Jason Riley, BS
Judith Soberman, MD, MHA, FHRP, CCDS
Neil F. Strathmore, MBBS, FHRP, CCDS
Ajit Thachil, MD, CCDS
Bruce L. Wilkoff, MD, FHRP, CCDS
Raymond Yee, MD, CCDS, CEPS

Japan Test Translation Committee

Toshiyuki Ishikawa, MD (Chair)
Katsuhiko Imai, MD
Yoshinori Kobayashi, MD
Takashi Kurita, MD
Toru Maruyama, MD
Yasushi Miyauchi, MD
Takashi Noda, MD, PhD
Akihiko Nogami, MD, PhD
Masahiko Takagi, MD
Naohiko Takashi, MD

APPENDIX

Ambassadors

Harlie L. Ferguson, AS, CEPS (Chair)
Subhashish Agarwal, MD, CCDS
Robert-Marian Alexandru, BENG, CEPS
Enrico Asidao, CEPS
Ricardo A.D. Bernado, RCPT, CEPS
Mike A. Black, CVT, NREMTP, CEPS
Anna S. Borisov, AA, AAS, AS, CEPS
Matthew Brown, BHSc, CCDS
Jennifer Busch, BSN, CEPS
Alex Cambridge, BS, CCDS
Wai Kah Choo, MD, CCDS, CEPS-A
Laura Cleave, BAPPSC, CCDS
Amy Grier, BSN, RN, CCDS
William F. Heddle, BS, MB, MBBS, MD, FHRS, CCDS
Ahmed Abdellatif Hussein, MB, CCDS, CEPS
Aparna Jaswal, MD, CCDS
Bharat K. Kantharia, MD, FHRS
Sootkeng Ma, MD, CCDS, CEPS
Pattarapong Makarawate, MD, MS, FHRS, CCDS, CEPS
Anastasios Manaris, MD, FHRS, CCDS
Frances C. Munkenbeck, MD, FHRS, CCDS
Laurie J. Newmark, RN, CCDS
Saravanan Ramachandran, CVT, RCES, RCIS, CEPS
Jay Charles Reid, BS, BSN, RN, CCDS
Kevin Ruben, BS, CEPS
Anitha G. Sathish Kumar, BS, PA, CEPS, CCDS
Stuart O. Schecter, MD, CCDS
Kylee Schesser, BS, CCDS
Robert Lee Williams, BS, CCDS
Dana Reid, ACA, Credentialing Specialist (Staff Liaison)

Scholarship Committee

Laurie J. Newmark, RN, CCDS (Chair)
Mike A. Black, CVT, NREMTP, CEPS
Harlie L. Ferguson, AS, CEPS
Frances C. Munkenbeck, MD, FHRS, CCDS

CDESA Course Contributors

Scott R. Ceresnak, MD, CEPS-P
Richard Clark, FHRS, CCDS
Austin S. Davis, BS, BSBME, CEPS, CCDS
Harlie Ferguson, AS, CEPS
Alexander I. Green, MD
William F. Heddle, BS, MB, MBBS, MD, FHRS
Tom Kenny, RN, CCDS, FHRS
Kwan S. Lee, MD
David R. Muller, RN
Sachin Nayyar, MBBS, MD, PhD, CCDS, CEPS-A
Laurie J. Newmark, RN, CCDS
Courtney A. Nenadic, BSN, MBA, RN, CEPS, CCDS
Jeffrey S. Osborn, MD, CCDS
Jane D. Price, CCDS, CEPS
Julie B. Shea, MSN, FHRS, CCDS
Robert L. Williams, BS, CCDS



ABOUT IBHRE

The International Board of Heart Rhythm Examiners® is a self-governing organization that provides competency certification in the fields of cardiac rhythm device therapy and cardiac electrophysiology. Since 1985, IBHRE has set the standard for global certification in heart rhythm management and recognizes cardiac care professionals who have mastered this unique subspecialty.

IBHRE certifications are a highly recognized worldwide credential defined by leading experts in the field of heart rhythm management. IBHRE's distinct examinations assess competencies necessary to provide quality patient care in cardiac pacing and electrophysiology: the Certified Cardiac Device Specialist (CCDS), the CCDS-Japan Device Representative (JDR), the Certified Electrophysiology Specialist (CEPS), the Certified Electrophysiology Specialist – Adult (CEPS-A), and the Certified Electrophysiology Specialist – Pediatric (CEPS-P).

Connect with Us!



📍 1325 G Street, NW
Suite 400
Washington, DC 20005

☎ (202) 464-3435

✉ info@IBHRE.org

🌐 IBHRE.org
IBHRENOW.org