

INTERNATIONAL BOARD OF  
HEART RHYTHM  
EXAMINERS

A world map is shown in a dark, muted color, overlaid with a red ECG (heart rate) line. The ECG line is prominent, with several sharp peaks and troughs, and it spans across the map. The background of the entire cover is a deep maroon color.

# ANNUAL REPORT 2014

BROADENING OUR GLOBAL PRESENCE  
THROUGH EXCELLENCE



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## ABOUT IBHRE

For 30 years, heart rhythm management professionals from around the world have achieved their professional best through IBHRE certification. The 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). IBHRE certified specialists include nearly 9,000 distinguished physicians and allied professionals who have been tested on the scientific foundation, clinical skills, and technical knowledge required to provide and facilitate safe quality patient care in the management of arrhythmias.

The IBHRE marks of excellence — Certified Cardiac Device Specialist (CCDS) and Certified Electrophysiology Specialist (CEPS) — are held by health care professionals who have mastered the critical competencies required of their profession to:

- Embrace advancements in technology and adapt to health care changes in order to deliver quality care to a growing patient population
- Accurately assess patients and provide critical documentation
- Implement evidence-based plans of care
- Monitor and guide the selection and use of pharmaceutical formulas
- Provide comprehensive education to medical, specialized, and auxiliary staff
- Develop strategies to prevent complications
- Train, coach, and provide guidance to patients and families

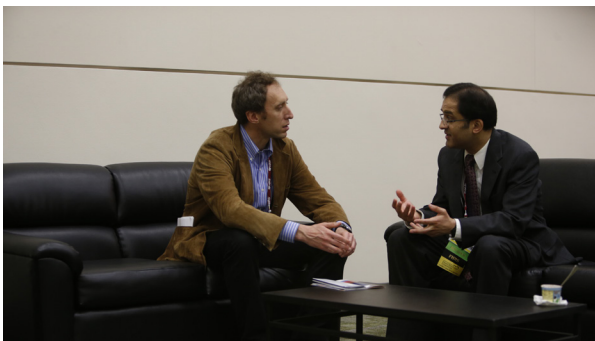
### Mission

To improve the quality of knowledge of heart rhythm professionals.

### Affiliation

An affiliate, independent body of the Heart Rhythm Society (HRS), IBHRE is enriched by cardiac arrhythmia health care professionals who strive for excellence and optimal health care by passing this distinguished exam.

Participation in the exam is consistent with the Heart Rhythm Society's overall purpose to improve the care of patients by promoting research, education and optimal health care policies and standards. Working together to standardize the profession, IBHRE and HRS provide the most current testing and professional development tools with advances in heart rhythm management to enhance knowledge and delivery of health care to patients.



IBHRE CCDS/CEPS Lounge at Heart Rhythm 2014



## MESSAGE FROM THE PRESIDENT

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



Dr. Charles Love

Dear Heart Rhythm Professional,

Certification is not a onetime event, but rather a continuing process that represents an investment in your education and long-term career. Pegging one's knowledge to a single point in time is not rational. Our field continues to progress each year, with new technologies, techniques, medications, indications and procedures. The IBHRE certification credential provides value to you, and is a benchmark of success for employers and their organization by serving as an indicator of the high quality of their staff.

The International Board of Heart Rhythm Examiners (IBHRE) had many changes take place in 2014. In addition to moving to a new office location, we are delighted to welcome Tracy Lofty, MSA, CAE as our new Executive Director. To increase outreach in the heart rhythm community, IBHRE's Ambassadors advocated for IBHRE certification via video testimonials and tradeshow events. For the first time, a CCDS/CEPS Lounge was offered for the use of our certified professionals during The Heart Rhythm Society's (HRS) 2014 Scientific Sessions, and IBHRE Day was launched on February 11. Last but not least, an online IBHRE Maintenance of Certification (MOC) submission form was developed and launched to assist certified professionals who are maintaining their MOC requirements.

IBHRE's continued success is a result of the support of leadership, employers and, most importantly, you, our IBHRE certified professionals who through your unyielding pursuit of excellence, continue to advance both the practice and the profession of heart rhythm management.

Thank you for your enduring support and commitment to IBHRE, to excellence in patient care, and to our profession of heart rhythm management.

A handwritten signature in black ink that reads "Charles J. Love MD". The signature is written in a cursive, flowing style.

Dr. Charles Love, FACC, FHRS, FAHA, CCDS  
President, International Board of Heart Rhythm Examiners

## EXECUTIVE DIRECTOR'S LETTER

Tracy Lofty, MSA, CAE



Tracy Lofty, MSA, CAE

Dear Heart Rhythm Professional,

As the new Executive Director of IBHRE, I am honored to serve the heart rhythm management community. As we move towards new initiatives and strategies to recognize the value of the CCDS and CEPS certifications, we must also celebrate the many IBHRE accomplishments. This annual report highlights the activities of IBHRE during its 2014 fiscal year (October 1, 2013-September 30, 2014).

IBHRE's strategic goals for fiscal year 2014 included:

- Leadership & Excellence
- Organizational Structure & Governance
- Brand Image & Identity
- Strategic Alliances
- Knowledge Creation & Dissemination
- Fiscal Management

To support these strategic goals, IBHRE expanded its volunteer network to enhance its vibrant leadership culture. Through the vision of IBHRE's volunteers, IBHRE successfully launched the Maintenance of Certification Program to ensure continuing competence of the CCDS and CEPS certified professionals. In addition, new marketing strategies were implemented to include a new website, interactive discussion boards, and video testimonials focusing on the value of IBHRE certification.

By recruiting new volunteers and carefully prioritizing IBHRE's strategies, IBHRE set in motion the direction for the future. New projects were initiated and are currently in development including a scholarship program and various educational initiatives.

On behalf of IBHRE staff, I'd like to thank the many volunteers as well as all of the IBHRE certified professionals for your demonstration of commitment to excellence. I look forward to working with all of you as we continue to support the mission of IBHRE.

A handwritten signature in black ink that reads "Tracy E. B. Lofty". The signature is written in a cursive, flowing style.

Tracy Lofty, MSA, CAE  
Executive Director, International Board of Heart Rhythm Examiners

## OUTREACH AND COLLABORATIONS

IBHRE is fortunate to have a diverse group of subject matter experts who support the development of IBHRE exams and advancement of IBHRE programs by being actively engaged within the heart rhythm community. Through their hard work and expertise, they have been able to position the IBHRE certification as the highest standard of cardiac rhythm management around the world.

This past year, committee chairs and members have utilized their unparalleled knowledge in item writing and reviews, translation, standard setting activities, key validation, and exam scoring.

IBHRE Ambassadors have also been committed to advancing the IBHRE mission by encouraging heart rhythm professionals to achieve the certification, mentoring prospective examinees, and representing IBHRE's interest with designated external organizations. Many ambassadors have gone into their respective fields to have discussions with their colleagues about the importance of the certification and why they should take the exam and invest in continuing education.

IBHRE wishes to extend thanks to those individuals who have actively advocated for IBHRE certification this past year. Harlie Ferguson, ASRT, CEPS, serves as the IBHRE Ambassador Chair, and has represented IBHRE at different shows in Austin, Texas. IBHRE Ambassador Robert Williams represented IBHRE at the Welsh Cardiac Physiologist Group Annual Conference in Swansea, South Wales. Additionally, the following people participated in One-on-One Sessions at the IBHRE Lounge during the Heart Rhythm Society's Scientific Sessions in San Francisco, CA in May 2014:

Amin Al-Ahmad, MD, FHRS, CCDS

Deepak Bhakta, MD, FHRS, CCDS

Christine Chiu-Man, MSC, FHRS, CCDS, CEPS

Melanie T. Gura, MSN, CNS, FHRS, CCDS

Charles Love, MD, FACC, FHRS, FAHA, CCDS

Amy S. Leiserowitz, RN, CCDS

Sootkeng Ma, MD, CCDS, CEPS

Antonio Navarrete, MD, FHRS, CCDS, CEPS

Laurie J. Newmark, RN, CCDS

Adelqui Peralta, MD, FHRS, CCDS, CEPS

Esther Weiss, RN, MSN, APN, CEPS, CCDS



IBHRE CCDS/CEPS Lounge at Heart Rhythm 2014



## EXAM ADMINISTRATION REPORT

Through computer-based testing, IBHRE successfully administered five exams in 2014:

- > Japan Cardiac Rhythm Device Therapy Exam for the Allied Professional – January 18
- > Cardiac Electrophysiology for the Allied Professional – April 9
- > Cardiac Rhythm Device Therapy for the Physician – August 5
- > Cardiac Rhythm Device Therapy for the Allied Professional – August 5
- > Cardiac Electrophysiology for the Physician – December 4 (2013)

The FY2014 IBHRE certification exam administrations yielded 706 new certified professionals across five exam administrations. A total of 1,058 individuals registered for IBHRE exams in the fiscal year 2014. The total number of international examinees (including those who took the allied professional exam administered in Japan) was 565, or about 53 percent. The overall pass rate across exam administrations was 74 percent.

### 2014 IBHRE Certification Exam Registration and Performance Statistics

Examination	Date	# Registered	% Recert	% Retake	% International	% Pass
CCDS-AP Japan	January 18	279	N/A	43%	100%	48%
CEPS-AP	April 9	196	6%	8%	16%	82%
CCDS-MD	August 5	90	11%	16%	49%	82%
CCDS-AP	August 5	449	5%	16%	41%	66%
CEPS-MD	December 4	44	N/A	7%	39%	91%

As of the end of fiscal year 2014, nearly 8,500 heart rhythm professionals are IBHRE certified in 54 countries world-wide.

### Exam Security, Quality, and Validity

IBHRE's test writing committees are comprised of distinguished leaders and experts in cardiac rhythm management who work year-round to write and thoroughly review exam questions. Their diligent efforts ensure that IBHRE continues to provide heart rhythm professionals with the training and advancement they need to deliver optimal patient care.

In conjunction with the National Board of Medical Examiners (NBME) and Prometric, IBHRE's exams are administered in an environment that offers as much convenience and security as possible. Prometric testing sites provide computer-based testing services for academic assessment, professional licensure, and certification. This not only helps enhance security, but also provides the same standards for comfort and uniformity for all examinees, regardless of whether they are testing in New York or New Delhi. The testing centers provide the resources necessary for secure administration of the examination, including video and audio monitoring and recording, and the use of digital cameras to record the identity of the examinees.

## IBHRE DAY

IBHRE has designated February 11 to be IBHRE Day to coincide with Heart Month (February) and Cardiovascular Professionals Week. The purpose of IBHRE day is to spread awareness of IBHRE certification, to recognize our certified professionals, and to provide an occasion for employers to extend their appreciation as well.

IBHRE certified professionals are key health care team members who:

- Embrace advancements in technology and adapt to health care changes to deliver quality care to a growing patient population
- Implement evidence-based plans of care
- Monitor and guide selection and use of pharmaceutical formulas
- Provide comprehensive education to medical, specialized, and auxiliary staff
- Develop strategies to prevent complications
- Train, coach, and provide guidance to patients and families

### How IBHRE was celebrated

- Employees had the opportunity to show off all their credentials by wearing their IBHRE pins, lab coats, polo shirts, and other gear. They also discussed their experiences with preparing and taking the exam to their colleagues who are interested in getting certified.
- Employers recognized their certified employees for their dedication and discipline - research shows that valuing employees is one of the top three drivers of employee engagement. IBHRE certified professionals reported a higher sense of personal satisfaction, proficiency, salary, as well as an increased level of confidence in their interactions with colleagues.
- Patients were encouraged to recognize their certified health care providers as they are in the care of professionals who have achieved the highest standards of cardiac rhythm management.

### Feedback

Following February 11, 2014, an IBHRE Day Survey was sent out to certified professionals to gain feedback on how they celebrated and were recognized by their employers, colleagues, and patients.

Of the 58 respondents, the majority learned about IBHRE Day through email communication (67%), the IBHRE website (24%), and at their workplace among their peers (7%). When asked if any IBHRE promotional items (IBHRE Day flyer, branded gear, etc.) were accessed, 31% indicated yes, while 69% did not use any promotional items. 83% of survey participants did not receive any formal recognition from their employers or colleagues, such as a scheduled activity or event. 17% did receive some type of formal recognition, which included a letter from their employer, an email to the workplace with a list of IBHRE certified professionals, a monetary reward, a promotion, and a breakfast event thanking those who were certified. With regards to any informal recognition, such as verbal compliment, written note, etc., 64% stated they did not receive any informal recognition for their achievements while 36% did receive some type of acknowledgment.





## MAINTENANCE OF CERTIFICATION (MOC) AND RECERTIFICATION

Beginning in 2014, certified professionals may now track and submit their hours electronically through an online MoC submission platform. All IBHRE certified professionals are required to maintain and demonstrate continued competency through good standing, practice, and involvement in the heart rhythm management field. IBHRE promotes enhancement of the knowledge and skills essential to the delivery of optimal patient care through maintenance activities and re-examination.

### MAINTENANCE OF CERTIFICATION

The IBHRE MOC promotes enhancement of the knowledge and skills essential to the delivery of optimal patient care through career-long learning. MOC is met by completing 45 contact hours of certification maintenance activities that are applicable to IBHRE certification five (5) years after passing the exam.

### RECERTIFICATION (BY RE-EXAMINATION)

Recertification is met by re-examination ten (10) years after passing the exam. Certified professionals must also attest that they are currently active and involved in the field of cardiac rhythm management and that they remain in good standing within the medical community. Candidates who do not meet these requirements will lapse in their certification.



## OFFICE RELOCATION

In October 2014, IBHRE relocated to a new office space, located at 1325 G Street NW, Suite 400, Washington, DC 20005.

The new office, which is shared with HRS, is located in the center of the city, a few blocks away from many tourist attractions such as the White House, the National Mall, and Smithsonian museums.

The space was designed specifically for HRS and IBHRE and incorporates the most advanced technology and green initiatives to better serve our clients and staff. The office has been transformed into a bright, modern space that incorporates contemporary design with unique features.



1325 G St NW, Washington DC

## IBHRE ENDORSED PROGRAMS AND PRODUCTS

IBHRE acknowledges that there are quality programs and products that would benefit exam candidates and certified professionals and is committed to evaluating these items in support of continuing competency in heart rhythm management. IBHRE systematically evaluates these products and programs in order to disseminate such resources to the appropriate audience as a way to support continuing competency in heart rhythm management.

Further, IBHRE's support of educational programs and products is an important professional development strategy for the organization. Endorsements must be consistent with other IBHRE policies and must be in the best interests of IBHRE and its stakeholders.

For examinees and certified professionals, endorsed partners provide access to live trainings, online educational programs, exam preparation materials, and fulfills Maintenance of Certification requirements. For providers, endorsement benefits may include mass marketing to IBHRE stakeholders, use of IBHRE promotional branding, and features on the IBHRE website.

### PROGRAMS AND PRODUCTS MAY INCLUDE:

- Educational resources including books, and other materials in digital or print
- Computer programs, apps, tools, or other electronic programs that inform or educate
- Live programs

To become endorsed by IBHRE, programs are required to complete and submit an IBHRE Endorsement Request Form at [www.ibhre.org/Exam-Preparation/Endorsed-Programs-and-Products](http://www.ibhre.org/Exam-Preparation/Endorsed-Programs-and-Products). Prior to extending any product or program endorsement, IBHRE will conduct a three-step evaluation process, with the understanding that the product or program may be disqualified from further consideration at any step. The evaluation includes review by internal staff, by the appropriate IBHRE leadership, and finally by the IBHRE Board.

### IBHRE currently endorses the following programs and products:

- Arrhythmia Technologies Institute
- Cardiac Device iTunes App for IBHRE Exam preparation
- Loma Linda Cardiac EP Certificate Program
- Pennsylvania College: CEP Certification Program
- PrepMD Review Courses for IBHRE Exam preparation
- The Heart Rhythm Society's Online IBHRE Self-Assessment Programs





## FISCAL YEAR-END 2014 FINANCIAL REPORT

The independent financial auditor's review of the IBHRE Fiscal Year 2014 financial statements was conducted by Rogers & Company, the accounting firm contracted through the Heart Rhythm Society (HRS). IBHRE's audit was satisfactorily completed confirming that financial reports and accounting systems are an accurate representation of IBHRE's financial position as of September 30, 2014 (fiscal year-end date).

HRS is a related party to IBHRE through common Board members. All functions necessary to perform IBHRE's mission are performed by employees of HRS or are contracted for through HRS. IBHRE reimburses HRS for these costs. HRS also collects all the exam registration fees on behalf of IBHRE. Total revenue earned based upon registration fees, interest and dividends (net) and miscellaneous income equaled \$1,107,434. Expenses totaled \$1,042,280; with management and general expenses of \$177,871 and program expenses of \$864,409. Net realized and unrealized gain on investments totaled \$43,265. This activity resulting in a fiscal year end unrestricted net asset or organization net worth of \$1,327,330.

## YEAR-END SURVEY

Pursuant to its Annual Survey Policy and in accordance with ANSI accreditation standards, IBHRE administered its 2014 annual year-end survey for IBHRE certified professionals and employers in January 2015. According to the policy, IBHRE is responsible for administering an annual survey of IBHRE certified professionals and employers for the purpose of evaluating the quality, effectiveness, and relevance of its programs and activities. Data collected from the annual survey is evaluated to measure compliance with IBHRE rules and requirements, in addition to identifying trends in the professional activities of certified professionals. The survey is distributed to two primary groups: current IBHRE certified professionals and identified employers of IBHRE certified professionals.

For the 2014 Survey, IBHRE received responses from 343 certified professionals. The results of the survey provided general insight into the perceived value of the IBHRE credential in the field, the overall awareness among certified professionals of IBHRE recertification requirements, and what educational pathways were taken by prospective examinees.

The results data strongly indicates that allied professionals appear to benefit the most from IBHRE certification compared to their physician counterparts. These benefits include personal and professional satisfaction, pay increases, and increased responsibility. The greatest benefits cited by physicians include recognition by colleagues, personal satisfaction, and utilizing IBHRE certification as a pathway towards FHR status. A majority of all certified professionals believe that IBHRE certification has helped them grow as practitioners and has validated their professional knowledge and proficiency. Constructive feedback included concerns about certification costs, recertification requirements, how to further showcase the certification, and the need for more exam preparation tools. Overall, the data collected in the Annual Survey validates the notion that IBHRE credentials are highly valued by those who hold them. The quality of the responses provided by survey participants implicitly suggests that IBHRE certified professionals are generally engaged in maintaining their certification and are typically proud of the accomplishment of passing the exam.

A survey conducted by IBHRE reports that organizations and hospitals recognize a higher level of performance from staff who are IBHRE certified. IBHRE certified professionals report a higher sense of personal satisfaction, proficiency, increased salary, and an increased level of confidence in their interactions with colleagues.



## IBHRE AT HEART RHYTHM 2014

Working together to standardize the profession, IBHRE and the Heart Rhythm Society (HRS) provide the most current testing and professional development tools with advances in heart rhythm management to enhance knowledge and delivery of health care to patients.

HRS is the universally recognized leader for heart rhythm disorders and is leading a coalition of clinicians, scientists, industry, and government. Patients with heart rhythm disorders, as well as the health care professionals who treat them, recognize and use the Society as the primary source for current information and connection with others.

Participation in the exam is consistent with the Heart Rhythm Society's overall purpose to improve the care of patients by promoting research, education, and optimal health care policies and standards.

Several events designed to promote further awareness of IBHRE programs were held in conjunction with the Heart Rhythm Society's 35th Annual Scientific Sessions in San Francisco, California including:

- An IBHRE CCDS/CEPS Lounge provided over the course of the conference. IBHRE certified professionals were invited to use this space to meet with colleagues, pick up their IBHRE certification ribbons, and recharge with light refreshments. Scheduled activities in the lounge included "One-on-One" sessions on May 7 – 8 giving attendees an opportunity to meet with IBHRE Test Writing Committee members to network and to learn more about IBHRE certification. Additionally, IBHRE held several meetings with international physician leaders from Asia and Europe to discuss partnership opportunities.
- A free annual raffle to win a complimentary registration for the IBHRE certification exam. Every year, IBHRE presents two winning heart rhythm professionals with a complimentary registration. With this event, IBHRE can promote its certification programs and make way for qualified health care professionals to obtain the certification. For 2014, the winners were from Sutter Medical Center of Santa Rosa in Santa Rosa, California, and from Children's Hospital in Boston, Massachusetts.
- An IBHRE booth at Heart Rhythm Place in the Exhibit Hall. The booth received a high volume of traffic from both current and prospective certified professionals. The IBHRE booth featured the exam brochure, candidate bulletin, recertification guidelines, free giveaways, and assorted certification recipient paraphernalia.



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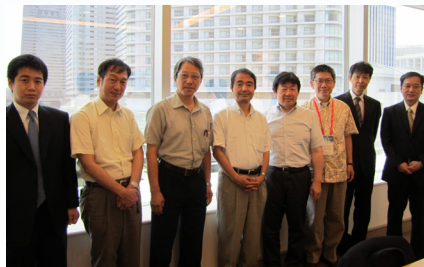
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Robert Hamilton, MD, CCDS



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