



*Achieving Global Excellence in  
Heart Rhythm Management*

Connect.  
Inspire.  
Transform.

ANNUAL REPORT

Fiscal Year 2017



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## A LETTER FROM THE IBHRE PRESIDENT and EXECUTIVE DIRECTOR

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:

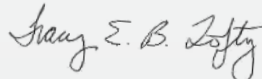
- Leadership and Excellence;
- Organizational Structure and Governance;
- Brand/Image and Identity;
- Strategic Alliances;
- Knowledge Creation and Dissemination; and
- Fiscal Management.

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.

A handwritten signature in black ink that reads "Charles J. Love MD".

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

A handwritten signature in black ink that reads "Tracy E. B. Lofty".

Tracy Loft, MSA, CAE  
Executive Director, IBHRE



## ABOUT 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.



## LEADERSHIP and EXCELLENCE

### **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**



Accreditation ID#0787

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.



## LEADERSHIP and EXCELLENCE

EXAMINATION	DATE	EXAMINEES	PASS	FAIL	PASS RATE
CCDS- JDR*	January 20-21	731	408	323	55.81%
CEPS	April 12	216	171	45	79.16%
CCDS- Physician	August 9	70	55	15	78.57%
CCDS-Allied	August 9	448	316	132	70.53%
CEPS-P	December 7	14	14	0	100%
CEPS-A	December 7	19	15	4	78.9%

<sup>1</sup>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.

**\*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.

## ORGANIZATIONAL STRUCTURE and GOVERNANCE



### **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.

## BRAND/IMAGE and IDENTITY

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.



## BRAND/IMAGE and IDENTITY

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.



IBHRE DAY  
FEBRUARY 12<sup>TH</sup>

### 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.

## BRAND/IMAGE and IDENTITY

### IBHRE Now Campaign Site & Social Media

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.





## STRATEGIC ALLIANCES

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.





## KNOWLEDGE CREATION and DISSEMINATION

### **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](http://IBHRE.org).

## FISCAL MANAGEMENT

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.



# BOARD and COMMITTEE MEMBERS

## IBHRE Board of Directors

### Officers

President: Charles J. Love, MD, FHRS, FACC, PAHA, CCDS

First Vice President/Treasurer: Edward V. Platia, MD, FHRS, CCDS, CEPS

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

### Members

Jay N. Gross, MD, CCDS

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

Marleen E. Irwin, FHRS, RCRT, CCDS

Toshiyuki Ishikawa, MD

Aparna Jaswal, MD, CCDS

Janet McComb, MD, FHRS

Neil F. Strathmore, MBBS, FHRS, CCDS

Elsie M. Kelly (Public Member)

Tracy Loftly, MSA, CAE (Staff Liaison)

## IBHRE Finance Committee

Jay N. Gross, MD, CCDS

Edward V. Platia, MD, FHRS, CCDS

George F. Van Hare, MD, FHRS, CCDS, CEPS

## Allied EP Test Writing Committees

Christine Chiu-Man, MSC, FHRS, CCDS, CEPS (Co-Chair)

Edward V. Platia, MD, FHRS, CCDS (Co-Chair)

Deepak Bhakta, MD, FHRS, CCDS

Susan J. Blancher, ARNP, MSN, CEPS

Melissa Harding, MPAS, PA-C, CCDS, CEPS

Antonio Navarrete, MD, FHRS, CCDS, CEPS

Akihiko Nogami, MD

Brian Olshansky, MD, FHRS, 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, FHRS, CCDS (Co-Chair)

George F. Van Hare, MD, FHRS, CCDS, CEPS (Co-Chair)

Deepak Bhakta, MD, FHRS, CCDS

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

Moutaz El Kadri, MD, MS, PhD, FHRS, CEPS-A, CCDS

June Huh, MD, CEPS

Ronald J. Kanter, MD, FHRS, CEPS

Bharat K. Kantharia, MD, FHRS

Jian-Ming Li, MD, PhD

Roger A. Marinchak, MD, FHRS, CCDS

Brian Olshansky, MD, FHRS, CCDS

Adelqui Peralta, MD, FHRS, CCDS, CEPS

Marc Roelke, MD, CCDS

Maully Shah, MBBS, FHRS, CCDS, CEPS

Timothy W. Smith, MD, DPhil, FHRS

Elizabeth Stephenson, MD, CCDS, CEPS

John Trieman, MD, FHRS, CCDS, CEPS

Ralph J. Verdino, MD, CCDS

Raymond Yee, MD, CCDS, CEPS

## Physician and Allied Pacing Test-Writing Committee

Marleen E. Irwin, RCRT, FHRS, CCDS (Co-Chair)

Charles J. Love, MD, FACC, FHRS, FAHA, CCDS (Co-Chair)

Amin Al-Ahmad, MD, FHRS, CCDS

Hugh Calkins, MD, CCDS

George H. Crossley, III, MD, FHRS, CCDS

N.A. Mark Estes, III, MD, FHRS, CCDS

Jay N. Gross, MD, CCDS

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

Toshiyuki Ishikawa, MD

Amy S. Leiserowitz, RN, CCDS

Janet M. McComb, MD, FHRS

Angela Naperkowski, RN, FHRS, CCDS, CEPS

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Jason Riley, BS

Judith Soberman, MD, MHA, FHRS, CCDS

Neil F. Strathmore, MBBS, FHRS, CCDS

Bruce L. Wilkoff, MD, FHRS, CCDS

Raymond Yee, MD, CCDS, CEPS

## Japan Test Translation Committee

Toshiyuki Ishikawa, MD (Chair)

Akihiko Nogami, MD, PhD

Yoshinori Kobayashi, MD

Takashi Kurita, MD

Katsuhiko Imai, MD

Toru Maruyama, MD

Yasushi Miyauchi, MD

Masahiko Takagi, MD

Naohiko Takashi, MD

## 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, NREMT, 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

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

Jay Charles Reid, BS, BSN, RN, CCDS

Kevin Ruben, BS, CEPS

Anitha G. Sathish Kumar, BS, PA, CEPS, 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, NREMT, CEPS

Harlie L. Ferguson, AS, CEPS

Frances C. Munkenbeck, MD, FHRS, CCDS



**IBHRE**

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BOARD OF HEART  
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Connect with Us!

