



STRATEGIC PLAN

Fiscal Years 2023 - 2025

Approved by the IBHRE Board of Directors December 12, 2022

EXECUTIVE SUMMARY

One of IBHRE's goals is to provide heart rhythm practitioners with relevant, high quality professional resources to keep them abreast of the latest developments in cardiac device therapy, cardiac device remote monitoring, and electrophysiology. As such, IBHRE leaders acknowledge that to keep certified practitioners in pace with the rapid movement of science and medical technology, practitioners must engage in an ongoing learning process. For this reason, the Board continues to research and integrate new credentialing concepts and methodologies into IBHRE's certification programs.

As we stay in step with a global credentialing industry that emphasizes the use of longitudinal assessments, IBHRE has embraced this methodology and has placed continuous competency at the core of its maintenance of certification process. To this end, the Board has instituted a real time competency validation process—IBHRE-C3 (Continuous Competency, Continuous Learning, Continuous Certification)—to help practitioners remain current with the latest developments in their specialty area.

Hence, IBHRE's Strategic Plan Fiscal Year 2023-2025 lays out our roadmap for navigating towards full integration of continuous competency into our certification and educational programs. This, we will achieve not only through IBHRE-C3, but also through additional professional development initiatives.



Consequently, this strategic plan is a guide for IBHRE leaders, key stakeholders, and staff whose aim is to enhance the skill sets of our certified practitioners, and grow the organization. Specifically, the goals and objectives outlined in this plan are designed to:

- ◆ **Guide us in the delivery of programs, and other resources, that promote ongoing learning and professional development;**
- ◆ **Position IBHRE as a global credentialing leader in the field of cardiac device therapy and electrophysiology;**
- ◆ **Sustain the organization's solid fiscal foundation;**
- ◆ **Further diversify the organization's revenue stream;**
- ◆ **Shore up IBHRE organizational structure; and**
- ◆ **Leverage strategic alliances to deliver value-added professional development resources.**

IBHRE's strategic plan is a living document with a three-year life span. The Board's vision and the financial state of the organization may determine what strategic goals take precedence. The strategic plan provides a platform to continually improve the organization through the Board's annual identification of priorities and understanding of long-term goals.

GUIDING PRINCIPLES



OUR MISSION

The mission of the International Board of Heart Rhythm Examiners (IBHRE) is to promote optimal outcomes for heart rhythm patients by providing certification services that validate specialized knowledge and continuing competence in heart rhythm management.

VISIONARY LEADERSHIP

Secure and develop strategically robust leaders to guide and protect the organization's interests.

CONTINUING COMPETENCY

Encourage continuing competency of the profession through examinations, education, and professional development.

DIVERSITY, EQUITY, AND INCLUSION

Foster development of a diverse community of highly skilled heart rhythm professionals, promote equity and inclusion across the organization, and work to advance heart rhythm management as a global multidisciplinary standard.



OUR CORE VALUES



EXCELLENCE

Conserve the organization's gold standard of excellence in heart rhythm certification; and maintain fairness and integrity in the development, administration and promotion of the certification programs.



PROFESSIONALISM

Uphold the highest standards of professionalism; demonstrate transparency and respond effectively to meet the needs of certified professionals, leaders, partners and the public.



COLLABORATION

Maintain our position of credibility through partner recognition, strategic alliances, and endorsement of the certification programs.



IBHRE STRATEGIC GOALS



LONG-TERM ORGANIZATIONAL GOALS

- ◆ Maximize opportunities to align with strategic goals.
- ◆ Maintain a financially sound organization.
- ◆ Grow examinee base by a minimum of 3% per year.
- ◆ Maintain at minimum one year of operating expenses in reserves.
- ◆ Generate non-exam revenue of a minimum of \$50,000 per year.
- ◆ Recognition by licensure boards/agencies of IBHRE certifications.

FY 2023-2025 GOALS

GOAL I

► LEADERSHIP AND EXCELLENCE

IBHRE will position itself as the leading certification organization for heart rhythm professionals and conserve the organization's gold standard of excellence in heart rhythm certification.

OBJECTIVES

- ◆ Maintain IBHRE's standing of excellence and global position as a leader in cardiac rhythm device therapy and electrophysiology certification.
- ◆ Ensure that IBHRE exam content remains cutting-edge, relevant, and reflective of best practices and global standards.
- ◆ Enhance IBHRE's value and presence in electrophysiology laboratories, heart rhythm clinics and industry organizations through education, research, and leadership.
- ◆ Comply with and renew accreditation through the ANSI National Accreditation Board (ANAB).

GOAL II

► ORGANIZATIONAL STRUCTURE AND GOVERNANCE

IBHRE will ensure its structure, operations and governance model support the growth and administration of its programs.

OBJECTIVES

- ◆ Maintain an effective staff and governance structure to oversee IBHRE operations.
- ◆ Continue to improve operations to maintain fairness, impartiality, and integrity in the development, administration, and promotion of the certification program.
- ◆ Develop new IBHRE subject matter experts and Ambassadors into IBHRE leadership and governance processes.

IBHRE STRATEGIC GOALS



GOAL III

► BRAND IMAGE AND IDENTITY

Increase IBHRE's brand awareness globally among targeted demographics in the field of cardiac device therapy, cardiac device remote monitoring, and electrophysiology.

OBJECTIVES

- ◆ Promote the value of IBHRE certification among employers, practitioners in cardiac device facilities, and cardiac device professionals in industry.
- ◆ Utilize IBHRE.org and social media platforms as promotional tools.
- ◆ Design online opportunities to engage and educate certified, and non-certified, practitioners.
- ◆ Introduce new marketing strategies for IBHRE certification with a focus on allied professionals.
- ◆ Increase awareness of IBHRE exams to international audiences.
- ◆ Broaden visibility as an accredited certification entity.

GOAL IV

► STRATEGIC ALLIANCES

IBHRE will foster relationships and encourage collaboration through recognition of affiliate programs, partnerships and strategic alliances.

OBJECTIVES

- ◆ Continue to strengthen the relationship with the Japanese Heart Rhythm Society and improve collaboration to deliver the CCDS-JDR certification exam.
- ◆ Continue to strengthen relationships with international heart rhythm organizations.
- ◆ Advance collaboration and marketing efforts with the Heart Rhythm Society.
- ◆ Utilize IBHRE Ambassadors for support in collaborating with other organizations.
- ◆ Continue relationship with Cardiovascular Credentialing Institute (CCI), CHART Healthcare Academy, and Pediatric & Congenital Electrophysiology Society (PACES).

IBHRE STRATEGIC GOALS



GOAL V

► CONTINUING COMPETENCY

IBHRE will encourage continuing competency of the profession through certification, examinations, and professional development.

OBJECTIVES

- ◆ Promote the value of the Cardiac Device Education and Self-Assessment Course.
- ◆ Utilize social media as an educational tool.
- ◆ Offer the IBHRE Scholarship Program to allied professionals.
- ◆ Promote continuous competency through IBHRE-C3.

GOAL VI

► FISCAL MANAGEMENT

IBHRE will manage financial resources, revenues, reserves and investment policies responsibly to advance its strategic goals.

OBJECTIVES

- ◆ Maintain cost-savings test development packages to reinforce long-term savings for the organization.
- ◆ Identify and explore new revenue streams.
- ◆ Budget fiscal year programs conservatively to meet year-end projections.
- ◆ Maintain at minimum one-year of operational costs in long-term reserves.

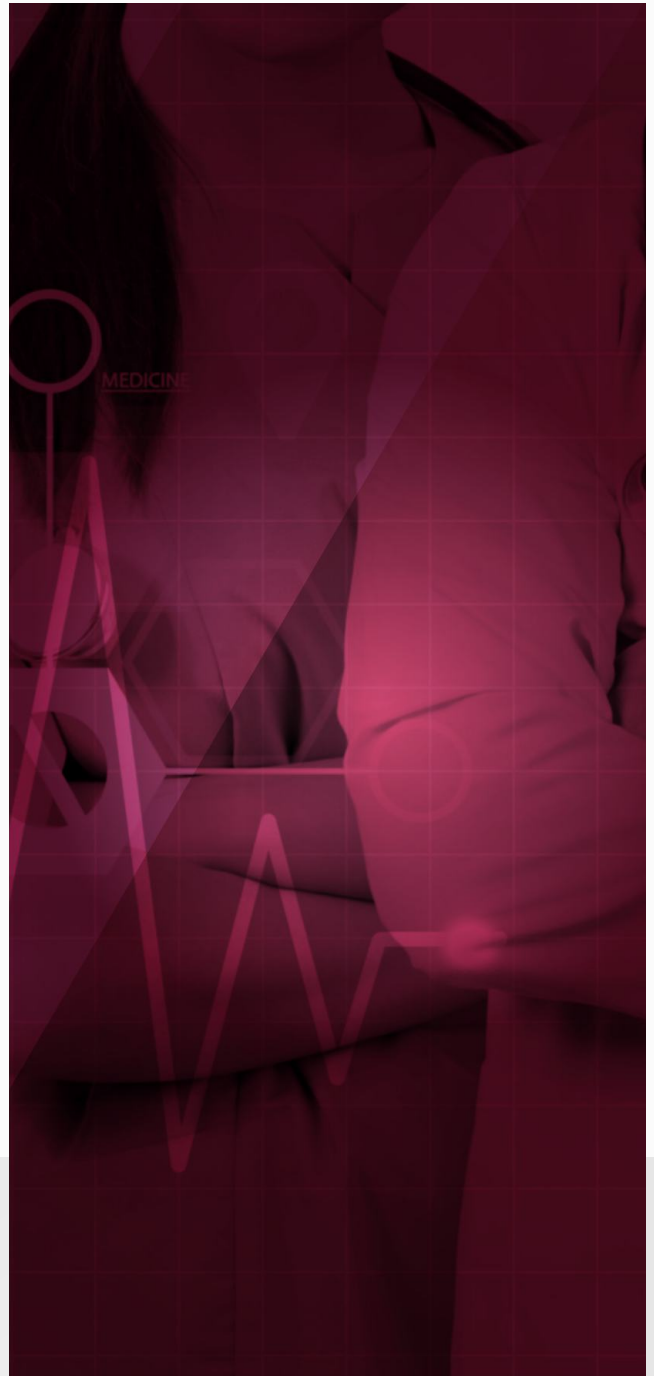
ABOUT IBHRE

IBHRE is a self-governing organization that provides competency certification in the fields of cardiac rhythm device therapy, cardiac device remote monitoring, and electro-physiology. 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.

By earning IBHRE certification, heart rhythm professionals demonstrate professional excellence in their field. These professionals make up more than **11,000** physicians and allied professionals worldwide and who have 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)
- ◆ Cardiac Device Remote Monitoring Specialist – (CDRMS)





IBHRE

INTERNATIONAL
BOARD OF HEART
RHYTHM EXAMINERS



**International Board of
Heart Rhythm Examiners**

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