Early-bird registration deadline is Friday, July 25 2014. Visit www.namss.org/conference for more information.
Join NAMSS in the *Big Easy*!

Please join us in New Orleans for the NAMSS 38th Educational Conference & Exhibition, October 4-8, 2014 at the Hilton New Orleans Riverside. This year’s robust educational program and networking events have been designed to provide you with countless opportunities to enhance your facility and your career.

The NAMSS 38th Educational Conference & Exhibition offers 40 sessions tracked by areas of focus and level of experience. This year’s program includes fresh, new educational content presented by leading industry experts. Whether you want to take an in-depth look at credentialing services and administration, learn the most up-to-the-minute industry regulations, or view the latest groundbreaking technologies, the NAMSS Educational Conference has something for you!

Don’t forget to check out this year’s Pre-Conference Workshops that can help you prepare for your upcoming certification exam or simply further your professional experience! Looking for ways to earn CE-credits toward your NAMSS certification? All sessions at this year’s event are NAMSS CE-approved and will provide the credits you need to renew your NAMSS certification! Attend this year’s Educational Conference and earn up to 16 CE-credits.

Start your Conference experience at the Ribbon-Cutting and Exhibit Hall Opening Reception before you dive into educational sessions and participate in this year’s networking opportunities. Join us at the Business Luncheon and Keynote Address to connect with colleagues and develop valuable relationships with industry representatives.

Don’t miss 2014’s leading event for Medical Services Professionals—further your professional development, network with colleagues, and join us in the *Big Easy*!

Susan DuBois, CPCS, CPMSM
Conference Committee Chair
Saturday, October 4
7:00 a.m. – 8:00 a.m. Continental Breakfast
8:00 a.m. – 4:00 p.m. SA01 CPMSM Prep Course
SA02 CPCS Prep Course
SA03 Credentialing 101
10:00 a.m. – 10:30 a.m. Break
12:00 p.m. – 1:00 p.m. Lunch on Your Own
2:30 p.m. – 3:00 p.m. Break

Sunday, October 5
7:00 a.m. – 8:00 a.m. Continental Breakfast
8:00 a.m. – 4:00 p.m. SA01 CPMSM Prep Course (Part 2)
SA02 CPCS Prep Course (Part 2)
SA03 Credentialing 101 (Part 2)
SN01 Becoming Your Own Advocate
10:00 a.m. – 10:30 a.m. Break
12:00 p.m. – 1:00 p.m. Lunch on Your Own
2:30 p.m. – 3:00 p.m. Break
6:00 p.m. – 8:00 p.m. Ribbon Cutting and Exhibit Hall Opening Reception

Monday, October 6
7:00 a.m. – 8:00 a.m. Continental Breakfast
8:00 a.m. – 9:30 a.m. MN01 Opening General Session Keynote Speaker: David Nash, MD, MBA and Introduction of the 2014 Board
9:30 a.m. – 10:00 a.m. Break in the Exhibit Hall
10:00 a.m. – 1:00 p.m. Exhibit Hall Open
10:00 a.m. – 11:30 a.m. MN02 Change, Change, Change...Fool the Change
MN03 Verify and Comply: Review of Credentialing Standards
MN04 Navigating the Stormy Waters: Strategies for Medical Services Professionals to Ensure Smoother Sailing
MN05 2014 Complete Overview of DNV Standards
MN06 Legal Update: 50 State Review of New and Significant Cases
11:30 a.m. – 12:30 p.m. Lunch on Your Own
12:45 p.m. – 2:15 p.m. MN07 Practitioner Peer Review Information: Access by Third Parties and by the Practitioner
MN08 This is What We Live For: Effectively Dealing with Our Most Complex Applicants and Re-Applicants
MN09 Telehealth Credentialing: From Teleradiology to Telepsychiatry to eICU
MN10 2014 Complete Overview of the NCQA Standards
MN11 Transforming the Disruptive Physician Investigation Process to Effect Positive Change in an Organization
2:15 p.m. – 5:00 p.m. Exhibit Hall Open
Break in Exhibit Hall
2:15 p.m. – 2:45 p.m. MN12 2014 Complete Overview of HFAP Standards
MN13 When We “Score” in Peer Review, We All Fail!
MN14 The Advanced Practice Registered Nurse: Credentialing, FPPE and OPPE
MN15 The Medical Services Department’s Role in Creating a Truly Accountable Medical Staff
MN16 The New NPDB Guidebook: What’s Old and What’s New?
4:30 p.m. – 5:00 p.m. Exhibit Hall Giveaways
### Tuesday, October 7

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Becoming a Volunteer: Introduction to Volunteering with NAMSS Breakfast</td>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Continental Breakfast in the Exhibit Hall</td>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Roundtable Networking Breakfast</td>
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<tr>
<td>7:00 a.m. – 11:45 a.m.</td>
<td>Exhibit Hall Open</td>
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<tr>
<td>8:00 a.m. – 9:30 a.m.</td>
<td>TU01 Restructuring Physician Leadership in the Era of Accountable Care</td>
</tr>
<tr>
<td>9:30 a.m. – 10:00 a.m.</td>
<td>Break in the Exhibit Hall</td>
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<tr>
<td>10:00 a.m. – 11:30 a.m.</td>
<td>TU02 Ask the Expert: Key Answers to Your Legal Questions</td>
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<tr>
<td>11:45 a.m. – 2:00 p.m.</td>
<td>TU07 The Golden Triangle of Midlevel Practitioner Credentialing: Insurance, Risk Management and Law</td>
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<tr>
<td>11:45 a.m. – 2:00 p.m.</td>
<td>TU08 Aging Physicians: Balancing Patient Safety, Physician Reputation and the ADEA</td>
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<tr>
<td>11:45 a.m. – 2:00 p.m.</td>
<td>TU09 2014 Complete Overview of the URAC Standards</td>
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<tr>
<td>11:45 a.m. – 2:00 p.m.</td>
<td>TU10 The Impact of Pay for Value on Credentialing and Privileging</td>
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<tr>
<td>11:45 a.m. – 2:00 p.m.</td>
<td>TU11 Business Luncheon and Keynote Address: Craig Karges</td>
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<tr>
<td>2:00 p.m. – 2:30 p.m.</td>
<td>Break in the Exhibit Hall</td>
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<tr>
<td>2:00 p.m. – 5:00 p.m.</td>
<td>Exhibit Hall Open</td>
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<tr>
<td>2:30 p.m. – 4:00 p.m.</td>
<td>TU12 Delegated Credentialing: Achieving Success for Your Organization</td>
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<tr>
<td>2:30 p.m. – 4:00 p.m.</td>
<td>TU13 Physician-Hospital Engagement and Alignment Strategies: What Works and What Doesn’t</td>
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<tr>
<td>2:30 p.m. – 4:00 p.m.</td>
<td>TU14 Better Credentialing, Less Legal Risk and More Efficiency? It's Not Too Good to be True, It's NAMSS PASS!</td>
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<tr>
<td>2:30 p.m. – 4:00 p.m.</td>
<td>TU15 Mock Fair Hearing: How to Plan, Prepare, and Prevail at Fair Hearing</td>
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<tr>
<td>2:30 p.m. – 4:00 p.m.</td>
<td>TU16 Transitioning to System-Wide Credentialing: Job Threat or Job Enhancement?</td>
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### Wednesday, October 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:15 a.m. – 8:15 a.m.</td>
<td>Regional Roundtable Breakfast</td>
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<tr>
<td>7:30 a.m. – 8:30 a.m.</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>WE01 Credentialing, Privileging, and Peer Review: Are the Rules Different for Employed Physicians?</td>
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<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>WE02 A Not-So-New Frontier: System-Wide Credentialing Privileging</td>
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<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>WE03 Navigating the Rough Waters of Credentialing, Hiring and Terminating Employed Physicians: The Medical Services Professional's Critical Role on the Crew</td>
</tr>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>WE04 Does Human Performance Analysis/Technology (HPA/HPT) Have Anything to Offer for Peer Review and OPPE?</td>
</tr>
<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>WE05 A Clash of the Ages: Generational Differences in Medical Services Members</td>
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<tr>
<td>10:00 a.m. – 10:30 a.m.</td>
<td>Break</td>
</tr>
<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>WE06 Fitness, Competence, and Performance: Helping Physicians to Assure Patient Safety</td>
</tr>
<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>WE07 An Overview of the Updated Standards for the American Board of Medical Specialties (ABMS) Program for Maintenance of Certification (MOC)™: Implementation in 2015</td>
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<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>WE08 2014 Complete Overview of Medicare Hospital Credentialing and Privileging Requirements</td>
</tr>
<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>WE09 Provider On-Boarding: Do Provider Experiences Matter? If Yes, Let's Talk</td>
</tr>
<tr>
<td>10:30 a.m. – 12:00 p.m.</td>
<td>WE10 Documenting Provider Competency: Tips and Tools</td>
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</table>
Keynote Sessions

Opening General Session Keynote
David Nash, MD, MBA
Monday, October 6
8:00 a.m. – 9:30 a.m.

Dr. David Nash is an internationally-recognized, board certified internist with expertise in consulting private and public sectors in outcomes management, medical staff development and quality-of-care improvement. Repeatedly named to Modern Healthcare's list of Most Powerful Persons in Healthcare, Dr. Nash reaches more than 100,000 persons every month through publications, public appearances, his "Nash on the Road" blog, and an online column on MedPage Today. He is a principal faculty member for quality-of-care programming for the American College of Physician Executives in Tampa, Florida, and leads the academic joint venture between ACPE and the JSPH. Dr. Nash received his BA in economics (Phi Beta Kappa) from Vassar College; his MD from the University of Rochester School of Medicine and Dentistry and his MBA in Health Administration (with honors) from the Wharton School at the University of Pennsylvania.

Business Luncheon Keynote
Craig Karges
Tuesday, October 7
11:45 a.m. – 2:00 p.m.

Craig Karges is an award-winning entertainer and mentalist, a nationally-recognized speaker, and author. He has made over four thousand appearances in 17 countries on four continents and in all 50 states and has made over 40 national television appearances on well-renowned shows such as, the Tonight Show, Larry King Live, CNN Headline News, Fox News, and E! Entertainment. Craig’s performing schedule has taken him around the world, appearing at corporate events, theatres, universities and casino showrooms as he combines the art of magic with the science of psychology and the power of intuition to create the impression that nothing is impossible.

Pre-Conference Workshops

Instructors teaching the certification preparation workshops are not involved in any way with the CPCS and/or CPMSM test development or administration process. Attendance at these workshops does not guarantee a passing score on the CPCS and/or CPMSM exams.

Saturday, October 4
Medical Services Management (CPMSM) Certification Preparation Course (Part 1)
(part 1 of 2; Part 2 held on Sunday)
Session Code: SA01
Time: 8:00 a.m. – 4:00 p.m.
Total CE Credits: 14.0
Presented by: Kathy Matzka, CPMSM, CPCS; and Karen Reed, PhD, CPMSM

The NAMSS Medical Services Management (CPMSM) Certification Preparation Workshop is a two-day interactive program designed to help you assess your knowledge of the CPMSM exam content and identify areas in which additional study is necessary before you take the exam. This comprehensive workshop provides a high-level overview of the exam topics including accreditation and regulatory compliance; management of the credentialing processes; privileging; medical staff services administration; risk management; information management; and medical staff services operations, reviewed from the perspective of a variety of healthcare settings including hospitals, managed care organizations, ambulatory care settings, and CVOs. Participants will work through a series of interactive activities including scenario-based exercises and case studies supplemented with in-class learning facilitated by experienced NAMSS instructors. A key focus of the course is the development of a personalized study plan for post-workshop study and preparation to take the examination. The course includes pre-workshop preparation materials which you will need to complete prior to class and access to comprehensive supplementary resources to help you prepare for the exam.
Credentialing Specialist (CPCS)
Certification Preparation Course (Part 1)
(part 1 of 2; Part 2 held on Sunday)
Session Code: SA02
Time: 8:00 a.m. – 4:00 p.m.
Total CE Credits: 14.0
Presented by: Renee Aird Dengler, RN, MS, CPMSM, CPCS; and Mary Baker, CPMSM, CPCS, CPHQ

The NAMSS Credentialing Specialist Certification Preparation Workshop is a two-day interactive program designed to help you assess your knowledge of the CPCS exam content and identify areas in which additional study is necessary before you take the exam. This comprehensive workshop provides a high-level overview of the exam topics including credentialing and privileging; primary source verification; compliance with standards; and medical staff services operations reviewed from the perspective of a variety of healthcare settings including hospitals, managed care organizations, ambulatory care settings, and CVOs. Participants will work through a series of interactive activities including scenario-based exercises and case studies supplemented with in-class learning facilitated by experienced NAMSS instructors. A key focus of the course is the development of a personalized study plan for post-workshop study and preparation to take the examination. The course includes pre-workshop preparation materials which you will need to complete prior to class and access to comprehensive supplementary resources to help you prepare for the exam.

Credentialing 101 (Part 1)
(part 1 of 2; Part 2 held on Sunday)
Session Code: SA03
Time: 8:00 a.m. – 4:00 p.m.
Total CE Credits: 14.0
Presented by: Stephanie Russell, CPMSM, CPCS; and Terri Coburn, BS, CPHQ, CPMSM

A revamp of the former popular program by the same name, this course will present the foundational elements of credentialing combined with information on the accreditation standards, as well as how and when to apply them. This course is a must-attend for anyone new to the field and is an excellent refresher for current MSPs who want to enhance their knowledge of credentialing.

Sunday, October 5
Medical Services Management (CPMSM)
Certification Preparation Course (Part 2)
(part 2 of 2)
Session Code: SA01
Time: 8:00 a.m. – 4:00 p.m.
For a full description, see part 1 (SA01).

Credentialing Specialist (CPCS)
Certification Preparation Course (Part 2)
(part 2 of 2)
Session Code: SA02
Time: 8:00 a.m. – 4:00 p.m.
For a full description, see part 1 (SA02).

Credentialing 101 (Part 2)
(part 2 of 2)
Session Code: SA03
Time: 8:00 a.m. – 4:00 p.m.
For a full description, see part 1 (SA03).

Becoming Your Own Advocate
Session Code: SN01
Time: 8:00 a.m. – 4:00 p.m.
Total CE Credits: 7.0
Presented by: Janet Wilson, CPMSM, CPCS; and Merella Schandl, BS, CPMSM, CPCS

This comprehensive, interactive course is designed to help you increase your professional credibility and achieve your goals. Led by NAMSS instructors, this course provides MSPs with the skills they need to better advocate for themselves, their staff, and the safety of the patients they serve. Participants will develop enhanced written and oral presentation skills, gain guidance on how to successfully articulate new ideas and proposals, and explore effective negotiation skills and strategies for building coalitions at work. Participants will also learn how to develop a department mission statement and how to work effectively with differing management styles.
Professional Development

Monday, October 6
10:00 a.m. – 11:30 a.m.
- Change, Change, Change...Fool the Change

Session Code: MN02
Presented by: Stephanie Russell, CPMSM, CPCS
This session will show attendees why change is so important in our daily lives. It will give clear descriptions as to why we resist change and how we can use resistance to embrace change. There is an old saying “change is inevitable; growth is optional,” but growth is no longer an option. Whether you have a new boss or a new employee, the change will affect you in a positive way—if you know how to embrace it.

Tuesday, October 7
7:00 a.m. - 8:00 a.m.
- Roundtable Networking Breakfast

Join in upbeat roundtable discussions categorized by areas of interest including CVO, hospital, and the managed care setting. Continental breakfast will be provided.

- Becoming a Volunteer: Introduction to Volunteering with NAMSS Breakfast

Join NAMSS’ Committee and Board leaders to learn more about volunteering with NAMSS. Committee Chairs and Board members will share their volunteer experience and provide a pathway for serving as a volunteer at the national level. Continental breakfast will be provided.

8:00 a.m. – 9:30 a.m.
- Is Anybody Out There? Working and Managing in a Virtual Environment

Session Code: TU04
Presented by: Amy Niehaus, MBA, CPMSM, CPCS
The workplace is continually changing and virtual teams are becoming more commonplace. Employees are working from home, managers have teams in multiple locations, and work is being performed in different states and countries. Traditional methods of working with or managing a team may not be as effective when members are geographically dispersed. This session will focus on leading and managing a virtual team by using technology, techniques, understanding behavioral styles, and anticipating and addressing barriers to success.

Wednesday, October 8
7:15 a.m. - 8:15 a.m.
- Regional Roundtable Breakfast

Join us as we host Regional Roundtable Meetings with presentations from the NAMSS Directors-At-Large. This is your opportunity to meet local members, discuss issues specific to your region and find out more about your state association.

8:30 a.m. – 10:00 a.m.
- A Clash of the Ages: Generational Differences in Medical Services Members

Session Code: WE05
Presented by: Jay Gregory, MD, JACS and Arthur Snow, Jr., MD
As the healthcare industry transforms, changes and adapts, so does the healthcare workforce. Now more than ever, there is a growing generational diversity caused by postponed retirements and a boom in new physicians entering the workforce. Today, most medical staffs consist of three generations of staff members: baby boomers, generation Xers, and millennials. The wants, needs, expectations, and even language that members of each generation live by differ from one another. Failure to understand and account for these generational differences can give rise to conflict between Medical Services Professionals and medical staff members. MSPs are challenged with facilitating the development of physician communities that support all generational differences among medical staff members and physician leaders. As much as accommodating these generational differences is viewed as a challenge, these differences can also be viewed as strengths for medical staff members, physician leaders, and the Medical Services Professionals with whom they work. This session will address generational differences and provide strategies for Medical Services Professionals to work effectively with multiple generations of staff members.

“At the NAMSS Conference, I was able to connect with key members in the industry from many different arenas and it solidified why I have stayed in this field for eight years.”

2013 NAMSS Educational Conference Attendee
Credentialing and Privileging

Monday, October 6
10:00 a.m. – 11:30 a.m.

● Verify and Comply: Review of Credentialing Standards
  Session Code: MN03
  Presented by: Sally Pelletier, CPMSM, CPCS and Carol Cairns, CPMSM, CPCS
  Virtual Conference Session
  Compliance with multiple regulatory and accreditation standards is mandatory for healthcare organizations. However, understanding the similarities and differences in requirements is increasingly challenging. This lively session will compare and contrast the CMS, JC, NCQA, HFAP, and DNV standards and clarify when privileging is applicable in the ambulatory setting. This session will also provide information regarding the newest accredditor, CIHQ. Each session will present new material.

● 2014 Complete Overview of DNV Standards
  Session Code: MN05
  Presented by: Patrick Horine, MHA
  This interactive session will include a complete overview of DNV Medical Staff Standards and credentialing related standards with an emphasis on the issues most likely to surface during a survey.
  12:45 p.m. – 2:15 p.m.

● This is What We Live For: Effectively Dealing with Our Most Complex Applicants and Re-Applicants
  Session Code: MN08
  Presented by: Hugh Greeley
  I’ve got a live one! Nearly every Medical Services Professional has, at one time or another uttered these words or something similar. It may have been due to an application that was ‘normal’ but verification disclosed a more interesting history. Perhaps it was the applicant who failed to disclose his or her whereabouts for a period of three months or a restricted license in another state, maybe professional references have suggested, but not fully described a problem in the making or it may have been an application from a physician who had previously lost membership on the staff. Whatever the situation, this is what the MSP lives for. This session will be an exciting and interesting discussion of the top ten ‘problematic’ application or re-applications of 2013. The session will provide tips and guidelines which may be used to turn the complex into the routine, and will demonstrate the value of the Medical Staff Office to Physicians and administrative leaders.

● 2014 Complete Overview of the NCQA Standards
  Session Code: MN10
  Presented by: Frank Stelling, MEd, MPH
  This interactive session will include a complete overview of NCQA Credentialing Standards with an emphasis on the issues most likely to surface during a survey.
  2:45 p.m. – 4:15 p.m.

Tuesday, October 7
8:00 a.m. – 9:30 a.m.

● The Joint Commission 2014 Medical Staff Standards Update
  Session Code: TU03
  Presented by: Laurel McCourt, MD
  Virtual Conference Session
  This interactive session will include a complete overview of the Medical Staff Standards with an emphasis on the issues most likely to surface during a survey.

● Peer Review and the Hospital-Employed Physician
  Session Code: TU05
  Presented by: Catherine Ballard, JD and Jeremy Morris, JD
  The lines between ‘peer review’ information and ‘employment’ information used to be distinct. However, as more practitioners are employed by hospitals (or hospital-controlled entities) and more hospitals become systems (consisting of hospitals, managed care organizations, ambulatory surgery centers, etc.), the lines between ‘peer review’ information and ‘employment’ information become progressively more blurred. This session will assist participants in creating a ‘triage’ system to raise an awareness of the impact that sharing information within the hospital setting as well as within the system setting will have with respect to whether that information will maintain protection.
10:00 a.m. – 11:30 a.m.

● 2014 Complete Overview of URAC Standards
  Session Code: TU09
  Presented by: Sandi Greenawalt RN, BSN, MCHA, CCM, CCP, CPHQ
  This will be an interactive session that will include a complete overview of the medical staff and credentialing related standards and the issues most likely to surface during a survey.

● The Impact of Pay for Value on Credentialing and Privileging
  Session Code: TU10
  Presented by: Jonathan Burroughs, MD, MBA, FACHE, FACPE
  With the rapid transition of reimbursement from ‘pay for volume’ to ‘pay for value’ there will be a significant shift in emphasis from getting as many physicians on staff as possible to getting the ‘right’ physicians on staff who are prepared to work with management to optimize quality, safety, service and cost effectiveness. Physicians who are aligned with organizational goals/objectives will help an organization succeed. Therefore, OPPE and FPPE will have to shift its emphasis from standardized metrics derived from regulatory quality (e.g. core measures) to strategic measures that will enable an organization to compete for increasingly narrow and tiered networks that will divert employees and beneficiaries from large employers and third-party payers to a shrinking number of organizations and practitioners. This session will discuss the credentialing and privileging process and how it proves to be an indispensable tool to establish and monitor performance expectations as they pertain to strategic goals and objectives and may make the difference as to whether an organization can achieve top tier status or not.

2:30 p.m. – 4:00 p.m.

● Delegated Credentialing: Achieving Success for Your Organization
  Session Code: TU12
  Presented by: Amy Niehaus, MBA, CPMSM, CPCS
  Delegating your credentialing process to another organization can be a scary prospect, especially when your existing credentialing program is successful and meets accreditation standards. Working with business partners can create a win/win situation for everyone by achieving greater operational efficiencies and strengthening relationships. The key is understanding the requirements necessary to achieve successful outcomes. This session will identify the 2014 NCQA delegation standards and how participants can apply them to their own organizations.

● Better Credentialing, Less Legal Risk, and More Efficiency? It's Not Too Good to be True, It's NAMSS PASS!
  Session Code: TU14
  Presented by: Connie Riedel, BS, CPMSM, CPCS; and Paul Verardi, JD
  Since the initial kickoff in early 2013, NAMSS PASS is slowly but surely gaining traction as more and more hospitals participate. This important NAMSS initiative has the potential to fundamentally and positively change our industry and distinguish our profession – but only if MSPs rally together for the benefit of all, especially the patients we serve! In this session, two members of the NAMSS PASS Task Force will review the significant benefits of creating and utilizing NAMSS PASS, a comprehensive, “industry first” database of practitioner affiliation histories. This session will also review some of the challenges that MSPs have experienced when implementing NAMSS PASS in their facilities, provide clarification of several important and common questions that have arisen since NAMSS PASS was introduced, and address some of the misinformation and misimpressions that currently exist. There will be ample time for your specific questions.

● Transitioning to System-Wide Credentialing: Job Threat or Job Enhancement?
  Session Code: TU16
  Presented by: Linda Haddad, JD and Ian Donaldson, JD
  This session deals with the rapid transition from standalone hospitals to the growth of systems large and small, geographically diverse and local. System entities will increasingly need to provide the same level of care, starting with the same qualifications for appointment and clinical privileges across the continuum. This will ensure consistent credentialing and privileging decisions. Duplication of credentialing functions, from developing policies, creating criteria, verification, and references to experience review, will also need to be system-wide, even if individual hospitals maintain separate licenses. This process is known as CVO++. This session will address how transitioning to system-wide credentialing processes can be done, who can do it, and how it will change individual medical staff offices.
Credentialing and Privileging (continued)

Wednesday, October 8
8:30 a.m. – 10:00 a.m.

● Credentialing, Privileging, and Peer Review: Are the Rules Different for Employed Physicians?
  **Session Code:** WE01
  **Presented by:** Susan Lapenta, JD and Phil Zarone, JD, MA

A Hospital Affiliated Group (Group) has just recruited a new hospitalist to town, Dr. Mark Knight. The Group is anxious to get Dr. Knight credentialed as quickly as possible because he is willing to work nights. Unfortunately, the Group may have overlooked a few red flags in Dr. Knight’s application. This session will discuss what to do when applications similar to Dr. Knight’s show up in your office and will explore how medical staff leaders can work with the Group to address ongoing issues of clinical competence and behavior pertaining to physicians like Dr. Knight.

● A Not-So-New Frontier: System-Wide Credentialing and Privileging
  **Session Code:** WE02
  **Presented by:** Maggie Palmer, MSA, CPCS, CPMSM, FACHE

This session targets those in the hospital or CVO environment and will cover the opportunities and challenges of standardizing and centralizing credentialing and privileging in a healthcare system. With this in mind, this session will discuss how to clear hurdles and misconceptions and will identify how to create a team atmosphere across all environments. The session will provide an outline of how to create a plan for centralizing processes while meeting TJC and NCQA Standards.

10:30 a.m. – 12:00 p.m.

● An Overview of the Updated Standards for the American Board of Medical Specialties (ABMS) Program for Maintenance of Certification (MOC)™: Implementation in 2015
  **Session Code:** WE07
  **Presented by:** Mellie Pouwels, MA

This interactive session will provide participants with an overview of the updated standards for the ABMS Program for Maintenance of Certification (MOC)™. In order to provide context, this session will include historical information about the ABMS and the development and implementation of MOC; a brief summary of the iterative process employed in 2012 and 2013 that informed these standards; and a synopsis of the updated standards highlighting both the new and unchanged components. Questions from attendees are strongly encouraged.

● 2014 Complete Overview of the Medicare Hospital Credentialing and Privileging Requirements
  **Session Code:** WE08
  **Presented by:** David Eddinger, RN, MPH

This will be a unique interactive session that will include a complete overview of the Medicare Hospital Conditions of Participation related to medical staff credentialing and privileging.

● Provider On-Boarding: Do Provider Experiences Matter? If Yes, Let’s Talk
  **Session Code:** WE09
  **Presented by:** Alicia Mendez, CPCS, CPMSM

This session will discuss how provider on-boarding (application, credentialing, re-credentialing, privileging, and payer enrollment) influences provider experience and how it can impact an organization’s ability to attract or retain providers. Many hospitals and large practices deal with numerous delays and calls from frustrated providers who view on-boarding as a burden. This session will help simplify the entire on-boarding process by introducing tools, providing a checklist as well as best practices for improving the overall provider experience. It will discuss factors to consider when using mainstream technologies including considerations for how technologies should be leveraged versus what technologies can or should be used and will conclude with a step-by-step guide for what to consider when developing a plan for rolling out a process re-design that providers will find more engaging, efficient and transparent.

● Documenting Provider Competency: Tips and Tools
  **Session Code:** WE10
  **Presented by:** Kathy Matzka, CPMSM, CPCS

One of the biggest challenges medical staffs face is evaluating the competency of providers. While it is relatively easy to verify licensure, malpractice history, and hospital affiliations, it is difficult, or sometimes impossible, to come up with useful competency data. The increased focus on quality by accrediting organizations, the government, and the public, emphasize the need for continual monitoring of the quality of services provided as well as having a strong privileging system. This session will provide sample forms and resources for documenting competency.

“The NAMSS Conference provides educational opportunities that allow all of us to continue protecting patients within our communities.”

2013 NAMSS Educational Conference Attendee

● New to the Field ● Newly Certified ● Experienced/Executives ● Open to All Attendees
Executive Leadership

Monday, October 6
12:45 p.m. – 2:15 p.m.

Transforming the Disruptive Physician Investigation Process to Effect Positive Change in an Organization

**Session Code:** MN11  
**Presented by:** Andrea Robinson, CPCS and Pekka Mooar, MD

Hear from an academic Medical Staff President and a Director of Medical Staff Affairs about their experiences in the process of investigating complaints of disruptive physician behavior and how they turned the process on its head. This session will discuss how the Medical Staff President and the Director of Medical Staff Affairs have been able to help physicians and staff not only better understand their own behaviors, but have also helped staff and physicians alike learn how to make things more efficient for the team and overall organization.

2:45 p.m. – 4:15 p.m.

The Medical Services Department’s Role in Creating a Truly Accountable Medical Staff

**Session Code:** MN15  
**Presented by:** Christina Giles, MS, CPMSM, and Richard Sheff, MD

To succeed in the face of the coming changes in healthcare, medical staffs must become more accountable for driving higher quality and lower costs. MSPs and the Medical Staff Services Department can and should be drivers of these changes, but how? This session will help participants develop their approach to being part of the solution, helping the medical staff become more accountable for all care in the hospital, whether provided through the self-governed medical staff or one of the new structures such as an Accountable Care Organization, service line, or bundled payment.

Tuesday, October 7
8:00 a.m. – 9:30 a.m.

Restructuring Physician Leadership in the Era of Accountable Care

**Session Code:** TU01  
**Presented by:** Todd Sagin, MD, JD

The advent of rapid change in the healthcare delivery system has put a heightened premium on physician leadership. Healthcare systems have seen a proliferation of new leadership positions for doctors that go beyond traditional medical staff roles, including: new executive roles (e.g., CMO, CMIO, Chief Quality Officer) expanding service line medical directorships; new positions for doctors on boards/management teams of accountable care organizations; new board/management roles in hospital-employed physician group practices; and leadership functions in new patient-centered medical home models and primary care networks. While these new positions are being created more frequently, many hospitals are finding that the new roles create confusion due to poor role definition, overlapping responsibilities, and inadequately defined accountability. This session will discuss how to ‘rationalize’ the new demands for physician leadership, address the importance of clear job descriptions, well-defined reporting structures and lines of authority, and adequate training and orientation and will also identify how to bring the relevant stakeholders in the hospital together to discuss the best methods to ensure that an adequate number of well-prepared physician leaders can fill the expanding set of positions.

10:00 a.m. – 11:30 a.m.

Difficult Decisions: A Rising Tide of Ethical Challenges for Hospital Medical Staffs

**Session Code:** TU06  
**Presented by:** Todd Sagin, MD, JD

There is increasing controversy over the reallocation of resources away from the acute care hospital and toward a broader continuum of community services as we expand to population health management. There is also general consensus that American healthcare is too expensive. However, nobody wants to make hard decisions about where major costs can be saved. Patients want every available treatment. Advocating reduction of available medical resources for patients is always controversial and the buck has been passed to doctors and hospitals to make these hard decisions. Medical staffs need to prepare themselves to respond to allegations of ‘rationing,’ ‘discrimination’ and ‘heartlessness’ when they constrain health choices in any way. Leaders will have to prepare to address the ugly charge of ‘economic credentialing’ that often follows. However they are handled, in the era of ‘accountable care’ medical staffs can no longer afford to shy away from these controversies. This session will explore how the emerging 21st century healthcare business model pressures medical staffs to justify decisions seen as ethically controversial and identify when such controversies should be addressed.

2:30 p.m. – 4:00 p.m.

Physician-Hospital Engagement and Alignment Strategies: What Works and What Doesn’t

**Session Code:** TU13  
**Presented by:** Jonathan Burroughs, MD, MBA, FACHE, FACPE

Virtual Conference Session

Physician-Hospital engagement and alignment strategies may be the single most important healthcare initiative in an era that demands world-class quality and low-cost; however, many organizations are not prepared for the cultural change, business and operational planning and strategic shift that is necessary. This session will discuss the top engagement and alignment strategies and share ‘lessons learned’ from the field to promote tactics that work while avoiding those that don’t.

Wednesday, October 8
8:30 a.m. – 10:00 a.m.

Does Human Performance Analysis/Technology (HPA/HPT) Have Anything to Offer for Peer Review and OPPE?

**Session Code:** WE04  
**Presented by:** Mark Smith, MD

All hospitals and many medical groups perform peer review and performance improvement activities with a varying degree of success. Historically, peer review has mostly consisted of individual case review by a peer or group of peers with any identified areas of concern addressed at that time. Recently, there has been a trend to aggregate performance data to identify trends or issues on a broader base. Most improvement activities still are addressed individually once they are recognized. While there have been some attempts at systemization, the world has made progress in the areas of Human Performance Analysis and Human Performance Technology. This session will differentiate between the historical and present-day state of peer review with the work done mostly in other industries on Human Performance Analysis and Technology and Human Error Analysis. The session will look at ways in which healthcare organizations can incorporate some of these ideas into a robust peer review and will examine the evidence that exists on the usefulness of HPA/T and HEA and how their adoption can improve the peer review process.
Legal

Monday, October 6
10:00 a.m. – 11:30 a.m.

● Navigating the Stormy Waters: Strategies for Medical Staff Professionals to Ensure Smoother Sailing

**Session Code:** MN04  
**Presented by:** Heather Fields, JD and Sarah Coyne, JD

This session will provide a refresher on laws governing the issues that cause the biggest headaches for medical staff leaders and administrators, and will include a general overview of federal and state laws governing peer review and applicable confidentiality and immunity protections. This session will also include an overview of the legal parameters applicable to social media and the challenges posed by medical staff and caregiver use of social media.

● Legal Update: 50 State Review of New and Significant Cases

**Session Code:** MN06  
**Presented by:** Erin Muellenberg, JD and Lowell Brown, JD

What new legal cases involving medical staff have been heard and decided in the past two years? This session will review significant medical staff legal cases in all 50 states in addition to cases decided by the United States Supreme Court. If there is a case of new impression presented before a state appellate court, that court will look at decisions that were determined in other states. This session will help to identify growing trends in the judicial management of medical staff matters and will look at new legal theories being used by physicians to file lawsuits against hospitals and medical staff leaders.

12:45 p.m. – 2:15 p.m.

● Practitioner Peer Review Information: Access by Third Parties and by the Practitioner

**Session Code:** MN07  
**Presented by:** Joanne Hopkins, JD, MSN

This session will address the continuing challenge faced by healthcare organizations and medical staff leaders on whether to disclose peer review information to other healthcare entities, how much information to disclose, and how to do so without jeopardizing available privileges of confidentiality. The session will address methods for minimizing potential liability of the healthcare entity and medical staff leaders to the practitioner when disclosures of peer review information are made, including policy provisions on responding to third-party queries. The session will provide recommendations on how to obtain peer review information from other healthcare facilities when needed and will address access by the practitioner to his or her own peer review information, with a discussion of various options available to the healthcare facility and the use of policies on access. Case studies will be included in this session along with and a question and answer period. Sample letters and third-party responses as well as policy provisions will be provided.

● Telehealth Credentialing: From Teleradiology to Telepsychiatry to eICU

**Session Code:** MN09  
**Presented by:** Brian Betner, JD

This session will explore the development and proliferation of telehealth and related telemedicine activities and their impact on the delivery of healthcare and related credentialing and privileging activities to hospitals and health systems. The session will identify and provide practical solutions for the range of licensing, regulatory, credentialing, privileging, quality assurance and implementation challenges associated with the growing use of telemedicine.

2:45 p.m. - 4:15 p.m.

● When We “Score” in Peer Review, We All Fail!

**Session Code:** MN13  
**Presented by:** Paul Verardi, JD

**Virtual Conference Session**

This session identifies many traditional, but very ineffective, elements that are found in most peer review processes such as scoring the care provided by practitioners. After reviewing an infamous “Top 10” reasons why peer review generally doesn’t work in hospitals, the session will outline a number of experience-tested recommendations that can transform processes from being punitive and ineffective to constructive and educational. Incorporating these practical tips and tools into process will not only be good for individual practitioners and their patients, but it will also permit the Medical Staff leadership (and all who work with them) to focus their energies on the larger performance improvement initiatives that represent the greatest opportunities for enhancing the quality and safety of care provided to patients.

● The New NPDB Guidebook: What’s Old and What’s New?

**Session Code:** MN16  
**Presented by:** Michael Callahan, JD

It has been thirteen years since the NPDB Guidebook was issued. The Division of Practitioner Data Banks, under the Health Resources and Services Administration, will be issuing a final and updated Guidebook. The Guidebook will be the product of a three year internal review which resulted in a draft that was made available to the public for comment on November 22, 2013. Professional organizations, including NAMSS, AMA, AHA and the AHLA have submitted detailed comments. While the new Guidebook will largely reflect the guidance and examples in the old version, it will be updated to reflect evolving practices and questions now affecting clinically integrated networks and contain more questions and answers reflective of those posed to the NPDB over the years. In order to come into compliance and to maximize the immunity protections afforded under the Health Care Quality Improvement Act an understanding of the reporting and querying requirements is essential for all medical staff professionals. This session will discuss the newly updated NPDB Guidebook and its contents.

Tuesday, October 7
8:00 a.m. – 9:30 a.m.

● Ask the Expert: Key Answers to Your Legal Questions

**Session Code:** TU02  
**Presented by:** Timothy Adelman, JD, MBA

Join this interactive panel discussion with legal experts in the area of medical staff services discussing common legal issues affecting the industry. Come prepared to ask the experts your legal questions and walk away with the answers you need, straight from the authorities.
10:00 a.m. – 11:30 a.m.

● The Golden Triangle of Midlevel Practitioner Credentialing Insurance, Risk Management and Law

**Session Code:** TU07  
**Presented by:** Fay Rozovsky, JD, MPH, Patricia Hughes, RN, MSN, CPHRM, FASHRM and William McDonough, MPAH, ARM

Healthcare is experiencing rapid change as many states are expanding the scope of practice and training requirements for midlevel care providers. Seeing patients in a hospital or long-term care setting under traditional collaborative arrangements, the new legal frontier places fewer restrictions on physician assistants, nurse practitioners and clinical nurse specialists. Some states have also loosened the bonds on prescribing practices while many hospitals and their medical staffs have not kept pace with such change. Liability concerns abound along with issues related to insurance coverage. Using case studies, this session will highlight the emerging issues involving midlevel provider credentialing, offering practical risk management strategies to control the golden triangle of midlevel provider credentialing. Practical resource tools will be included with the presentation.

2:30 p.m. – 4:00 p.m.

● Mock Fair Hearing: How to Plan, Prepare, and Prevail at Fair Hearing

**Session Code:** TU15  
**Presented by:** Jennifer Nelson Carney, JD and Catherine Ballard, JD

To prevail at a fair hearing (and subsequently in court), the Medical Executive Committee (MEC) must establish that it acted reasonably. This means that the MEC (and ultimately the Board of Directors) must be able to show that it: (1) followed its governing document process, and (2) had sufficient facts to justify its recommendations/actions at the time they were taken. Although the Medical Services Professional plays a critical role in both assuring compliance with Medical Services governing documents and in compiling information to be presented and reviewed by the appropriate committees, the Medical Services Professional often does not see how his/her role affects the Fair Hearing. This session will entail two stages: (1) appropriate hearing preparation, and (2) presentation of the hearing itself.

Wednesday, October 8

8:30 a.m. – 10:00 a.m.

● Navigating the Rough Waters of Credentialing, Hiring and Terminating Employed Physicians: the Medical Services Professional’s Critical Role on the Crew

**Session Code:** WE03  
**Presented by:** Timothy Adelman, JD, MBA

Virtual Conference Session

With a rapidly growing trend of employing physicians, the Medical Services Professional needs to focus on traditional credentialing and peer review matters as well as their implication in human resource matters. This session will focus on the Medical Services Professional’s role in on-boarding and off-boarding employed physicians at healthcare facilities.

10:30 a.m. – 12:00 p.m.

● Fitness, Competence, and Performance: Helping Physicians to Assure Patient Safety

**Session Code:** WE06  
**Presented by:** David Bazzo, MD, FAAFP

Virtual Conference Session

This session will illuminate the distinctions between physician fitness, competence, and performance as per the niche industry of post-licensure physician assessment. The session will provide an overview of programs and resources available nationally, as well as case examples from the UC San Diego PACE Program.
Travel and Registration Information

Hotel and Travel Information

**Hilton New Orleans Riverside**
2 Poydras Street
New Orleans, LA 70130
Phone: (504) 561-0500

The Hilton New Orleans Riverside is the headquarters hotel for the NAMSS 38th Educational Conference & Exhibition. Located in downtown New Orleans, you are just a short walk away from the French Quarter and all of the attractions the Big Easy has to offer!

Consider adding a few days to your trip and plan a memorable vacation with friends or family. For more information about New Orleans, visit [www.namss.org/conference](http://www.namss.org/conference).

Making Your Hotel Reservation
To make your hotel reservation, call the Hilton New Orleans Riverside and let the reservation agent know you are with the NAMSS 38th Educational Conference & Exhibition. Discounted rates are $190 for a single/double room, excluding taxes.

You may also visit [www.namss.org/conference](http://www.namss.org/conference) to make your hotel reservation online.

Air Travel
Traveling to the conference by air? You can book a flight to the Louis Armstrong New Orleans International Airport (MSY) located just 20 minutes from the hotel. The airport boasts low-cost carriers including Southwest and Jet Blue.

Ground Transportation
Shuttles and taxis are located outside of the baggage claim at the airport. Shuttle services start at $20 per person and taxis start at $40 per person.

Weather
The average high temperature in New Orleans in early October is in the low-80ºs. The average low temperature is in the mid-60ºs.

Registration Information

*Registrations will not be accepted over the phone. It’s fast, easy, and secure!*

To register for this year’s Conference, visit [www.namss.org/conference](http://www.namss.org/conference).

NAMSS
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Important Registration Information

Three-day conference registration includes all educational sessions and activities on Monday, October 6, through Wednesday, October 8, including the Exhibit Hall Opening Reception on Sunday, October 5, from 6:00 p.m. – 8:00 p.m., and the Business Luncheon and Keynote Address on Tuesday, October 7, from 11:45 a.m. – 2:00 p.m. It does not include Pre-Conference Workshops. Attendees may register for these events during the online registration process.

One-day conference registration includes all educational sessions and activities on Monday, October 6, Tuesday, October 7, or Wednesday, October 8. Anyone wishing to register for more than one day must register at the applicable three-day conference registration rate. One-day registration does not include Pre-Conference Workshops. Attendees may register for these events during the online registration process.

Pre-Conference Workshops will take place on Saturday, October 4, and Sunday, October 5. Advance registration is required and available on a first-come, first-served basis. Additional registrants will be placed on a waiting list. The Pre-Conference Workshop fees apply to each of the four courses (SA01, SA02, SA03, and SN01).

Register by July 25 and Save!
The discounted early registration rate will apply for all registrations completed online, postmarked, or faxed on or before Friday, July 25, 2014. Registrations received (online or by fax) or postmarked after Friday, July 25, 2014, will be charged the regular registration fee.

NAMSS Member Discount
Join NAMSS now to receive discounted NAMSS member rates. You may join online at [www.namss.org](http://www.namss.org) and save $140 on conference registration.

Guest Registration
If you are bringing a guest to any special events, be sure to complete the “guest” section for each event and include the appropriate fee. Guests must be age 21 or older.
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**Virtual Conference Options**

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Like so many others, you may be challenged to become more economical and creative in order to advance your career. Faced with tighter budgets, busy schedules, and, in some cases, leaner staffing, what is the best training option? The answer is virtual education.

The NAMSS Virtual Conference offers you and your staff the right level of training at the right price. This year’s Virtual Conference offers eight, 90-minute sessions that run concurrently with the Educational Conference in New Orleans, Louisiana. Organizations can set up virtual access for their team, saving travel time and lodging dollars for the year.

Register online at www.namss.org/virtualconference.

**Questions?** Call NAMSS at (202) 367-1196 or email education@namss.org.

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For more information about becoming an Exhibitor or Sponsor of the NAMSS 38th Educational Conference & Exhibition, contact Sales Manager, Dave Merli at (202) 367-1219 or email dmerli@namss.org.
38th Educational Conference & Exhibition

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