

Artificial Intelligence (AI) Risks, Opportunities and Implications

*Prepared by the NAMSS AI Task Force
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Artificial Intelligence in the Medical Services Profession

Artificial intelligence is rapidly reshaping the medical services profession, creating new opportunities to improve efficiency, accuracy, compliance, provider experience, and patient access while also introducing important risks that require careful oversight. This document outlines key AI-related risks, opportunities, and implications for MSPs, emphasizing the need for human judgment, strong governance, data integrity, ethical use, and thoughtful workforce preparation as organizations consider how to integrate AI into credentialing, privileging, enrollment, and related medical staff services functions.

AI Risks

1. **Data Privacy Breaches** – Mishandling of sensitive provider data. Maintain HIPAA data handling protections just like any other sensitive data.
2. **Lack of Verification of data** - Regulatory Non-Compliance – Misalignment with CMS, NCQA, or Joint Commission standards. Ex. Not verifying AI data results.
3. **Overreliance on Automation** – Overestimating the accuracy of AI data. Reducing MSP intervention/interpretation of data may lead to inaccurate data and missed red flags. Ex. Not verifying data, assuming all AI data is accurate.
4. **Inaccurate Credentialing Decisions** – Errors in data interpretation could lead to privileging unqualified providers. Ex. Solely using AI to interpret privilege eligibility qualifications.
5. **Staffing Reductions** – Misalignment between leadership expectations and the realistic capabilities of AI in Medical Staff Services and Provider Enrollment, creating uncertainty about the future role of MSPs.
6. **Integration Challenges** – Difficulty aligning AI tools with existing software.
7. **Increasing Legal Risk** – Relying on inaccurate, automated data without verification may increase the risk of negligence.
8. **Resistance to Change** – MSPs may be hesitant to trust or adopt AI tools or be unwilling or unable to learn how to use AI appropriately.
9. **Ethical Concerns** – Use of AI in decision-making without MSP intervention. If a human has not reviewed it, it is not complete.
10. **Scope Creep** – Expanding AI use beyond its intended purpose without proper oversight.

AI Opportunities

1. **Faster Credentialing & Enrollment** – Improved efficiency, automating primary source verification and data collection. Automating form completion. Ex. Continuous license and sanction monitoring, Identifying potential red flags or high-risk providers early. Automating completion of enrollment applications.
2. **Improved Accuracy** – Reducing human error in data entry and verification.

3. **Enhanced Compliance** – Automated tracking of regulatory requirements. Ex. reviewing policies and procedures for compliance with regulatory standards.
4. **Improved Provider Experience** – Reducing administrative burden Ex. Using AI to pre-populate provider applications prior to submission for credentialing/privileging/enrollment/professional liability coverage.
5. **Data-Driven Insights** – Identifying trends in credentialing or enrollment delays.
6. **Natural Language Processing (NLP)** – Extracting relevant data from unstructured documents. Ex. Using AI as administrative support, starting template drafts, high level documents, policies and procedures.
7. **Cost Savings** – Potential long-term reduction in labor costs and human errors.
8. **Enhanced Communication** – AI chatbots for provider inquiries. EX. Chatbots for IT assistance, policy and procedure searches, bylaws review, revising emails, CVs.
9. **Scenario Modeling** – Forecasting staffing needs based on credentialing and enrollment trends and data. Ex Using AI to compare standard staff and workload reports.
10. **Improved Patient Access** – Supporting more efficient credentialing and enrollment processes to onboard faster and improve patient access.

AI Implications

1. **Redefinition of Roles** – Shift from quantitative tasks to qualitative work. Ex. Changing from verification coordinator to application auditor.
2. **Need for New Skills** – Upskilling in data analytics, AI literacy, and tech management. Ex. Mandated staffing training in AI
3. **Policy & Procedure Revisions** – Updating all P&Ps to reflect AI integration and documentation of sources.
4. **Governance Structures** – Establishing AI oversight committees and guiding documents.
5. **Ethical Frameworks** – Ensuring fairness, accountability, and transparency of how and when AI is used vs human intervention.
6. **Cross-Department Collaboration** – Expanded use of AI may require work with IT, compliance, and legal departments. Ex. Compliance may not allow use of AI in work setting. Legal may require review of AI data source and IT licensing.
7. **Audit Management** – Ensuring AI decisions are documented, traceable and explainable. Ex. Compliance with NCQA information integrity and reporting standards.
8. **Cultural Shift** – Moving from manual to digital-first mindset-process improvement. Staffing impact- MSPs unwilling to shift their role, may leave the profession.
9. **Budget Implications** – Investing in AI tools and staff training.
10. **Data Governance** – May need to develop stronger controls over data quality and access.