A letter from the CEO of Heart Rhythm Society, James H. Youngblood

As I reflect back on all that the Heart Rhythm Society (HRS) has achieved, year after year, I’m impressed by the significant progress we have made. In 2012, through accomplishments large and small, we moved ever closer to achieving our big audacious goal of ending death and suffering due to heart rhythm disorders. The efforts of our dedicated volunteers and staff, guided by our strategic vision, have advanced our mission and kept membership in the Society meaningful.

Our members continued to demonstrate the value of Society membership with a 90 percent renewal rate in 2012. For the second straight year, membership increased by 4 percent overall, and growth outside the United States remained particularly strong.

Over the last year, we achieved another milestone as more than 1,000 members now enjoy the special distinction of Fellow of the Heart Rhythm Society (FHRS).

The Health Policy division continued to prepare the field of electrophysiology for the major changes required by the health care reform law. Through clinical documents and performance measures, the Society provided guidance to help providers make informed clinical decisions, improve patient care, and ensure adequate reimbursement.

To assist our members who continue to face increased reimbursement challenges, the Society held a reimbursement webinar that explored the intricacies of medical record documentation for heart rhythm care and how coding changes in 2013 could impact documentation and billing requirements.

The Society continues to be a leading educational resource for heart rhythm professionals. Throughout the year, the Society provided a variety of live and online education programs on topics important to the field, such as management of patients with implanted leads and rhythm control strategies, along with other tools and mobile apps to help clinicians optimize patient care.

Our commitment to providing exceptional continuing medical education was recognized in 2012, as the Society was awarded Accreditation with Commendation — the highest level of accreditation from the Accreditation Council for Continuing Medical Education (ACCME). Only 14 percent of medical specialty societies reviewed to date have been awarded this prestigious level of accreditation.

Heart Rhythm 2012 was yet another highly successful annual conference, with a total attendance of 12,140, including nearly 8,000 scientific attendees. The AF Summit had another record-breaking year, more than 300 attendees participated in the Basic/Translational Science Forum, and exhibits and sponsorship sales remained strong.

The Society continues to raise awareness of heart rhythm disorders and reinforce its position as a leading resource for information for providers and patients through its media efforts. In 2012, the Society increased its visibility by generating news

Continued
coverage and expanding exposure in consumer and national media outlets.

Our awareness campaigns remain a critical tool in the advancement of the Society’s mission. Over the last year, we not only broadened our “AFib Feels Like” and “Apples and Oranges” campaigns, but also, we expanded our outreach efforts with the “Citywide Awareness Campaign” to coincide with Heart Rhythm 2012 to raise awareness and support consumer education about heart rhythm disorders in and around Boston.

Moreover, in October, the Society launched a multi-year national awareness campaign, “Arrest the Risk,” to elevate the issue of sudden cardiac arrest (SCA) prevention, early intervention, and appropriate treatment among the African American population. This campaign has already garnered significant media attention and helped increase awareness of SCA and available treatment options among those in greatest need of information.

The Society is extremely proud of its new website, www.HRSonline.org, which launched in September 2012. This new and improved website, totally rebuilt based on member input and industry best practices, offers a greatly enhanced user experience. One new feature is the introduction of a members-only eCommunity that provides new opportunities for member-to-member discussion, networking, and idea exchange.

Renewed efforts to foster the future of research led to developing a process to set the research agenda for the field. The future of the electrophysiology field will be shaped by the groundbreaking research conducted today. Recognizing the importance of developing the field’s scientists of tomorrow, the Society continues to acknowledge and reward the outstanding contributions of early career investigators through the Young Investigator Research Fellowship awards.

In addition, we continue to collaborate with our partners around the world to ensure that heart rhythm professionals and patients everywhere can benefit from the latest scientific advances and best practices.

The International Board of Heart Rhythm Examiners (IBHRE) remains the global leader in heart rhythm certification, raising the level of professionalism and academic credibility in cardiac pacing and electrophysiology. In 2012, IBHRE exams saw significant international growth, and IBHRE continues to be proactive in raising awareness of and advocating for its certification examinations both within and beyond North America.

Support from generous donors and corporate partners enables the Society to advance its ongoing mission to reduce death and suffering due to cardiac arrhythmia disorders in patients around the world. We remain grateful to all of those who support the Society’s efforts through their generous gifts.

Collaboration with industry is a cornerstone of our field, helping us to further our mission and advance patient care through scientific and technological innovation. We sincerely appreciate the support of our Infinity Circle members for making so many Society programs and initiatives available to our members.

On behalf of the Society, it is with great appreciation that I recognize the contributions of the many dedicated volunteers who so willingly give of their time, their thoughts, and their talents through service on our Board of Trustees, Committees, Subcommittees, and Task Forces. It is important to note that none of the Society’s accomplishments would be possible if not for them.

James H. Youngblood
Chief Executive Officer, Heart Rhythm Society

2012 Pulse of Accomplishment
The Pulse of Accomplishment
A summary of accomplishments in 2012

OUR MISSION
To improve the care of patients by promoting research, education, and optimal health care policies and standards.
MEMBERSHIP

Membership
Health Policy
Education
Heart Rhythm 2012
Communications and Media
Research
2012-2013 Board of Trustees
IBHRE
Fundraising
The History of EP
Infinity Circle

The Heart Rhythm Society is the international leader in science, education, and advocacy for cardiac arrhythmia professionals. Its members include physicians, scientists, and allied health professionals in more than 70 countries.

The value of Society membership is demonstrated by the nearly 90 percent renewal rate achieved in 2012. In addition, membership increased by 4 percent overall in 2012, with particularly strong growth outside the United States.

At its peak, members included more than 4,000 physicians, nearly 1,500 allied health professionals, and more than 270 scientists. One in five members practices outside the United States.

Fellows of the Heart Rhythm Society

The designation of Fellow of the Heart Rhythm Society (FHRS) is a professional distinction and honor reserved for those who have demonstrated advanced training, certification, and commitment to the field of electrophysiology. Specific eligibility criteria have been developed for different segments of the Society’s diverse membership. Each applicant is required to have two letters of sponsorship from current Fellows and each application is reviewed by the Member Relations Committee. Nearly 300 members were inducted as Fellows at the Society’s Annual Scientific Sessions in Boston, MA. As a result, more than 1,000 members now enjoy this special distinction.

Engaging the Next Generation of EPs

Affiliate membership allows the Society to offer complimentary membership to physicians and scientists enrolled in electrophysiology or cardiology fellowship training programs around the world. In 2012, more than 600 trainees worldwide benefitted from Affiliate membership in the Society, an increase of almost 20 percent over 2011.

Gaining Insight

The Heart Rhythm Advisory Panel continues to provide valuable insight to members and staff on meaningful topics in the field. Members of this volunteer panel complete brief electronic surveys that explore member perspectives on trends in the field, research, new therapies, delivery of care, quality measures, and Society programs. Since its inception in August 2012, the panel has grown to more than 900 members who share their thoughts and experiences to stimulate conversation between colleagues and help guide staff in the communication and delivery of Society programs and services.

In late fall, the HRS eCommunity was launched, and the Heart Rhythm Advisory Panel served as one of the groups to beta test this new online forum. Since the launch of the eCommunity, survey results have been available to panel members through the eCommunity, providing an easier mechanism for panel members to communicate with one another and engage in discussion around the results.
HEALTH POLICY

The Heart Rhythm Society continues to work on its health policy initiatives, preparing the field of electrophysiology for the major changes required by the health care reform law. In its work, the Society collaborates with multiple stakeholders, including the federal government, Congress, and other medical societies, to represent the interest of heart rhythm care specialists.

Clinical Documents

The Heart Rhythm Society seeks to provide guidance to help providers make informed clinical decisions and ensure optimal patient care. Evidence-based medicine is the foundation of health policy efforts.

In 2012, HRS published five clinical documents:

- ACC/AHA/HRS 2012 Update to the Device Based Therapy Guideline
- ACC/AHA/HRS 2012 Update to the Device Based Therapy Guideline
- EHRA/HRS Expert Consensus Statement on Cardiac Resynchronization Therapy (CRT) in Heart Failure: Implant and Follow-up Recommendations and Management.

Additionally, the Society endorsed six clinical documents in 2012:

- AHA Science Advisory on ECG Display and Alarms.
- AHA Educational and Psychological Interventions to Improve Outcomes for ICD Recipients and their Families.

Performance Measures

Beginning in 2015, physicians will be required to report their performance to the Physician Quality Reporting System (PQRS); and physicians’ payments will be adjusted based on the reported outcomes beginning in 2017.

Continued
In response to the health care reform mandates, since 2009, the Society has been engaged in a rolling, multi-phase performance measure development initiative. The measures are intended to address barriers and challenges to improve patient care.

Over the last year, the Society finalized two fully specified physician-level performance measures:

- **HRS-3**: Implantable Cardioverter Defibrillator (ICD) Complications Rate
- **HRS-4**: In-Person Evaluation Following Implantation of a Cardiovascular Implantable Electronic Device

The Society also developed two physician-level performance measure concepts:

- **HRS-9**: Infection within 180 days of CIED Implantation, Replacement, or Revision
- **HRS-12**: Cardiac Tamponade Following Atrial Fibrillation Ablation

The Society will submit these performance measures to the National Quality Forum for endorsement consideration. The endorsed measures are intended for use by the Centers for Medicare and Medicaid Services and other payers for public reporting and value-based purchasing.

**Reimbursement of Heart Rhythm Services**

The Society strives to ensure that federal decision making accurately reflects the value and expertise associated with heart rhythm care and provides support to the heart rhythm care community as it navigates the significant political and monetary pressures on physicians.

In 2012, the Society, in collaboration with the AMA CPT and RUC panel, achieved five new CPT codes for EP studies with ablations. For the first time, a new code identifies ablations for atrial fibrillation. Extensive instructions and information about the new codes are included in HRS’s *2013 Coding Guide for Heart Rhythm Procedures and Services*, available in January 2013.

In response to increasing Medicare audits due to the significant misalignment between contemporary evidence-based medical practice and the 1985 National Coverage Determination (NCD) for pacemaker, the Society developed and published the 2012 HRS/ACCF Expert Consensus Statement on Pacemaker Device and Mode Selection. With this new document as the foundation, the Society and the American College of Cardiology are working with the federal government to update the Medicare payment policy for dual chamber pacing.

Members increasingly face denied claims and post-payment audits. To assist members in navigating the current challenging times, the Society held a successful reimbursement webinar that provided an extensive overview of the intricacies of medical record documentation for heart rhythm care-related treatments and procedures. The webinar also covered the 2013 coding changes and the potential impact on the documentation and billing requirements for these services.
Advocacy

In celebration of Atrial Fibrillation Awareness month, the Heart Rhythm Society, in collaboration with StopAfib.org, hosted a congressional briefing about atrial fibrillation (AFib) for congressional staff. Hugh Calkins, MD, FHRS, President-Elect of the Society, and patient advocate Mellanie True Hills, CEO and founder of StopAfib.org, provided an overview of AFib and the economic impact of the disease. They highlighted the importance of House Resolution 295 to promote and increase awareness, diagnosis, and treatment of AFib.

In July 2012, members of the Legislative Affairs Subcommittee represented the Society at the Alliance of Specialty Medicine's congressional fly-in. During the fly-in, more than 100 physicians heard from influential members of Congress and met with members and congressional staff to address the value-based modifier, the Independent Payment Advisory Board, medical liability reform, and the sustainable growth rate formula.
**EDUCATION**

**Live and Online Education**

In 2012, the Society offered a variety of live and online education programs on key topics for the field, including:

- **Patient Management Webinar – Riata Leads Case Discussion:**
  This webinar focused on providing patient management information via case discussion by a panel of experts presented to EPs and allied professionals.

- **Rhythm Control Strategies Webinar:**
  This 30-minute webcast covered the spectrum of rhythm control strategies with focused topics, including the recent update to the AFib Guidelines, pharmacological treatment options, and the latest thinking on rate versus rhythm control.

**Educational Resources**

- **Revised – Managing the Patient with AFib pocket guide:**
  Completed April 2012

- **SCD Primary Prevention Protocols:**
  Designed to provide the referring physician/general cardiologist with a prevention pathway to consider when treating/diagnosing possible SCA patients. The tool was revised in mid-September 2012 and is available in a multiple of formats, including an iPad/iPhone app.

- **HRS Sketcher App:**
  An update to the HRS iPad Sketcher app includes new heart failure and CRT videos and images. Beginning in October 2012, this app was made available as a free download.

- **Revised – Web-based patient information flyers:**
  Completed December 2012

**Clinical Communities**

**Afibprofessional.org**

Developed in collaboration with the American College of Cardiology, Afibprofessional.org is designed to serve as a clearinghouse and community home for clinicians and experts in the field to share practical experience and opinions, as well as serve as the source for authoritative, evidence-based information to inform decisions on clinical care. Under the direction of a team of editorial experts, Afibprofessional.org features a variety of article summaries, case challenges, polls, and a series of live and archived webinars presented by clinical experts from around the world.

**Cardiac Rhythm Management (http://crm.cardiosource.org/)**

While high-powered implantable device technology has been available for some time, appropriate clinical decision making and utilization of these devices remains challenging. Sustained awareness campaigns by international subspecialty practice organizations, industry, hospital systems, and physicians have increased awareness of the need for device therapy.

Published articles and findings from recent clinical studies, coupled with the overall expense associated with device therapy, has led to an increasing level of scrutiny from government entities, payers, and hospital systems on the utilization of device therapy and the physicians who implant them.

Continued
To address these trends, the Heart Rhythm Society and American College of Cardiology developed and launched **Cardiac Rhythm Management**, a clinical community to target cardiologists, interventional cardiologists, and electrophysiologists, in May 2012. This clinical community provides resources and information to help facilitate a dialogue in relevant patient cases and increase shared decision-making effectiveness.

**AFib Transitions of Care**
The Heart Rhythm Society (HRS), Mended Hearts, Inc. (MHI), and the American College of Cardiology (ACC) collaborated to identify and develop resources to advance transition of care coordination related to patients with atrial fibrillation (AFib).

The National Quality Forum (NQF) has designated “care coordination” as one of its national priorities and has developed a series of preferred practices and performance measures to address critical challenges presented by the nation’s current health care system. The Transitions of Care project is an ideal complement to the NQF’s preferred practices of patient centricity and enhancement of the delivery of care to ensure that it is safe, timely, effective, efficient, and equitable.

The Transitions of Care project includes the development of practical resources to encourage best practices in care team leader communications with the broader patient care team. In addition, it provides patient-centric resources for a proactive plan of care and follow up to empower the patients, their caregivers, and their families to confidently manage AFib in collaboration with the patient care team.

**Certified Education**

**Accreditation with Commendation**
HRS has a longstanding commitment to provide the highest level of continuing medical education to heart rhythm professionals and has been awarded Accreditation with Commendation – the highest level of accreditation from the Accreditation Council for Continuing Medical Education (ACCME).

Under the updated 2006 Accreditation Criteria, approximately 21 percent of all accredited...
providers and only 14 percent of medical specialty societies reviewed to date have been awarded Accreditation with Commendation.

ACCME accreditation seeks to assure the medical community and the public that HRS provides physicians with relevant, effective, practice-based continuing medical education that supports U.S. health care quality improvement. To be eligible for Accreditation with Commendation, CME providers must be in compliance with all 22 ACCME criteria and policies.

**Board Review Course**

The Heart Rhythm Society's 21st Annual Board Review Course (BRC) was a tremendous success, with more than 360 attendees. The course continues to be the preferred resource for physicians seeking a comprehensive review of content focused on preparation for the American Board of Internal Medicine (ABIM) certification and recertification examinations in Clinical Cardiac Electrophysiology. Led by internationally recognized faculty members, many of whom have served on the ABIM CCEP test writing committee, this course provides attendees with the benefit of first-hand, expert guidance on the essential exam areas. The course also served as an excellent update and overview of cardiac electrophysiology for those not scheduled to take the exam.

For the first time ever, the Society offered Board Review Course On Demand, a comprehensive review of the course content. Thirty hours of presentations allow users to watch presenters' slides while listening to fully synchronized audio as if they were right in the room. This comprehensive review covers more than 20 topics and has been a big success in its inaugural year.
Heart Rhythm 2012 was a highly successful meeting filled with three and a half days of dynamic presentations and idea sharing. With a special focus on new techniques and outcomes for our patients, the meeting showcased the latest developments in science, discovery, and innovation and enhanced a robust program with our international colleagues through joint sessions.

Total attendance was 12,140, and of the nearly 8,000 scientific attendees at Heart Rhythm 2012, 53 percent were domestic and 47 percent were international, with more than 70 countries represented.

The AF Summit had another record-breaking year, with an overall attendance of 1,176.

Three complimentary Allied Professional Forums were also offered, two for those beginning their careers and the third with an advanced content focus.

Basic/Translational Science Forum
More than 300 attendees participated in the Basic/Translational Science Forum, an all-day program focusing on basic and clinical electrophysiology, mechanisms of heart rhythm disorders, and novel experimental methods and therapeutics. This year’s forum, designed in partnership with the Cardiac Electrophysiology Society (CES), placed particular emphasis on translation from bench to bedside, using emerging technologies and strategies relevant to arrhythmia mechanisms and therapy.

Exhibit sales and support remained strong and the new exhibit hall hours (opening on Wednesday evening with the Featured Poster Session and Reception and closing on Saturday) were well received by attendees as well as the exhibiting community.

New additions introduced in 2012 included the Mini-Board Review Session; How-to Sessions for heart rhythm practitioners looking for expert advice on how to manage high-level clinical procedures; and the Learning Lounge, a special area on the exhibit floor dedicated to interactive learning, emerging technologies, and mobile applications. Technology continued to be an integral part of Heart Rhythm 2012 as attendees were able to evaluate sessions and provide feedback instantaneously using their wireless devices.
The Society continues to raise awareness of heart rhythm disorders and reinforces its position as a leading source of information for providers and patients through its communications and media efforts. In addition to the ongoing atrial fibrillation and sudden cardiac arrest awareness campaigns, the Society introduced a new campaign focused on device disparities.

**Media Highlights**

In 2012, the Society continued to increase its visibility by generating news coverage and expanding exposure in consumer and national media outlets, as well as developing awareness and promoting citation of the HeartRhythm Journal and the 33rd Annual Scientific Sessions. The Society’s efforts throughout the year resulted in more than 3,800 media placements and more than 565 million readers (does not include efforts around awareness campaigns). Media placements are comparable to end-of-year 2011, and media impressions have increased by almost 30% as a result of placements in outlets with larger readerships.

**2012 Mid-Year Media Results**

Breakdown by Topic

<table>
<thead>
<tr>
<th>Topic</th>
<th>Placement Count</th>
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<tbody>
<tr>
<td>Ablation</td>
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<tr>
<td>AF</td>
<td>23%</td>
</tr>
<tr>
<td>Devices</td>
<td>7%</td>
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<tr>
<td>Drug Therapy</td>
<td>11%</td>
</tr>
<tr>
<td>Leads</td>
<td>9%</td>
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<tr>
<td>New Technology</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
</tr>
<tr>
<td>SCA</td>
<td>19%</td>
</tr>
</tbody>
</table>

*Media placements are comparable to mid-year 2011, and media impressions have increased by almost 30% as a result of placements in outlets with larger readerships.

**HEART RHYTHM 2012**

**MEDIA RESULTS**

- 280+ million media impressions
  - 40% increase from 2011 totals
- 1,700+ media placements
  - 30% increase from 2011 totals
- 24 media outlets on site
  - 2 more outlets from 2011

**MEDIA COVERAGE TONE**

Overall: Media Coverage Tone
Breakdown by Placements

<table>
<thead>
<tr>
<th>Tone</th>
<th>Placement Count</th>
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<td>Positive</td>
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<tr>
<td>Neutral</td>
<td>3%</td>
</tr>
<tr>
<td>Negative</td>
<td>3%</td>
</tr>
</tbody>
</table>

**HEART RHYTHM 2012**

**MEDIA ACTIVITY**

- 50+ media interviews
- 25+ experts interviewed
  - Includes HRS leadership, lead researchers, lead abstract authors, and industry experts
- 20+ newsworthy abstracts promoted
- 12 late-breaking clinical trials
- 2 press briefings
  - Late-Breaking Clinical Trials
  - WPW Pediatrics Expert Consensus Statement

*Media placements are comparable to mid-year 2011, and media impressions have increased by almost 30% as a result of placements in outlets with larger readerships.*
Awareness Campaigns
Boston Citywide Awareness Campaigns
In an effort to raise awareness and support consumer education about heart rhythm disorders, particularly atrial fibrillation (AFib) and sudden cardiac arrest (SCA), the Society launched the “Boston Citywide Awareness Campaign” to coincide with Heart Rhythm 2012. Highlights of this initiative included:

- Secured State Proclamation from Massachusetts Governor Deval Patrick declaring May as “Cardiac Arrhythmia Awareness Month”
- Secured proclamation of May 9 “Arrhythmia Awareness Day” from Boston Mayor Thomas Menino
- Secured placements of 25 articles focused on AFib and SCA in local Boston print and online outlets, and distributed a press release that was picked up by more than 300 outlets nationwide, reaching more than 615 million readers
- Ran HRS AFib public service announcement on Boston’s WCVB-TV (ABC) station during primetime spots, including ABC World News Tonight and Jimmy Kimmel Live
- Purchased and ran campaign spots 142 times on local Boston radio stations
- Hosted a Boston Consumer Awareness and Health Screening event at City Hall Plaza
- Raised awareness of the campaign via social media (total of 219,401 social media interactions, including Twitter and Facebook posts directly related to the campaign)

Atrial Fibrillation Awareness Month
September marks National Atrial Fibrillation (AFib) Awareness Month. As one of the Heart Rhythm Society’s disease state focus areas, we are continuing to call attention to the need for more public education and greater awareness of AFib, including research, symptoms, warning signs, and treatment options available to patients. Our awareness campaign, “AFib Feels Like,” now in its second year, serves as the springboard for these discussions with our members, patients, and the general public.

Building on the success of last year, a multi-faceted national campaign was implemented to continue to raise awareness of AFib and the importance of seeking appropriate medical treatment.

Successes this year included:

- A robust media relations effort that included nationwide placement of the “AFib Feels Like” public service announcement on TV and online; press materials (print and audio news releases) shared with national, consumer, and trade media, resulting in 725 total media placements and more than 25 million people reached, including several consumer-focused stories and articles on TV and in newspapers and other consumer publications; new member AFib spokespersons in major markets across the U.S. who worked with local media to raise awareness; and a two-day media tour in New York with Society President Anne Gillis, MD, FHRS, to promote the awareness campaigns
- A Congressional lunch briefing at the U.S. Capitol Visitor’s Center at which Society President-Elect...
Hugh Calkins, MD, FHRS, and Mellanie True Hills, an AFib patient and CEO and Founder of StopAFib.org, presented an insightful look at the human and economic burden of this treatable disease.

- Outdoor advertising in New York’s Times Square and at the GEICO 400 Chase for the Sprint Cup Championship NASCAR Race at Chicagoland Speedway in Joliet, IL.

**Sudden Cardiac Awareness Month**

In conjunction with the designation of October as National Sudden Cardiac Awareness Month, the Society implemented its sudden cardiac arrest (SCA) awareness campaign, now in its fourth year. This “Apples and Oranges” campaign continues to call attention to the need for more public education and greater awareness of SCA, including research, symptoms, warning signs, and treatment options available to patients.

Successes this year included:

- Media efforts focused on raising awareness for SCA and helping to educate the general public about risk factors and life-saving therapies, particularly AEDs, medications, and ICDs.
- The Society distributed a press release on the subject, “Survey Shows a Majority of Americans Unaware of Effective Treatment Options To Protect against Sudden Cardiac Arrest: Heart Rhythm Society’s Annual ‘Apples and Oranges’ Campaign Aims to Educate People about Sudden Cardiac Arrest to Help Those at Risk,” which was picked up by 260 media outlets throughout the U.S., generating a potential reach of 18,604,181 readers.
- Outdoor advertising in New York’s Times Square.

Highlights for both awareness month campaigns included:

- A significant marketing effort that included a series of e-blasts to all constituents about AFib and SCA, including resources available on HRSonline.org, weekly articles in *Keeping Pace*, and promotion and distribution of resource materials at courses and conferences both put on and exhibited at by HRS.
- Advertisements and web banners calling attention to AFib and SCA and the Society’s “AFib Feels Like” and “Apples and Oranges” campaigns.
- Web communications with members and the public via MyAFib.org and StopSCA.org and with providers through the AFibProfessional.org and CRM Clinical Communities on CardioSource (in collaboration with ACC).
- Distribution of more than 600 provider resource kits for clinicians treating patients with AFib and SCA and the presentation of 16 free AFib- and SCA-focused webcasts on HRSonline.org geared toward physicians.
- Facebook posts, Tweets, LinkedIn conversations, and EP Insights blog posts about AFib and SCA to increase conversations with our members and the general public.

**‘Arrest the Risk’ Awareness Campaign**

In October 2012, the Heart Rhythm Society launched a multi-year, national awareness campaign.
“Arrest the Risk” in an effort to elevate the issue of SCA prevention, early intervention, and appropriate treatment among the African-American population; increase awareness of disparities at point of care; and positively impact SCA mortality and re-hospitalization rates in the U.S.

HRS Patients and Caregivers Subcommittee Chair Walter Clair, MD, FHRS, and Emmy-award winning journalist Shaun Robinson are lending their voices to reach at-risk people. The campaign also features a new sudden cardiac arrest public service announcement and compelling new research, which shed light on perceptions and gaps in knowledge of SCA among physicians and patients.

To date the campaign has resulted in more than 530 media placements in outlets nationwide, including Fox and Friends, Ebony Magazine, Jet Magazine, Metro Radio, and more! By year’s end, the campaign reached more than 135,000,000 people, and helped to increase awareness of SCA and available treatment options to those who need the information most.

**HeartRhythm Journal**
HeartRhythm Journal (HRJ) experienced a number of accomplishments in 2012.

HeartRhythm iPad and smartphone applications launched this year, providing free table of contents and abstracts to all visitors and making full-text articles available to HRS members and subscribers. The iPad app also includes auto loading of new issues, dynamic cover on newsstand “shelf,” and push notifications of new content. In addition, manuscript flow remained strong; the Journal received more than 1,500 manuscripts throughout the year. Submissions from outside the U.S. continue to rise, illustrating the visibility and value of the Journal to heart rhythm professionals worldwide. According to feedback, 98 percent of both authors and reviewers are highly satisfied with their experiences with the journal.

**Relaunch of HRSonline.org**
After many months of research and development, on September 27, 2012, the Society launched a new and improved website, HRSonline.org. Totally rebuilt based on member input and industry best practices, the new website offers a greatly enhanced user experience through improved navigation, greater functionality, and a cleaner, more modern design.
What’s New?
The HRS website now offers:

• An improved experience for members through the My HRS member portal, including quick links to popular features, such as the Member Directory and the full text of HeartRhythm Journal articles, as well as the ability to update accounts and volunteer interests

• Enhanced search capability, including easier access to specific pages dedicated to clinical documents and educational opportunities

• An expanded patient resource section, with updated content on arrhythmias, definitions of key terms, and the Find A Specialist Directory

• A members-only eCommunity designed to facilitate member-to-member discussion, professional network building, and idea sharing

From December 1, 2011 through December 2012, visits to the site have increased 11.67 percent to a total of nearly 1.3 million visits.
Page views have increased 16 percent over the same time period, to a total of 2,844,916. The average time spent on the site during each visit has decreased, which can be attributed to the new navigation structure that enables visitors to more quickly find the information they are seeking. Users can also easily share links and documents via email, directly from the site.

In addition, the mobile-friendly version of the website has seen a significant increase in traffic over the year from users of iPad, iPhone, and Android devices.

**Staying Connected**
Social media tools continue to be an increasingly popular way to inform and educate members and the general public about the Society and its important work.

**Facebook**
The Society's Facebook page aims to increase awareness and generate discussion on issues of concern to the heart rhythm care community and the patients it serves with daily posts. At the beginning of the year (January 1, 2012), the number of unique users who “liked” the Society's Facebook page was 2,450. By the end of November, the Society's reach through Facebook (number of new likes) had grown 30.5 percent, to a total of 3,525 unique users who liked the Society's Facebook page.

**Twitter**
Twitter has also grown in popularity among our members and the general public. In the past year alone, the number of people following the Society's Twitter account has doubled, from 1,400 followers in December 2012 to 2,875 unique users following the Society on Twitter at the end of 2012.

**EP Insights**
Now in its third year of operation, the Society's blog, *EP Insights*, features nearly 20 permanent and guest bloggers who write on a variety of topics, including atrial fibrillation, sudden cardiac arrest, health policy, education, and scientific sessions. To date, the blog has published more than 220 posts, garnered more than 230 comments from readers, and has been viewed over 83,000 times in the last three years.
Young Investigator Awards Competition

The Young Investigator Awards Competition recognizes and encourages the work of young investigators and their parent institutions and promotes the advancement of the field. It is open to any physician or scientist who is presently in a residency, fellowship, or doctoral training program, or who has been in such a program within the last three years (at time of submission) as well as to graduate or medical school students who are working on a problem concerned with cardiac pacing and/or electrophysiology in the areas of clinical and basic research.

In 2012, 61 young investigators entered submissions; six finalists were selected to participate in the competition held at the 33rd Annual Scientific Sessions in Boston, MA in May. Of these, two were awarded first prizes of $1,000 each: one for basic research and one for clinical research. The remaining four candidates received $500 honorable mention awards.
Research Fellowships

The Heart Rhythm Society established post-doctoral research fellowships in cardiac electrophysiology for the purpose of encouraging research training of individuals in either basic or clinical electrophysiology. The Fellowship Subcommittee presented six research fellowships for the 2012-2013 academic year:

The Michael Bilitch Fellowship in Cardiac Pacing and Electrophysiology
Jun Wang, PhD

Clinical Research Award in Honor of Mark Josephson and Hein Wellens
Jean Provost, MS

The Michel Mirowski International Fellowship in Cardiac Pacing and Electrophysiology
Anand N. Ganesan, MBBS, PhD

The Max Schaldach Fellowship in Cardiac Pacing and Electrophysiology
Vincenzo S. Macri, PhD

The Heart Rhythm Society Fellowship in Cardiac Pacing and Electrophysiology
Istvan Koncz, MD

The Kenneth M. Rosen Fellowship in Cardiac Pacing and Electrophysiology
Roy Beinart, MD
2012-2013 BOARD OF TRUSTEES

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Heart Rhythm Society Strategic Plan
The Society continues to focus its efforts on developing and delivering programs and services that advance the strategic plan adopted in 2009. The plan’s five goal areas include: education, patients and caregivers, health policy, research, and fiscal management.

Preparations for the next strategic planning process will commence in 2013, with engagement in an in-depth market research effort that will include analyses of the work force and climate within the heart rhythm field, as well as the HRS brand and communications strategies. Results of these research studies will provide invaluable insight to inform the Society’s strategic agenda moving forward.

Governance
In May 2012, a new Governance Structure was launched, after a thorough Governance review process that incorporated input from key stakeholders.

The new structure positions the Society to better meet its opportunities and challenges and prepares us to continue to advance our goal of reducing death and suffering due to heart rhythm disorders.

This new structure enables us to improve our accountability, transparency, engagement, and leadership development.

Strategic changes include:
• An updated structure that provides a volunteer infrastructure for each strategic goal and organizational priority
• “Umbrella committees” that strengthen collaboration and integration between committees and their subcommittees
• Board liaisons to specific committees
• Networking communities for communication and engagement among volunteers outside the formal governance structure
The International Board of Heart Rhythm Examiners (IBHRE®) is the global leader in heart rhythm certification. Established in 1985, IBHRE® was the first testing organization founded to raise the level of professionalism and academic credibility in cardiac pacing and electrophysiology. IBHRE-certified specialists include both physicians and allied professionals who have been tested on the scientific foundation, clinical skills, and technical knowledge required to provide and facilitate safe quality patient care in the management of arrhythmias. Exams administered by IBHRE are recognized in the U.S. and internationally as the highest benchmark of professional competency in heart rhythm management.

Examinations were administered on August 29 and 30 of 2012 to 78 physician candidates and 545 allied professional candidates, of whom 49 physicians and 355 allied professionals passed their exams, reflecting passing rates of 63 percent and 65 percent, respectively. A Japanese language version of the Cardiac Rhythm Device Therapy Exam for the Allied Professional was administered on January 21, 2012 to 331 candidates, of which 137 passed, reflecting a 41 percent pass rate.

International Presence

On April 11, 2012, the Cardiac Electrophysiology Examination for the Allied Professional (Allied EP) was administered to 206 candidates, 169 of whom passed, reflecting an 82 percent pass rate. The 2012 Cardiac Rhythm Device Therapy Exams were administered on August 29 and 30 of 2012 to 78 physician candidates and 545 allied professional candidates, of whom 49 physicians and 355 allied professionals passed their exams, reflecting passing rates of 63 percent and 65 percent, respectively. A Japanese language version of the Cardiac Rhythm Device Therapy Exam for the Allied Professional was administered on January 21, 2012 to 331 candidates, of which 137 passed, reflecting a 41 percent pass rate.

Recognizing Adult and Pediatric EP Specialists Around the World

The physician EP exam meets the specific credentialing needs of EP physicians around the world by bridging the gap between language and practice, standardizing clinical knowledge in the field, and advancing the profession of heart rhythm management. Qualifying physicians include those who have obtained some or all of their education abroad, pediatric cardiologists, and international-based physicians specializing in the care and treatment of patients with heart rhythm disorders.

Continued
The second Certification Examination for Competency in Cardiac Electrophysiology for the Physician was held worldwide via computer-based testing on December 5, 2012 and was administered to 68 physicians. The exam features a core electrophysiology component and one of two modules for the physician – adult electrophysiology (51 examinees) or pediatric electrophysiology (17 examinees). Out of the total examinee pool, 37 (54 percent) were international physicians. IBHRE anticipates receiving the 2012 exam results in February 2013.

**Awareness**

IBHRE continues to be proactive in raising awareness of and advocating for its certification examinations. During the Heart Rhythm Society’s 2012 Scientific Sessions in Boston, IBHRE participated in several events for stakeholders, including: a Test Writing Committee Member Meet and Greet, an IBHRE Physician EP Certificants Reception, a “Why Should I Be Certified?” session in the Allied Professionals Lounge, and several exam preparation sessions sponsored by the Heart Rhythm Society. IBHRE Test Writing Committee members continue to actively promote IBHRE certification on a global level, including conducting outreach and training sessions in Europe and Asia.

In the coming year, IBHRE will continue to pursue several new organizational initiatives, including the expansion of leadership opportunities, new website improvements, a testimonial campaign, and adopting an online career center, as well as identifying new educational initiatives.

**Quality**

IBHRE continues to successfully achieve the American National Standards Institute’s (ANSI’s) accreditation under ANSI/ISO/IEC 17024 for professional services rendered in the administration of its heart rhythm specialty certification program. ANSI is the firmly established global standard for assuring stakeholders of an organization’s ability to satisfy quality-related requirements. This internationally recognized model measures the quality and consistency of an organization’s processes. By conforming to these rigorous service criteria, IBHRE provides customers, their constituents, and the health care community at large with confidence in its ability to consistently deliver the highest quality credentialing services.

To maintain its ongoing commitment to excellence and improvement, IBHRE received approval on its second annual surveillance report to ANSI in June 2012, confirming that IBHRE has continued to operate in conformity with ANSI requirements since acquiring accreditation in March 2010.
**FUNDRAISING**

**Giving to the Society**
Support from donors enables the Society to advance its ongoing efforts to reduce death and suffering due to cardiac arrhythmia disorders in patients around the world.

**Millennium Society**
Visionary, Diplomat, Ambassador, Senator, and Governor Levels

The Millennium Society is comprised of health care and business professionals as well as patients, their family members, and other individuals who are passionate about the mission of the Society and desire to help contribute to its success.

**Millennium Society members:**
* indicates a new pledge or an upgrade to the next level of giving

**Visionary ($100,000)**
Stanley S. Hubbard

**Diplomat ($75,000)**
* Eric Prystowsky, MD, FHRs, and Mrs. Eric Prystowsky

**Ambassador ($50,000)**
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Ms. Nancy Stephenson, FHRs
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Bruce L. Wilkoff, MD, FHRs, CCDS
* Mr. James Youngblood, in memory of his parents, Mr. and Mrs. H.B. Youngblood
Douglas Zipes, MD, FHRs, and Mrs. Douglas Zipes

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Nancy C. Flowers, MD, FHRs, and Leo G. Horan, MD
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* Sana Al-Khatib, MD, FHRs and Walid Mustafa
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Charles E. Fuenzalida, MD, FHRS
Seymour Furman, MD, FHRS, in memory of Mrs. Evelyn K. Furman (deceased)
Michael Giudici, MD, FHRS, and Paula Giudici, MD
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Robert Kowal, MD, FHRS
Fred Kusumoto, MD, FHRS, and Laura Kusumoto
Rachel Lampert, MD, FHRS, and Richard Goodwin
Chu-Pak Lau, MD, FHRS
Seymour Furman, MD, FHRS, at the 2012 Lowden Award Ceremony in memory of Mrs. Evelyn K. Furman
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Michael H. Lehmann, MD, and Mrs. Michael Lehmann
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Mr. Richard E. Riley
David Rosenbaum, MD, FHRS (deceased)
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Andrea M. Russo, MD, FHRS
Sanjeev Sakse, MD, FHRS, and Diane Sakse, MD
Mark Schoenfeld, MD, FHRS, and Mrs. Mark Schoenfeld
and Family
Win Kuang Shen, MD, FHRS, and Laura Shen
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Vilma Torres, MD, FHRS
George Van Hare, MD, FHRS
Stephen C. Vlay, MD, FHRS, and Linda C. Vlay, RN, DNP, FHRS
Paul Wang, MD, FHRS
Richard C. Wu, MD, FHRS
New Giving Structure:
“Architects of the Future”

Launched at the 33rd Annual Scientific Sessions, the “Architects of the Future” giving campaign was created to provide a mechanism for philanthropy at any level of giving. This program acknowledges gifts from $1 to $9,999. Donations through the “Architects of the Future” giving program will be cumulative; rather than look at each year of giving independently, the giving level will be determined by the sum total of all donations made to the program over time.

“While not everyone can give $1 million, everyone can give something. When everyone does give what they can, the impact is immeasurable.”

Levels of giving for this campaign include:

- Keeper of the Dream $1 - 499
- Custodian of Tomorrow $500 - 999
- Caretaker of Life $1,000 - 2,499
- Protector of Hope $2,500 - 4,999
- Guardian of the Future $5,000 - 9,999

A listing of “Architects of the Future” donors can be found at heartrhythmfoundation.org/contribute/default.asp.

The Furman Fund
Traveling Scholarship

The Furman Fund had another successful year with increased support by our generous donors.

The up-and-coming cardiology scholars for this year’s traveling scholarship award were: Junaid A. Zaman, MBChB, of St. Mary’s Hospital, London, United Kingdom; Isik Turker, MD, of Krannert Institute, Indianapolis, IN; and Gregory L. Beelek, PA-C, Brooke Army Medical Center, San Antonio, TX.
Device Collection Growing

The Furman Fund received a generous donation of Dr. Mark Wood's personal collection of pacemakers and devices upon his death in spring 2012. The Society would like to acknowledge the generosity of his family in making this donation to the Furman Fund/Heart Rhythm Society Device Collection. Included among the donated items are an Electro-Catheter Corporation six switch box multi-polar probe adapter and a Surgitonics Cyberlith Pacemaker Programmer.

Rhythms in Time

Dr. Dirk Durrer Honored at 2012 Rhythms in Time Exhibit

This year’s Rhythms in Time exhibit at the HRS 33rd Annual Scientific Sessions honored Professor Dirk Durrer of The Netherlands. Dr. Durrer was a professor of cardiology and clinical physiology at the University of Amsterdam from 1957 until his death in 1984. Considered the “godfather of Dutch cardiology” for his insight into the mechanisms of arrhythmias, he was a superb physician, skillful practitioner, and exceptional investigator. Read Dr. Durrer’s story and more in the Electricity and the Heart section of our website hrsonline.org/About-HRS/History/Rhythms-in-Time

*Author of this (20th) century.*

“MODERN MEDICINE IS THE ART OF REDISCOVERY.”

“BREATHTAKING”
Collaboration with industry is a cornerstone of our field, stimulating scientific and technological advances that further our profession and improve patient care. The Heart Rhythm Society’s Infinity Circle program recognizes the significant ongoing contributions of industry partners who help fund a wide range of Heart Rhythm Society initiatives and programs that benefit heart rhythm professionals and their patients.

Visit the Society website at hrsonline.org/About-HRS/Corporate-Relations-Supporting-Opportunities/Infinity-Circle to view the current Infinity Circle members.

Thanks to the generous support of the Infinity Circle members, the following programs were possible:

- 33rd Annual Scientific Sessions
- Board Review Course
- Research Fellowships
- Affiliate Membership Program
- Atrial Fibrillation Awareness and Media Campaign
- Citywide Awareness Campaign in Boston
- SCA Arrest the Risk Media Campaign – Focus on Disparities of Care
- AFibProfessional.org
- Cardiac Rhythm Management Clinical Community
- Sudden Cardiac Arrest Awareness and Media Campaign
- AF Summit at Heart Rhythm 2012
- Transitions of Care in AFib Pilot Project

Heart Rhythm Society 2012 INFINITY CIRCLE

PLATINUM
Medtronic

GOLD
Boehringer-Ingelheim
Boston Scientific

SILVER
Biosense Webster, Inc, a Johnson & Johnson Company
Bristol-Myers Squibb and Pfizer
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ZOLL