

INTERNATIONAL BOARD OF
HEART RHYTHM
EXAMINERS



ANNUAL REPORT 2015



30 YEARS OF EXCELLENCE
IN HEART RHYTHM CERTIFICATION



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ABOUT IBHRE

For over 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 more than 9,000 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.

IBHRE offers the following certifications:

- Certified Cardiac Device Specialist (CCDS)
- Certified Electrophysiology Specialist (CEPS)
- Certified Electrophysiology Specialist – Adult Cardiology (CEPS-AC)
- Certified Electrophysiology Specialist – Pediatric Cardiology (CEPS-PC)

The IBHRE marks of excellence are held by health care professionals who have demonstrated 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

The mission of The International Board of Heart Rhythm Examiners is to increase the heart rhythm professional's knowledge in order to improve the quality of care delivered to our patients.



A LETTER FROM THE PRESIDENT

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



Dear Heart Rhythm Professional,

Over the past years, I've had the pleasure of participating in various leadership roles with IBHRE and being actively involved in the growth of this international organization. While there have been challenges, there have been many accomplishments and milestones achieved due to you – heart rhythm professionals who have earned and maintained IBHRE certification.

As such, I'm pleased to have served as President of IBHRE during its 30th anniversary this past year. As described in this report, IBHRE's Board of Directors, embarked upon a roadmap to strengthen the heart rhythm management profession by advancing IBHRE certification. We have achieved many of our goals in IBHRE's strategic plan and have now set the course for 2016.

As we work towards bringing you more services and products that support IBHRE certification and recognition, we will continue to seek your feedback and guidance. We will continue to engage you as the voice of the profession, serving as subject matter experts and ambassadors on our IBHRE committees.

As IBHRE moves forward in 2016 and beyond, I'm proud of what we together have accomplished. With the partnership between our professional staff, committees and certificantes, we will continue to build the future of our certification board and ultimately improve the delivery of care to our patients.

On behalf of the Board of Directors, thank you for your commitment to IBHRE and to the heart rhythm management profession.

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

A LETTER FROM THE EXECUTIVE DIRECTOR

TRACY LOFTY, MSA, CAE



Dear Friends,

Thank you for making 2015 a remarkable year for IBHRE!

This past year, IBHRE celebrated its 30th anniversary of service. Due to the many subject matter experts who have volunteered their time, we celebrated many past achievements and are now planning for the future of IBHRE.

Highlights of our 2015 fiscal year (October 1, 2014-September 30, 2015) included:

- Launch of the IBHRE Scholarship Program
- An increase in the number of individuals certified by IBHRE
- Implementation of a new strategic marketing plan that focuses on:
 - > The use of social media
 - > Exhibiting at conferences
 - > Advertising
 - > And increased collaboration with IBHRE Ambassadors

In 2015, IBHRE also set the stage to begin the development of an online review course for the Certified Cardiac Device Specialist (CCDS) Certification Program as well as a job task analysis for each of the certification programs.

In addition, the Certified Electrophysiology Specialist (CEPS) credential for physicians is now distinguished as two separate certifications: Certified Electrophysiology Specialist – Adult Cardiology (CEPS-AC) and Certified Electrophysiology Specialist – Pediatric Cardiology (CEPS-PC).

On behalf of IBHRE staff, thank you for your continued commitment to excellence. *We look forward to 2016!*

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

EXAM ADMINISTRATION REPORT

Through computer-based testing, IBHRE successfully administered five exams in fiscal year 2015:

- > Japan Cardiac Rhythm Device Therapy Exam for the Allied Professional – January 17
- > Cardiac Electrophysiology for the Allied Professional – April 9
- > Cardiac Rhythm Device Therapy for the Physician – August 12
- > Cardiac Rhythm Device Therapy for the Allied Professional – August 12
- > Cardiac Electrophysiology for the Physician – December 3 (2014)

The 2015 IBHRE certification exam administrations yielded 718 newly certified professionals across five exam administrations. A total of 1,120 individuals registered for IBHRE exams in the fiscal year 2015. The total number of international examinees (including those who took the allied professional exam administered in Japan) was 646 (approximately 58%). The overall pass rate across exam administrations was 64%.

FY2015 IBHRE Certification Exam Registration and Performance Statistics

| Examination | Date | # Registered | % Recert | % Retake | % International | % Pass |
|----------------|------------|--------------|----------|----------|-----------------|--------|
| CCDS-AP Japan* | January 17 | 310 | N/A | 38% | 100% | 37% |
| CEPS-AP | April 9 | 224 | 3% | 11% | 38% | 76% |
| CCDS-MD | August 12 | 82 | 22% | 16% | 49% | 79% |
| CCDS-AP | August 12 | 474 | 12% | 19% | 40% | 72% |
| CEPS-MD | December 3 | 30% | N/A | 1% | 56% | 87% |

As of the end of fiscal year 2015, nearly 9,000 heart rhythm professionals are IBHRE certified in 59 countries world-wide.

**IBHRE has a partnership with the Japanese Heart Rhythm Society in collaboration with the Japan CDR Center to administer the CCDS exam in Japanese for allied professionals.*

IBHRE DAY & 30TH ANNIVERSARY

IBHRE celebrated its second annual IBHRE Day and 30th Anniversary on February 11th. The purpose of IBHRE Day is to spread awareness of IBHRE certification and to recognize our certified professionals as well as providing an occasion for employers to extend their appreciation.

Recognition strategies included:

- Development of an IBHRE Day promotional toolkit, which included an IBHRE Day flyer, sample news release, and other promotional materials
- Issuing press release samples for certified professionals to display publically
- A list of recognition strategies to be used by employers and IBHRE certified professionals
- Creating templates of letters of appreciation for employers to distribute to certified staff

Additionally, an IBHRE Day survey was administered and an “Ask the Experts” event was held on IBHRE’s Facebook page. The Facebook event gave individuals an opportunity to ask IBHRE leadership questions about the value of IBHRE certification as well as learn about the certification process.

“I would personally like to thank the individuals at IBHRE for creating the EP exam for physicians like myself who are older, but have been practicing EP for more than 20 years and never felt quite bonafide without some board-type credential. I will be eternally grateful for the opportunity IBHRE has afforded me.”

-CEPS Physician Certified Professional



MARKETING EFFORTS AND OUTREACH

In conjunction with its 30th Anniversary, IBHRE launched several initiatives to expand its marketing efforts and increase brand awareness. Target audiences for these marketing strategies include certified professionals, HRS members, international and professional organizations, employers, strategic partners, medical directors, and conference attendees.

New marketing tactics included:

- Ad placements in the HeartRhythm Journal (December 2014), Pacing and Clinical Electrophysiology (July 2015), and Cardiovascular Electrophysiology (August 2015).
- A short video featuring HRS President John Day, MD, FHRS, to celebrate IBHRE's 30th anniversary. The video also promotes the IBHRE and HRS relationship as a collaborative effort to end death and suffering due to heart rhythm disorders. Also noted were the educational resources provided by IBHRE and HRS as a means to prepare for certification.
- In December 2014, an exhibit display at the Pediatric and Congenital Electrophysiology Society's (PACES) conference in Las Vegas, NV. IBHRE's participation at PACES provided a valuable opportunity to cultivate IBHRE's relationship with the international pediatric EP community, and to market the pediatric module of IBHRE's Physician EP (CEPS-PC) certification exam.
- In February 2015, an exhibit display at the Cardiac Arrhythmia Symposium for Women in Electrophysiology in La Jolla, California.
- Expansion of IBHRE's presence on social media platforms.

LAUNCH OF SCHOLARSHIP PROGRAM

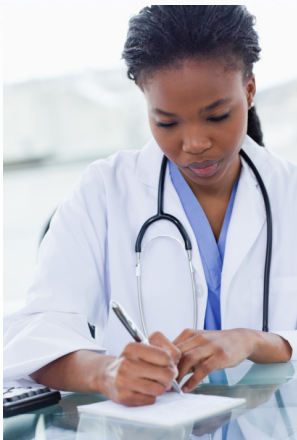
IBHRE certification has given me confidence and academic credibility when providing standardized care to my patients. It was also important for me to feel that my training is on par with world standards.

– IBHRE Certified Professional

In conjunction with IBHRE's 30th Anniversary, IBHRE announced a new Scholarship Program for allied health care professionals seeking IBHRE certification. This award was developed to create advancement opportunities for three heart rhythm professionals with limited access to certification resources. The IBHRE Scholarship Review Panel reviewed a total of 14 highly qualified submissions that included a completed application as well as written endorsements by two IBHRE certified individuals.

Tashia L. Fieger of Pasco, Washington, Esther V. Pimplekar of Pineville, NC, and Julie M. Thomas of White Plains, NY, were selected to receive the 2015 certification exam scholarship awards.

These individuals were selected based on their current and potential contributions to this scientific field as well as their extraordinary distinction. Each recipient received an \$800 registration discount for either the Certified Cardiac Device Specialist (CEDS) or Certified Electrophysiology Specialist (CEPS) Certification Exams to be used until December 31, 2016. In addition to the scholarship, recipients also received a one-year membership to the Heart Rhythm Society upon meeting eligibility requirements.



IBHRE AT HEART RHYTHM 2015

Several events designed to promote further awareness of IBHRE programs were held in conjunction with the Heart Rhythm Society's 36th Annual Scientific Sessions in Boston, Massachusetts including:

- An IBHRE CCDS/CEPS Lounge for IBHRE certified professionals. This space was used to meet with colleagues, pick up IBHRE certification ribbons, and recharge with light refreshments to celebrate IBHRE's 30th Anniversary. Scheduled activities in the lounge included "Ask the Experts" sessions on May 13 and 14, giving attendees an opportunity to meet with IBHRE Leadership to network and to learn more about IBHRE certification.
- 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 2015, the winners were from University of California in Los Angeles, California, and from the University of Michigan Health System in Ann Arbor, Michigan.
- An IBHRE booth inside 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, recertification guidelines, free giveaways, and assorted certification recipient paraphernalia.
- Meetings with international healthcare organizational leaders from South America, Egypt, China, Japan, East Asia and Europe to discuss partnership opportunities.





MODIFICATION OF CEPS CREDENTIAL FOR PHYSICIANS

In order to comply with the American National Standards Institute's (ANSI) accreditation standards, IBHRE changed the name of the physicians' Certified Electrophysiologist Specialist (CEPS) designation to reflect the scope of practice.

In the past, any physician who passed IBHRE's Physician EP exam would earn the CEPS credential, regardless of whether they had taken the Pediatric or Adult module of the exam. Effective August 2015, the credential was updated to reflect the specific module that the recipient had taken. Physicians earning IBHRE certification in adult cardiology will now earn the Certified Electrophysiology Specialist – Adult Cardiology (CEPS-AC). Physicians earning certification in pediatric cardiology will now earn the Certified Electrophysiology Specialist – Pediatric Cardiology (CEPS-PC). These changes are also effective retroactively and IBHRE's records were updated for physicians who have earned CEPS.

2015 FISCAL YEAR-END REPORT

The independent financial auditor's review of the IBHRE Fiscal Year 2015 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, 2015 (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 \$1,155,761. Expenses totaled \$933,569; with management and general expenses of \$154,132 and program expenses of \$779,437. Net realized and unrealized gain on investments totaled a loss of \$106,814. This activity resulted in a fiscal year end unrestricted net asset or organization net worth of \$1,442,708.



GOVERNANCE

IBHRE owes much of its success to the board, committee leaders, and ambassadors who contribute their expertise, time, and leadership support to the organization's activities. IBHRE is fortunate to have active and committed leadership who profoundly believe in the mission and strategic direction of IBHRE. A sincere thank you goes to them for all of their efforts. The IBHRE programs would not exist without the labors of the Board, Committees, Ambassadors, and Task Forces.

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2015 IBHRE Year End Report

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