

STRATEGIC PLAN

*A Roadmap for Expanding Our Reach
and Increasing Our Impact*

FISCAL YEARS
2026 - 2028

STRATEGIC OVERVIEW

The following strategic plan lays out IBHRE's roadmap for fiscal years 2026-2028. It is intended as a guide for IBHRE leaders, key stakeholders, and staff to support the organization's efforts in validating specialized knowledge and continuing competency in heart rhythm management.

Specifically, goals and objectives outlined in this plan are designed to:

- Guide IBHRE leadership and staff in the development and delivery of certification programs, and other resources, that promote ongoing learning and professional development;
- Position IBHRE as a global credentialing leader in the field of heart rhythm management;
- Sustain the organization's solid fiscal foundation;
- Further diversify the organization's revenue stream;
- Enhance IBHRE's organizational structure and effectiveness; and
- Leverage strategic alliances to advance IBHRE's mission and purpose.

This 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 which goals take precedence. Moreover, this plan guides the organization through a continuous improvement process that enables the IBHRE Board of Directors to identify priorities and long-term goals.



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GUIDING PRINCIPLES

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.

Our Vision

To become a leader of certification for providers in the specialty of heart rhythm management

Our Core Values

- **Excellence**
Conserve the organization's standard of excellence in heart rhythm management certification; and maintain fairness and integrity in the development, administration and promotion of the certification programs.
- **Visionary Leadership**
Encourage our leaders to guide and protect the organization's interest.
- **Professionalism**
Uphold the highest standards of professionalism; demonstrate transparency and respond effectively to meet the needs of certified professionals, leaders, partners and the public.
- **Continuing Competency**
Encourage continuing competency of the profession through certification, examinations, and professional development.
- **Collaboration**
Maintain our position of credibility through partner recognition, strategic alliances, and endorsement of the certification programs.
- **Opportunity and Access**
Maintain fair and impartial practices and opportunities throughout the organization to advance certification in heart rhythm management.

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 least one year of operating expenses in reserves.
- Obtain IBHRE certification recognition by licensure boards and registry boards.

FISCAL YEARS 2026-2028 GOALS

GOAL 1 Leadership and Excellence

Establish IBHRE as a voice in certification promoting continued competency of professionals specializing in the field of heart rhythm management.

Objectives

- *Maintain leadership in the development of online certification examinations for professionals in the fields of cardiac rhythm device therapy, cardiac device remote monitoring, and clinical electrophysiology.*
- *Ensure that certification examination content domains are contemporary, relevant, and reflective of best practices and standards.*
- *Enhance IBHRE's value and presence in electrophysiology laboratories, device clinics and device industry organizations.*
- *Explore new technological innovations such as Artificial Intelligence to be considered as supportive organizational tools for IBHRE staff and associated subject matter experts.*
- *Recognize excellence and leadership and encourage community with our IBHRE subject matter experts.*
- *Ensure diverse and international representation within IBHRE leadership.*

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 programs.*
- *Encourage new IBHRE subject matter experts and Ambassadors into IBHRE leadership and governance processes.*

GOAL III Brand Image and Identity

Strengthen the recognition of IBHRE certifications.

Objectives

- *Promote the IBHRE brand among targeted international demographics in the field of cardiac rhythm device therapy, cardiac device remote monitoring, and clinical electrophysiology.*
- *Establish IBHRE as a voice for certification of professionals specializing in the field of heart rhythm management.*
- *Refine the IBHRE brand strategy to stay relevant and competitive.*
- *Seek recognition of international licensure boards and registry boards.*
- *Increase awareness of IBHRE examinations to international audiences.*
- *Develop online opportunities to engage certified and non-certified practitioners.*

GOAL IV Strategic Alliances

Build strategic alliances and partnerships that further the mission of IBHRE.

Objectives

- *Seek partnerships to expand certification across interested countries*
- *Grow existing strategic partnerships to advance certification in the field of heart rhythm management.*
- *Utilize IBHRE Ambassadors for support in collaborating with other organizations.*

GOAL V Continuing Competency

Encourage continuing competency of the profession through certification and professional development.

Objectives

- *Promote continuous competency through IBHRE-C3.*
- *Target nurse licensing boards for recognition of heart rhythm management certification.*
- *Develop products and services to support IBHRE certification examination content outlines.*

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 least one-year of operational expenses in long-term reserves.*


ABOUT IBHRE


Since 1985, IBHRE has been internationally recognized as a certifying board that offers competency certification to physicians, nurses, and other allied professionals. The Board has certified over 17,000 distinguished heart rhythm professionals in more than 70 countries around the globe. Our certification is the official recognition of achievement, expertise, and clinical judgement in the specialty practice of cardiac rhythm device therapy and electrophysiology.


Accredited by ANAB - ANSI National Accreditation Board, IBHRE certification programs develop and measure competencies in cardiac pacing, electrophysiology, and device remote monitoring. IBHRE is also recognized by the American Nurses Credentialing Center on Certification as a Tier 3 certification for Magnet status.




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