

**IBHRE** INTERNATIONAL  
BOARD OF HEART  
RHYTHM EXAMINERS

SINCE 1985

# ANNUAL REPORT FY2020

*35 Years of  
Professional Excellence!*

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## IBHRE: A Year in Review

IBHRE reached a major milestone during the 2020 fiscal year (FY2020) by celebrating 35 years of excellence. Nonetheless, even as we celebrated this milestone, FY2020 proved challenging due to global issues that impacted the organization. However, we were able to remain focused on IBHRE's mission and relied on our strategic plan to guide us.

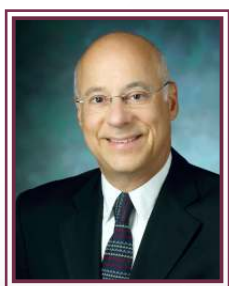
Thanks to a commitment to excellence and perseverance by our many subject matter experts (SME) and staff, who worked remotely, IBHRE continued to conduct business as usual, and offered all of its 2020 certification examinations. IBHRE's Board of Directors showed their dedication and flexibility by adjusting examination dates to adhere to COVID-19 protocols mandated by the Centers for Disease Control, particularly social distancing requirements. Nearly 1,300 individuals sat for exams thanks to extended examination dates, while another 232 registrants were rescheduled to October 2020 (FY2021).

FY2020 was also a year marked by the establishment of strategic partnerships. As such, IBHRE partnered with Cardiovascular Credentialing International and CHART Healthcare Academy. Through these partnerships, IBHRE will extend its reach and bring additional resources to practitioners in the heart rhythm management community.

To launch IBHRE's anniversary year, we announced the development of its newest certification – the Cardiac Device Remote Monitoring Specialist (CDRMS). This examination is designed to validate the competency and skill level of practitioners specializing in Remote Patient Monitoring (RPM) for the care of patients suffering with chronic cardiac disorder.

This report provides an overview of this year's activities, accomplishments, and year-end report on the number of certifications issued, exams administered, pass/fail rates as well as a financial report and featured events.

On behalf of the IBHRE Board of Directors, we wish to thank the IBHRE community for its continued support.



*Charles J. Love MD*

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



*Tracy E. B. Loft*

Tracy Loft, MSA, CAE  
Chief Executive Officer, IBHRE

## ABOUT IBHRE

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IBHRE is a self-governing organization that provides competency certification in the fields of cardiac rhythm device therapy, cardiac device remote monitoring 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 for their skills in this unique specialty area. By earning IBHRE certification, heart rhythm professionals demonstrate professional excellence in their field. These professionals make up more than 10,000 physicians and allied professionals worldwide, and in FY2020 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 enrich and validate the heart rhythm professional's knowledge in order to assure the highest quality of care delivered to their patients.



### Our Vision

To become the global leader in heart rhythm certification.



### IBHRE Strategic Plan

IBHRE's FY2020-FY2022 Strategic Plan outlines IBHRE annual goals and objectives as well as the organization's long-range goals.

You can view IBHRE's FY2020-2022 Strategic Plan by clicking [here](#).



## LEADERSHIP AND EXCELLENCE

In FY2020, 1,279 heart rhythm professionals sat for IBHRE exams. To date, individuals from 65 countries have earned certification through IBHRE.

Below is a report of the exams:

Examination	Date	Examinees	Pass	Fail
CCDS-JDR	January 2020	511	219	292
	July 2020	323	125	198
CCDS	August 2020	414	314	100

### Year-End Survey

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

Specifically, survey highlights revealed:

- The majority (77.23%) of respondents indicated that achieving IBHRE certification has helped them advance in their career; and
- A majority (80.49%) of respondents indicated that the process of becoming IBHRE certified helped them to grow as practitioners.

### Launching of the CDRMS Certification

In keeping with IBHRE's mission of setting global standards in heart rhythm management, IBHRE announced the launch of the CDRMS Certification Program. The CDRMS examination is designed to validate the competency and knowledge level of practitioners who employ Remote Patient Monitoring (RPM) in the care of patients with heart rhythm disorders.

During FY2020, IBHRE worked with SMEs from various professional levels to assist in the development of the Cardiac Device Remote Monitoring Specialist (CDRMS) Certification Program. As we write this report, SMEs serving on the Device Remote Monitoring Test Writing Committee continue to work diligently to develop the exam, which will be administered for the first time October 20, 2021. Members of a task team have assisted in developing promotional strategies and generating ideas for program components.

Designed for technicians, nurses and other allied professionals who have adopted RPM as a routine component of their healthcare delivery process monitoring cardiac implantable electronic devices (CIEDs), this computer-based exam will consist of 150 items based upon a body of knowledge identified by SMEs.

For more information about the CDRMS, please click below to view the following:

- [Press Release](#)
- [Eligibility Requirements](#)
- [Exam Content Outline](#)

## **Redesign of the IBHRE Recertification Model**

Last year, IBHRE's Board of Directors identified a need to revise the recertification process, including the Verification of Continuing Education (VCE) process. In FY2020, IBHRE formed a Continuous Learning Task Force in collaboration with the IBHRE Board of Directors to develop a continuous competency program for certification. In doing so, the board approved the development of the IBHRE-C3 program.

The goal of the IBHRE-C3 program is to allow for maintenance of relevant, contemporary education on a real time basis in keeping with current and changing patterns of medical knowledge. Additional details on IBHRE-C3 are expected to be available by Summer 2022.

## **International Accreditation**

Achieving and maintaining accreditation illustrate IBHRE's ongoing commitment to adding value to its exam body. It also signifies to certified professionals, exam candidates, and the healthcare community that IBHRE certification programs adhere to the highest credentialing standards.

Accredited by the American National Standards Institute (ANSI), IBHRE undergoes a rigorous assessment process to maintain accreditation of its CCDS, CEPS, CEPS-A, and CEPS-P certification programs. To maintain accreditation, IBHRE submitted all required documentation and policies to ANSI for the annual review which was conducted Spring 2020, and is required to continue to annually demonstrate compliance to ANSI standards.

ANSI is a global leader in operating standards and conformity assessment systems that represents the highest standard in personnel certification accreditation. IBHRE's certification programs are internationally accredited by the ANSI National Accreditation Board under ANSI/ISO/IEC17024 (General Requirements for Bodies Operating Certification Systems of Persons) (ANSI Accredited Certifier - #0787).

## **Workcred Credentialing Body Advisory Council**

During FY2020, Tracy Lofty, IBHRE Executive Director, served as a member of the Workcred Credentialing Body Advisory Council. 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.

## BRAND AWARENESS AND COMMUNICATIONS

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### IBHRE Ambassadors

We are grateful for our many Ambassadors who are key to advancing IBHRE certification through brand promotion and educating their colleagues and the general public on the value of IBHRE certification. Ambassadors also serve as mentors to those seeking exam preparation and professional development support, and make presentations to audiences around the world.

Under the leadership of the new Ambassador Committee Chair, Laurie Newmark, RN, CCDS, there are now more than 50 representatives. Newmark serves as a Registered Nurse at Equis Medical Consulting in Reno, Nevada, where she manages a device clinic. Elected by fellow IBHRE Ambassadors, Ms. Newmark assumed the role from her predecessor, Harlie Ferguson, AS, CEPS, formerly of St. Jude Medical and founding director of G&G Consulting, LLC.

New Ambassadors participated in an orientation designed to prepare them for their role and responsibilities. Additionally, remote meetings were held with Ambassadors during FY2020.

### IBHRE Mentorship Program

Since 2017, nearly 100 professionals have received consultation in IBHRE exam preparation and career guidance through IBHRE's Mentorship Program. Highly knowledgeable, IBHRE Ambassadors serve as mentors and are assigned to mentees as available.

### IBHRE 2020 Scholarship Recipients

For the sixth 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.

In June 2020, IBHRE awarded scholarships to individuals from the following organizations:

- Blackpool Victoria Hospital – Lancashire, United Kingdom
- McKenzie Heart Group – Oregon, USA

This scholarship award of \$1,000 is valid until December 31, 2021 and creates opportunities for professionals with limited access to IBHRE certification resources. It is designed for allied professionals considering the Certified Cardiac Device Specialist (CCDS) or the Certified Electrophysiology (CEPS) certification.

Scholarships are applied to registration cost and, if applicable, recipients receive a one-year membership to the Heart Rhythm Society. Scholarship applicants are evaluated based upon references, financial need, personal statement, and short/long-term career goals.

Click [here](#) to learn more about the IBHRE Scholarship Program.

## IBHRE Awards



IBHRE announced **Marleen E. Irwin, FHRP, RCRT, CCDS** as the recipient of the 2020 Vanguard Award, in recognition for her visionary leadership within IBHRE.



**Adam Jensen, BSN, CCDS** was the recipient of the 2020 IBHRE Ambassador of the Year Award, in recognition for his outstanding contributions as an Ambassador, and for advancing IBHRE's mission.

Click [here](#) to read the news release.

## 2020 IBHRE Day & 35<sup>th</sup> Year Anniversary Celebrations

In FY2020, we leveraged the 2020 IBHRE Day celebration to acknowledge a major milestone—IBHRE's 35<sup>th</sup> anniversary. In addition, we saluted our many SMEs for their dedication and contributions supporting professional excellence in heart rhythm management.

In marking this monumental milestone, we produced and launched a number of promotional videos, including:

### IBHRE 35th Anniversary Video

IBHRE's 35th anniversary video featured IBHRE-certified practitioners who shared how being certified has helped them deliver enhanced care to patients while helping them advance their careers. The video also documented IBHRE's history in a video which highlighted major events in IBHRE's growth and evolution.

To view IBHRE's anniversary video, click [here](#).

### IBHRE History Video

IBHRE's History Video documents the Board's inception, growth and evolution over the past 35 years while featuring the founding members, IBHRE leadership and key stakeholders.

To view the 35th anniversary video, click [here](#).

## I AM IBHRE

The I AM IBHRE video introduces viewers to certified practitioners from around the globe and showcases the broad range of heart rhythm management practitioners—from nurses to chief cardiologists—who have earned an IBHRE credential.

To view the video, click [here](#).



## IBHRE Communications

IBHRE continued to leverage email and social media marketing to reach audiences worldwide, including both IBHRE-certified individuals and 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, IBHRE implements various marketing strategies through social media, regularly engaging with heart management professionals via Facebook, Twitter, and LinkedIn. IBHRE also frequently utilizes YouTube to promote IBHRE video material, such as those for the 35th anniversary and the CDESA demonstration.

### IBHRE in EP Lab Digest

During FY2020, IBHRE was featured in two issues of EP Lab Digest:

Certification Testing Amid the Pandemic: Updates from IBHRE (Lofty, T and Love, C.  
Interviewed by Jodie Elrod

EP Lab Digest, Vol. 20, Issues 8, August 2020

IBHRE, Past and Present: Leading the Way in Heart Rhythm Management Certification  
(Munkenbeck, F. and Lofty, T.), EP Lab Digest, Vol. 19, Issue 10, October 2019

## STRATEGIC ALLIANCES

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### **Collaborative Partnerships**

#### Japan Heart Rhythm Society and the Japan CDR Center (JCC)

IBHRE continues to partner with JHRS and JCC to deliver a Japanese-language CCDS-JDR exam. During FY2020, 833 individuals sat for the exam in Japan.

#### CCI, CHART, and HRS

IBHRE continues to partner with the Cardiovascular Credentialing International (CCI) to promote the value of IBHRE and CCI certification programs. In addition, IBHRE continues to partner with CHART to recognize CHART Healthcare Academy as a resource for EP education. IBHRE also continues to collaborate closely with the Heart Rhythm Society (HRS) to advance credentialing among heart rhythm specialists, and on mutually-beneficial endeavors.

For information about HRS, please visit <https://www.hrsonline.org/>.

For information about CCI certifications, please visit <https://cci-online.org/>.

For information about The EP Learning ExPerience™ offered by CHART Healthcare Academy, please view the following: <https://www.youtube.com/embed/xWLNnYs5Ahw>.

## ORGANIZATIONAL STRUCTURE AND GOVERNANCE

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IBHRE Board of Directors convened its Annual Business Meeting on May 5, 2020 during a remote meeting. Please see a listing of IBHRE Board of Directors in the Appendix on page 14.

### **Test Writing Committees**

During FY2020, IBHRE certification exams were developed and reviewed by SMEs in collaboration with testing agencies, including the National Board of Medical Examiners and Prometric. Committee members participated in item-writing training, item writing assignments, review sessions and standard-setting studies. IBHRE exam forms reflect current knowledge and skills necessary for practice.

## KNOWLEDGE CREATION AND DISSEMINATION

### IBHRE's Online Course

IBHRE's *Cardiac Device Education and Self-Assessment Course (CDESA)* continues to serve as a popular educational resource, with more than 400 courses purchased since its launch by IBHRE in the fall of 2018.

The course offers 18 modules, as well as case studies and a comprehensive self-assessment. In addition to individual registrations, the course is being marketed to healthcare facilities, fellowship programs, academia and training organizations seeking a high-quality education resource.

Recognizing that the course can be incorporated into a curriculum, IBHRE's Board of Directors approved a new fee structure for group discounts. The discount is in addition to the already discounted rate of \$399, and is as follows:

Industry & Professional Organizations per order (1-year access)

10-25 courses	10% discount
25-49 courses	15% discount
50+ courses	20% discount

Academic Institutions per order (2-year access)

**6 or more courses: 10% discount**

For more information about the online course, please visit:

<https://ibhre.org/exam-resources/cardiac-device-education-self-assessment-course>

To view the CDESA video demonstration, click [here](#).



## FISCAL MANAGEMENT

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Meetings of the Finance Committee were conducted in FY2020 to ensure and monitor the financial integrity and viability of the organization.

Rogers & Company, an accounting firm contracted through HRS, conducted the independent financial auditor's review of IBHRE's FY2020 financial statements. IBHRE's financial audit satisfactorily confirmed that, as of the fiscal year-end date, September 30, 2020, 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 missions, including collecting exam registration fees on its behalf. IBHRE reimburses HRS for operational expenses.

In FY2020, total revenue earned based upon registration fees, interest and dividends (Net), and miscellaneous income was \$1,280,770. Expenses totaled \$1,104,674, with management and general expenses of \$145,604 and program expenses of \$959,070. Net realized and unrealized gain on investments totaled a gain of \$105,007. The above activity resulted in a fiscal year - end unrestricted net asset of organization net worth of \$3,003,506.

The end of the year net assets increased from \$2,722,403 end FY2019 to \$3,003,506 end of FY2020.



## APPENDIX: Board of Directors, Committees, Task Forces, Task Team, and Ambassadors

### IBHRE Board of Directors

**President:** Charles J. Love, MD, FACC, FHRS, FAHA, CCDS  
**Vice President/Treasurer:** Edward V. Platia, MD, FHRS, CCDS, CEPS-A  
**Secretary:** Christine Chiu-Man, MSC, FHRS, CCDS, CEPS  
**Ex-Officio/HRS President:** Christine M. Albert, MD, MPH, FHRS  
Jay N. Gross, MD, CCDS  
Marleen E. Irwin, FHRS, RCRT, CCDS  
Toshiyuki Ishikawa, MD, FHRS  
Elise M. Kelly (Public Member)  
Aparna Jaswal, MD, DNB, FACC, FHRS, FESC, CCDS  
Janet McComb, MD, FHRS  
Neil F. Strathmore, MBBS, FHRS, CCDS  
George F. Van Hare, MD, FHRS, CEPS-P  
Esther Weiss, MSN, APN, CNS, FHRS, CEPS

### Review and Appeals Committee

Marleen E. Irwin, FHRS, RCRT, CCDS (Chair)  
Charles J. Love, MD, FACC, FHRS, FAHA, CCDS  
Jay N. Gross, MD, CCDS  
Edward V. Platia, MD, FHRS, CCDS, CEPS-A

### Pacing Test-Writing Committee

Charles J. Love, MD, FACC, FHRS, FAHA, CCDS (Co-Chair: Physician)  
Marleen E. Irwin, FHRS, RCRT, CCDS (Co-Chair: Allied Professional)  
Amin Al-Ahmad, MD, FHRS, CCDS  
George H. Crossley, MD, FHRS, CCDS  
N.A. Mark Estes, III, MD, FHRS, CCDS  
Jay N. Gross, MD, CCDS (Member)  
Amy S. Leiserowitz, RN, CCDS  
Janet McComb MD, FHRS  
Angela Naperkowski, RN, FHRS, CCDS, CEPS  
Linda K. Ottoboni, CNS, FHRS, CCDS  
Edward V. Platia, MD, FHRS, CCDS, CEPS-A  
Jason Riley, BS, CCDS  
Judith Soberman, MD, MHA, FHRS, CCDS  
Neil F. Strathmore, MBBS, FHRS, CCDS (Member)  
Ajit Thachil, MD, CCDS  
Julie Thomas, PA-C, CCDS  
Bruce L. Wilkoff, MD, FHRS, CCDS  
Raymond Yee, MD, CCDS, CEPS-A

### IBHRE Finance Committee

Edward V. Platia, MD, FHRS, CCDS, CEPS-A (Chair)  
Jay N. Gross MD, CCDS  
George F. Van Hare, MD, FHRS, CEPS-P

### Allied Professional EP Test Writing Committee

Christine Chiu-Man, MSC, FHRS, CCDS, CEPS (Co-Chair)  
Edward V. Platia, MD, FHRS, CCDS, CEPS-A (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-A  
Akihiko Nogami, MD, PhD  
Brian Olshansky, MD, FHRS  
Luke Shanahan, BS, MBA, CCDS, CEPS  
Ralph J. Verdino, MD, CCDS  
Esther Weiss, MSN, APN, CNS, FHRS, CEPS  
Chunja Yoo, BSN, CEPS, CCDS

### Physician EP Test Writing Committee

Edward V. Platia, MD, FHRS, CCDS, CEPS-A (Co-Chair)  
George F. Van Hare, MD, FHRS, CEPS-P (Co-Chair)  
Deepak Bhakta, MD, FHRS, CCDS, CEPS-A  
Christine Chiu-Man, MSC, FHRS, CCDS, CEPS  
Andrew Davis, MBBS, MD, FHRS, CEPS-P  
Susan Etheridge, MD, FHRS, CEPS-P  
June Huh, MD, PhD, CEPS-P  
John R. Jacob, BS, MB, MBBS, MD, CCDS, CEPS-A (IHRS Representative)  
Ronald J. Kanter, MD, FHRS, CEPS-P  
Bharat K. Kantharia, MD, FHRS (IHRS Representative)  
Akihiko Nogami, MD, PhD  
Brian Olshansky, MD, FHRS, CCDS  
Adelqui Peralta, MD, FHRS, CCDS, CEPS-A  
Marc Roelke, MD, CCDS  
Maully Shah, MBBS, FHRS, CCDS, CEPS-P  
Timothy W. Smith, MD, DPhil, FHRS  
Elizabeth Stephenson, MD, CCDS, CEPS-P  
Ralph J. Verdino, MD, CCDS

### Device Remote Monitoring Test Writing Committee

Charles J. Love, MD, FACC, FHRS, FAHA, CCDS (Co-Chair)  
Marleen E. Irwin, FHRS, RCRT, CCDS (Co-Chair)  
Wai Kah Choo, MD, FHRS, CCDS, CEPS-A  
Laura De Souza, BS, RCT, CCDS  
Braden Dinham, BAPPSC, CEPS, CCDS  
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Karen Smoots, BA, BSN, CCDS

### Device Remote Monitoring Author Mentors

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Marleen E. Irwin, RCVT, RRT, FHRS, CCDS (Co-Chair)  
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### **Device Remote Monitoring Task Team**

Ciara Devoy, BS, CCDS  
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Lynne Foreman, BSN, RN, FHRS  
Patrick Gowell, BSEE, CCDS  
Melanie Marshall, RN, CCDS  
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Jason Riley, BS, CCDS  
Scott Turner, BAppSc(HMS), GradDipCardiacEP, CCDS, CEPS

### **Scholarship Committee & Review Panel**

Laurie J. Newmark, RN, CCDS (Chair)  
Mike A. Black, CVT, NREMT, CEPS  
Wai Kah Choo, MD, CCDS, CEPS-A  
Harlie Ferguson, AS, CEPS  
William F. Heddle, BS, MB, MBBS, MD, FHRS, CCDS  
Frances C. Munkenbeck, MD, FHRS, CCDS

### **Japan Test Translation Committee**

Toshiyuki Ishikawa, MD, FHRS (Chair)  
Junya Hosoda, MD, PhD  
Katsuhiko Imai, MD, PhD  
Yoshinori Kobayashi, MD, CEPS  
Ritsuko Kohno, MD, PhD  
Takashi Kurita, MD, PhD  
Toru Maruyama, MD, PhD  
Katsumi Matsumoto, MD  
Yasushi Miyauchi, MD, FHRS  
Toshiko Nakai, MD, PhD  
Nobuhiro Nishii, MD, PhD  
Takashi Noda, MD, PhD, FHRS  
Akihiko Nogami, MD, PhD  
Masahiko Takagi, MD, PhD, FHRS  
Naohiko Takahashi, MD, PhD  
Takashi Tokano, MD, PhD  
Laurie J. Butts, BSN, RN, CCDS  
Bruce L. Wilkoff, MD, FHRS, CCDS  
Deepak Bhakta, MD, FHRS, CCDS, CEPS-A  
Shufen Liang, BS, CEPS, CCDS  
Maully Shah, MBBS, FHRS, CCDS, CEPS-P

### **CDESA Contributors**

Richard A. Clark, FHRS, CCDS  
David R. Muller, RN  
Jane D. Price, CEPS, CCDS  
Julie B. Shea, MSN, FHRS, CCDS  
Sachin Nayyar, MBBS, MD, PhD, CCDS, CEPS-A  
Scott R. Ceresnak, MD, CEPS-P  
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Laurie J. Newmark, RN, CCDS  
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William F. Heddle, BS, MB, MBBS, MD, FHRS, CCDS


Robert Lee Williams, BS, CCDS  
Alexander I. Green, MD  
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Harlie Ferguson, AS, CEPS

### **IBHRE Ambassadors**

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Enrico Asidao, CEPS  
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Anna S. Borisov, AA, AAS, AS, CEPS  
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Jennifer Busch, BSN, CEPS  
Alex Cambridge, BS, CCDS  
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Gareth Mackin, BS, CCDS  
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