

46th Annual Education Conference MSP Heroes in Action – Connect, Communication, Perseverance

<u>Date:</u> April 23rd – 25th, 2025 <u>Location:</u> Marcus Whitman in Walla Walla, WA







46th Annual Education Conference MSP Heroes in Action – Connect, Communication, Perseverance

	Wednesda	ny, April 23 rd		
Time	Event	Speaker	Function Space	CE
7:00am - 8:00am	Registration/ Full Brea	kfast/ Exhibitors		
8:00am - 8:15am	Opening/Welcome Remarks	Heidi Martinez, CPCS, Conference Chair	Explorer Ballroom	
8:15am - 9:15am	Keynote : Nurturing Your Inner Healthcare Hero	Tami West, PhD	Explorer Ballroom	1
9:15am - 9:30am	Break – Exhibitor Hall Open		Pre-Function Area	
9:30am - 10:30am	General Session: Licensing 101: Navigating Washington State's Medical License Process	Marisa Courtney	Explorer Ballroom	1
10:30am - 11:30am	General Session: 2025 NCQA Requirements	Matthew Kauffman Smith, MA	Explorer Ballroom	1
11:30am - 1:00pm	Lunch On Yo	ur Own		
1:15pm - 2:15pm	MS Track: Negligent Credentialing – What are the Risks?	Dustin Jackson, MHA, CPCS, CPMSM	Explorer Ballroom	1
1:15pm - 2:15pm	PE Track : Medicare Payer Enrollment Applications	Kristy Dellinger	Empire Room	1
2:15pm - 3:15pm	MS Track: Telemedicine and Credentialing	Sara Cameron, CPCS, CPMSM	Explorer Ballroom	1
2:15pm - 3:15pm	PE Track : Connecting Contracts to Payer Accountability	Tawna Knight, CPCS & Angela Walters-Davis	Empire Room	1
3:15pm - 3:45pm	Snack Break – Exhibitor Hall Open		Pre-Function Area	
3:45pm - 4:45pm	General Session : MSPs Roles in the False Claims Act	Erin Mullenberg, JD, CPCS, CPMSM & Dustin Jackson, MHA, CPCS, CPMSM	Explorer Ballroom	1
6:00pm - 9:00pm	Welcome Reception – Bingo (3 prizes)/ Appetizers/ Beverages		Pre-Function Area	
	Thursday	, April 24 th	1	
Time	Event	Speaker	Function Space	
7:00am - 8:00am	Attendee Full Break	fast/ Exhibitors		
8:00am - 8:15am	Opening/Welcome Remarks	Heidi Martinez, CPCS, Conference Chair	Explorer Ballroom	
8:15am - 9:15am	Keynote : Building Stronger Connections in Healthcare	Tami West, PhD	Explorer Ballroom	1
9:15am - 10:15am	General Session : 2025 Washington State Medical Association Update	Jeb Shepard	Explorer Ballroom	1
10:15am - 10:30am	Break – Exhibitor Hall Open		Pre-Function Area	
10:30am - 12:00pm	General Session: Mock Fair Hearing	Erin Muellenberg, JD, CPCS, CPMSM	Explorer Ballroom	1.5



12:15pm - 1:15pm	WAMSS Membership Annual Meeting Lunch	Marilyn Grant, CPCS, President	Explorer Ballroom	
1:30pm - 2:30pm	MS Track: How to Standardize Peer Review across a Health System	Sara Cameron, CPCS, CPMSM	Explorer Ballroom	1
1:30pm - 2:30pm	PE Track: Payer Enrollment Process from Beginning to End and Potential Pitfalls	Matthew Kauffman Smith, MA	Empire Room	1
2:30pm - 2:45pm	Snack Break – Exhibitor Hall Open		Pre-Function Area	
2:45pm - 3:45pm	MS Track: The Good, The Bad, and The Ugly	Erin Muellenberg, JD, CPCS, CPMSM	Explorer Ballroom	1
2:45pm - 3:45pm	PE Track: The Keys to Reducing Credentialing Write-offs and Delegation	Matthew Kauffman Smith, MA	Empire Room	1
3:45pm - 4:45pm	General Session: Regulatory Updates	Sara Cameron, CPCS, CPMSM	Explorer Ballroom	1
	Dinner on	own		
	Friday, A	April 25 th		
Time	Event	Speaker	Function Space	
7:00am - 8:00am	Attendee Full Breakf	fast/ Exhibitors		
8:00am - 8:15am	Opening/Welcome Remarks	Heidi Martinez, CPCS, Conference Chair	Explorer Ballroom	
8:15am -9:30am	General Session: This is your life "How Can We Help You" - Clinics, Health Plans, Provider Enrollment, Hospitals and CVO's!	This is your life Team	Explorer Ballroom	1
9:30am - 10:30am	General Session: Transforming the Medical Staff Office using LEAN	Dustin Jackson, MHA, CPCS, CPMSM	Explorer Ballroom	1
	Process Improvement Methodology			
10:30am - 11:00am	Long Break to C	Check Out		
10:30am - 11:00am 11:00am - 12:00pm		Sara Cameron, CPCS, CPMSM	Explorer Ballroom	1



46th Annual Education Conference MSP Heroes in Action – Connect, Communication, Perseverance

Session Descriptions

Wednesday, April 23rd

7:00am - 8:00am

Registration, Breakfast, & Exhibitors

8:00am-8:15am

Opening/Welcome Remarks

Heidi Martinez, CPCS, Conference Chair

8:15am-9:15am

Keynote: Nurturing Your Inner Healthcare Hero

Tami West, PhD

Get ready to focus on you – the healthcare hero! In this transformative keynote, we'll explore how Mindfulness, Mirth, and Mastery can help you navigate the challenges of healthcare while prioritizing your own well-being. Through Tami's relatable stories, research-backed insights, and a healthy dose of humor, you'll discover practical strategies for managing stress, finding joy in your work, and enhancing your personal growth. You'll leave feeling empowered, renewed, and ready to embrace your inner hero!

Session Objectives:

- Develop Personal Mindfulness Strategies:
 Participants will learn how to apply mindfulness techniques to manage challenges, enhance focus, and maintain a sense of balance amidst the challenges of working in healthcare.
- Cultivate Joy and Positivity Through Humor:
 Participants will explore how using humor can
 increase resilience, promote well-being, and
 create a more joyful work environment in the
 healthcare setting.
- 3. Enhance Personal Growth and Mastery:
 Participants will gain practical tools and
 insights for fostering personal and professional
 growth, empowering them to embrace their
 inner healthcare hero with confidence and
 renewed purpose.

9:15am-9:30am

Break – Exhibitor Hall Open

9:30am-10:30am

General Session: Licensing 101: Navigating Washington State's Medical License Process

Marisa Courtney

Discover the essentials of Washington State's medical licensing process with 'Licensing 101.' This concise guide provides aspiring physicians with a clear roadmap through application procedures, eligibility requirements, and key submission steps. Whether you're a recent graduate or an international medical professional, unlock the insights needed to navigate Washington's licensure journey confidently.

Session Objectives:

- 1. Provide an understanding of the traditional licensure process from start to finish.
- 2. Describe the differences between a routine and non-routine application and what happens when an application goes to Panel L.
- 3. Highlight the improvements the Commission made to the licensing requirements and the impacts on the processing timelines.

10:30am-11:30am

General Session: 2025 NCQA Requirements *Matthew Kauffman Smith, MA*

NCQA makes changes every year, but 2025 will introduce some significant policy and procedure updates, most notable being the change in CR System Controls Requirements.

Session Objectives:

- 1. Participants will learn about the key changes that will affect their CR policies and procedures for audits in 2025.
- Participants will learn how to navigate the overhaul of the system controls requirements.
- 3. We look at what changes may be on the horizon in 2026.

11:30am-1:00pm

Lunch On Your Own



1:15pm-2:15pm

MS Track: Negligent Credentialing – What are the Risks?

Dustin Jackson, MHA, CPCS, CPMSM

As Medical Staff Professionals we are aware of the threat of negligent credentialing claims, but what are the real risks and what can we do to mitigate them? This session will help us define what a negligent credentialing claim is and what must exist for a claim to move forward. We will also review actual negligent credentialing cases and discuss best practices that will help us reduce the risk of negligent credentialing claims.

Session Description:

- 1. Participants will be able to define negligent credentialing
- Participants will be able identify risks within their processes that could lead to a negligent credentialing claim
- 3. Participants will be able to build a template for criteria-based privileging.

1:15pm-2:15pm

PE Track: Medicare Payer Enrollment Applications *Kristy Dellinger*

To educate participants on the many different functions and abilities within the CMS system for provider payer enrollment purposes.

Session Objectives:

- 1. Participants will learn what the functions of each different website: CMS, PECOS & NPPES
- Participants will learn the different acronyms for each website, how to log in and utilize the system and how to request and obtain surrogacy for providers.
- 3. Participants will learn what the difference is between and 855I and 855R applications for provider application and reassignment.

2:15pm-3:15pm

MS Track: Telemedicine and Credentialing Sara Cameron, CPCS, CPMSM

Explore the implications of telehealth on credentialing processes and the need for new standards to ensure quality care regardless of location. Telemedicine has rapidly transformed healthcare delivery by allowing providers to offer services remotely, improving access and

2:15pm-3:15pm

PE Track: Connecting Contracts to Payer Accountability

Tawna Knight, CPCS & Angela Walters-Davis

This presentation will focus on the key strategies involved in provider enrollment, contracting, and performance monitoring, with a particular emphasis on how these processes influence relationships with payors. We will explore understanding the terms of contracts, and monitoring performance to ensure that facilities and payors meet required standards. Additionally, we will discuss best practices for maintaining strong, effective relationships with payors to ensure smooth collaboration and mutual success in healthcare delivery.

Session Objectives:

1. Understand the provider enrollment process:

- Explain the differences between delegate credentialing and direct contracts.
- Discuss the importance of accuracy and timeliness in the enrollment process.

2. Examine the contracting process:

- Outline the essential components of contracts between facilities and payors.
- Identify key terms and conditions that impact contracts.

3. Explore performance monitoring:

- Define the metrics and criteria used to assess enrollment performance.
- Discuss the tools and processes used to monitor, evaluate, and improve enrollment performance.

4. Strengthen relationships with payors:

- Explore strategies for building and maintaining positive, long-term relationships with payors.
- Address challenges and opportunities in collaboration with payors to ensure optimal care delivery.

5. Discuss the impact of these processes on healthcare outcomes:

- Highlight the role of effective enrollment, contracting, and performance monitoring in ensuring high-quality care.
- Understand how these processes affect patient satisfaction and overall healthcare delivery.



convenience for patients. However, this evolution necessitates a reevaluation of credentialing processes to ensure that healthcare professionals are qualified to provide telehealth services. The shift to virtual care raises unique challenges, including verifying provider identities, maintaining compliance with varying state regulations, and ensuring that telehealth services meet quality and safety standards. To address these challenges, new credentialing standards must be developed that encompass the specific requirements of telemedicine, including competency in using technology, understanding remote patient management, and adherence to telehealth regulations. Ultimately, establishing robust credentialing processes for telemedicine is essential in delivering high-quality care in a digital environment.

Session Objectives:

- Understand the Impact of Telemedicine: Explain how telemedicine is reshaping healthcare delivery and the associated implications for credentialing practices.
- 2. Identify Credentialing Challenges: Recognize the challenges faced by medical staff services in credentialing providers who deliver telehealth services.
- Explore Regulatory Considerations: Discuss the variations in state regulations governing telemedicine and their impact on the credentialing processes.
- Develop New Standards: Evaluate the need for new credentialing standards tailored specifically for telehealth to ensure provider competency and patient safety.
- 5. Implement Best Practices: Identify and recommend best practices for medical staff services to effectively credential telehealth providers while maintaining quality care standards.
- Assess Technology Proficiency: Highlight the importance of assessing technology proficiency as part of the credentialing process for telehealth providers.

3:15pm-3:45pm

Snack Break - Exhibitor Hall Open

3:45pm-4:45pm

General Session: MSPs Roles in the False Claims Act

Erin Mullenberg, JD CPCS, CPMSM & Dustin

Jackson, MHA, CPCS, CPMSM

The False Claims Act is a federal law that sets civil and criminal penalties to protect the government from inappropriate billing for services to the government. This can be in the form of upcoding or billing for unnecessary services or services that were not provided. What many MSPs don't realize is that we play a major role in protecting our organizations from costly and detrimental investigations and penalties as a result of a violation of the False Claims Act. Many MSPs do not understand the significance of the exclusion list, or a government investigation. Understanding the basics that will be presented during this session will fortify the MSPs knowledge base to recognize risky practices that are identified during credentialing and peer review and that if left unchecked can result in serious penalties to your organization. This presentation will prepare the MSPs to be a strategic partner within the healthcare system to reduce the risk and instances of investigation and penalty.

Session Objectives:

- Participants will be able to define the false claims act and how it relates to the work of an MSP
- Participants will be able to identify key stakeholders within their organizations for partnerships in reducing the risk of false claims
- Participants will be able to identify instances of potential and actual risk of false claims submissions within the context of credentialing and privileging
- 4. Participants will gain an understanding of the differences between the False Claims Act, Anti-Kickback Statute, and Stark Laws.

6:00pm-9:00pm

Welcome Reception – Bingo (3 prizes)/ Appetizers/Beverages



Session Descriptions

Thursday, April 24th

7:00am - 8:00am

Attendee Full Breakfast & Exhibitors

8:00am-8:15am

Opening/Welcome Remarks

Heidi Martinez, CPCS, Conference Chair

8:15am-9:15am

Keynote: Building Stronger Connections in

Healthcare

Tami West, PhD

Now that you've nurtured your inner hero, let's explore how you can apply Mindfulness, Mirth, and Mastery to strengthen your relationships and communication with others in healthcare. We'll dive into how emotional awareness can help you build empathy, how humor can create a positive work environment, and how effective communication strategies can enhance collaboration and leadership. With Tami's engaging stories and practical examples, you'll gain the tools and confidence to build a stronger, more connected healthcare community. Get ready to transform your work relationships!

Session Objectives:

- Understand the Role of Emotional Awareness: Participants will learn how to apply mindfulness and emotional awareness to enhance empathy and communication within healthcare teams, creating more supportive and collaborative relationships.
- Explore the Power of Humor in Healthcare:
 Participants will discover how incorporating
 humor into daily interactions can foster a
 positive work environment, reduce stress, and
 improve team morale and patient care.
- Develop Effective Communication and Leadership Skills: Through practical examples and engaging stories, participants will gain skills in communication techniques that strengthen leadership and collaboration, leading to a more connected and efficient healthcare community.

9:15am-10:15am

General Session: 2025 Washington State Medical Association Update

Jeb Shepard

Medical Staff Professionals may lack an understanding about the broader health care policy landscape. As the Washington State legislative session is scheduled to adjourn on April 27, this session will provide an overview of the 2025 session and share what is expected in the final days related to health care policy in Olympia. This session will share federal and regulatory updates, WSMA resources, and explore ways WSMA, WAMSS, and Medical Staff Professionals can be a strategic partner.

Session Objectives:

- 1. Participants will gain an understanding of health care policies in Washington State.
- 2. Participants will gain an understanding of federal and regulatory process on rules that impact the house of medicine.
- 3. Participants will gain an understanding of advocacy to support physicians.

10:15am-10:30am

Break - Exhibitor Hall Open

10:30am-12:00pm

General Session: Mock Fair Hearing

Erin Mullenberg, JD, CPCS, CPMSM

This is a fun, educational, and interactive program where members of the audience serve as witnesses and the audience serves as the hearing committee. We will simulate a fair hearing based on real facts, so you can see what occurs and be prepared if you are ever called to prepare for and participate in a hearing.

Session Objectives:

- 1. State the rationale for holding fair hearings.
- 2. Identify the roles of MSPs, Medical Staff Leaders, and legal counsel in hearings.
- 3. Be able to advise others why hearings are "fair".
- 4. State the difference between direct examination and cross examination.



12:15pm-1:15pm

WAMSS Membership Annual Meeting Lunch <u>Marilyn Grant, CPCS, President</u>

1:30pm-2:30pm

MS Track: How to Standardize Peer Review across a Health System

Sara Cameron, CPCS, CPMSM

The session focuses on the importance of standardizing peer review processes across a health system aimed at enhancing quality assurance and provider performance. This presentation will equip medical staff service professionals with the knowledge and tools needed to implement consistent and effective peer review practices. to enhance quality assurance, improve provider performance, and ensure consistency in clinical evaluations. Attendees will learn about best practices, strategies for implementation, and the significance of a uniform approach to peer review in promoting accountability and transparency within healthcare organizations.

Session Objectives:

- Understand the Importance of Standardization: Recognize the role of standardized peer review in improving patient care, promoting fairness, and ensuring consistency across departments.
- Identify Strategies for Implementation:
 Learn practical steps and best practices for
 developing, piloting, and implementing a
 standardized peer review process within your
 organization.
- 3. Explore Case Studies and Best Practices:
 Review successful examples from various
 health systems to understand the challenges
 faced and the solutions applied to achieve
 effective peer review standardization.

1:30pm-2:30pm

PE Track: Payer Enrollment Process from Beginning to End and Potential Pitfalls

Matthew Kauffman Smith, MA

One of the most common questions that we receive is "when will the provider be credentialed"? There are many variables that can affect the payor credentialing timeline. These obstacles are what

2:45pm-3:45pm

MS Track: The Good, The Bad, and The Ugly Erin Mullenberg, JD, CPCS, CPMSM

This session will address real cases and the complexities of peer review. The focus of the session will be to discuss the real-time decisions that had to be made, the options available to the medical staff throughout the process, and the lessons learned from the underlying case.

Session Objectives:

- 1. This will include a discussion of how to handle complex and complicated peer reviews
- "War stories" how unexpected turns in a peer review are handled and what considerations went into making those decisions
- 3. The objective will be to understand the objectives to keep in mind as peer review moves along, and when it might be necessary to circle back to a previous concern

2:45pm-3:45pm

PE Track: The Keys to Reducing Credentialing Write-offs and Delegation

Matthew Kauffman Smith, MA

Without payor credentialing your organization would not be generating any revenue, and for an enrollment team there is nothing more deflating than seeing a "provider not credentialed adjustment." How can you work with providers, clinics and your billing team to reduce these dreaded write-offs.

Session Objectives:

- Participants will learn how to work with your billing department to mitigate credentialing write-offs.
- 2. Participants will be able to identify factors that can affect credentialing adjustments.
- 3. Identify whether delegation is the right option for your organization.

3:45pm-4:45pm

General Session: Regulatory Changes

Sara Cameron, CPCS, CPMSM

Review anticipated changes in healthcare regulations that affect credentialing and privileging, both at the state and federal levels. The healthcare regulatory landscape is continuously evolving, with anticipated changes that significantly impact



stand in the way of a provider starting in 60 days or 120 days

Session Objectives:

- 1. Participants will be able to identify obstacles in the way of a feasible start date.
- 2. Participants will learn how to communicate the obstacles to clinic and operational management.
- 3. Participants will be able to create a communication template for the provider and any relevant administrators.

2:30pm-2:45pm

Snack Break - Exhibitor Hall Open

credentialing and privileging processes at both the state and federal levels. Attention to new laws, guidelines, and standards is essential for medical staff services to ensure compliance and maintain the integrity of their credentialing practices. These changes may include updates to licensure requirements, modifications in the scope of practice for various healthcare providers, and evolving policies surrounding telemedicine and remote care. Staying informed about these regulatory developments enables organizations to adapt their credentialing processes effectively and continue to uphold high standards of patient care.

Session Objectives:

- Identify Key Regulatory Changes: Recognize upcoming healthcare regulations that are likely to affect credentialing and privileging practices at both the state and federal levels.
- Evaluate Compliance Implications: Analyze the implications of regulatory changes on current credentialing processes and assess necessary adjustments to ensure compliance.
- 3. Develop Action Plans: Formulate action plans for medical staff services to proactively adapt credentialing practices in response to regulatory changes, promoting resilience and effectiveness within the organization.



Session Description

Friday, April 25th

7:00am - 8:00am

Attendee Full Breakfast & Exhibitors

8:00am-8:15am

Opening/Welcome Remarks

Heidi Martinez, CPCS, Conference Chair

8:15am-9:30am

General Session: This is your life "How Can We Help You" – Clinics, Health Plans, Provider Enrollment, Hospitals and CVO's!

This is your life Team

This interactive general session, "This is Your Life: How Can We Help You?", offers an open forum for members to address their most pressing questions and challenges related to credentialing and provider enrollment. The session invites participation from clinics, health plans, provider enrollment teams, hospitals, and Credentialing Verification Organizations (CVOs) to engage in a collaborative discussion. By sharing real-life experiences and seeking solutions to common issues, attendees will gain valuable insights into improving credentialing workflows, overcoming barriers, and enhancing collaboration across healthcare sectors. Whether you're looking for advice on navigating complex credentialing procedures, resolving provider enrollment delays, or improving communication with health plans and clinics, this session provides the opportunity for professional growth and networking.

Session Objectives:

- Address Open Questions Across Sectors:
 Participants will have the opportunity to pose questions and discuss challenges they face in credentialing and provider enrollment, fostering an open dialogue among clinics, health plans, hospitals, and CVOs.
- 2. Share Best Practices and Solutions:

Through collaborative discussions, attendees will explore real-world solutions to common issues in

9:30am-10:30am

General Session: Transforming the Medical Office using LEAN Process Improvement Methodology

Dustin Jackson, MHA, CPCS, CPMSM

Healthcare is rapidly changing with an environment of doing less with more, and the Medical Staff Services profession is no exception. LEAN process improvement methodology gives users the tools to rapidly identify and remove wastes within day-to-day processes. Creating a systematic process to garner, implement and track new ideas for process improvement is key to creating the LEAN culture that will be taught within this session.

Session Objectives:

- 1. Participants will be able to recite the basic principles of lean process improvement
- 2. Participants will be able to create process and role standard work
- 3. Identify wastes within their current processes and the methodology used to remove wastes

10:30am-11:00am Long Break to Check Out

11:00am-12:00pm

General Session: The Swango Effect

Sara Cameron, CPCS, CPMSM

As professionals in the healthcare industry, most of us have heard the unbelievable true story of Michael Swango, the infamous doctor-turnedserial-killer who used his credentials to gain access to patients, commit heinous acts, and how the medical community chose to turn a blind eye to his criminal activities. This presentation will discuss how Swango's case led to increased scrutiny and more rigorous evaluations of medical professionals and prompted a reevaluation of medical staff credentialing protocols. Focus will be given to the processes which have continued to be refined to ensure only the most qualified providers are permitted to practice medicine including improvements to peer review and more stringent credentialing standards.

Session Objectives:



credentialing and provider enrollment, identifying best practices to improve workflows and outcomes.

- 3. Enhance Cross-Sector Collaboration:
 Focus on building stronger relationships between clinics, health plans, hospitals, and CVOs to streamline credentialing processes, reduce inefficiencies, and improve overall service delivery.
- 4. Gain Insights into Complex Scenarios:

 Participants will gain insight into complex credentialing scenarios, including those involving new regulations, non-routine applications, and inter-organizational coordination, equipping them with strategies to tackle these challenges.
- 5. Identify Opportunities for Improvement:
 Attendees will leave with actionable
 strategies and ideas to enhance their
 credentialing and provider enrollment
 practices, ensuring they can better
 support their teams and organizations in
 delivering quality care.

- Describe the measures introduced as a result of the Swango case that prevent similar occurrences and improve medical staff credentialing standards.
- 2. Understand the growth of the National Practitioner Databank following the Healthcare Quality Improvement Act and mandatory reporting requirements.
- Identify improvements in Medical Staff peer review processes that ensure more rigorous evaluation of practitioners' clinical competencies, professional conduct, and patient outcomes.

12:00pm-12:30pm
Closing Remarks and Free Conference Drawing
Heidi Martinez, CPCS, Conference Chair



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