



NATIONAL PROVIDER ENROLLMENT FORUM

September 19–20, 2022

Hilton Phoenix Resort at the Peak | Phoenix, AZ

PROGRAM GUIDE

Simplify Compliance Event Policies

By registering for and attending a Simplify Compliance event, you are agreeing to the following terms:

Content & Promotional Rights: I agree not to copy or distribute or permit to be copied or distributed, in any form or format, any of the contents of the event materials or attendee profiles without the express written permission of Simplify Compliance. I also agree not to use the event contents for any commercial, marketing, promotional, or political purposes. Simplify Compliance does not permit solicitation by anyone except exhibitors within the area of their booth.

Recording: I understand that Simplify Compliance prohibits me from recording any educational session content, including via social media feeds, unless I have obtained written permission in advance.

Photography: I understand that Simplify Compliance and its contractors record, photograph, and/or stream the various aspects and activities related to its events for both archival and promotional purposes. By attending this event, I give Simplify Compliance and its contractors permission to use my voice and image in any such archival or promotional recording, photograph, or streaming activity without any compensation or credit.

Communications: I provide permission to receive emails, mailings, and faxes related to the Simplify Compliance event. I understand that by choosing to attend the event, I consent to share my business contact information with event sponsors. I understand that sponsors may choose to follow up with me after the event and that I may choose to opt out of communications from each party individually at any time. I understand that Simplify Compliance prohibits me use of my business contact information.

Respectful Conduct: We expect event participants to behave responsibly and to treat each other—and treat the community—with respect, kindness, and compassion. Simplify Compliance reserves the right, without refund, to revoke the credentials of participants whose conduct is deemed inappropriate, disorderly, or offensive by Simplify Compliance, affiliated third parties, or the local authorities.

Event Programming

Speakers: Views expressed by speakers are their own. Simplify Compliance cannot accept liability for advice given, or views expressed, by any speaker at the event or in any material provided to attendees.

Curriculum: Simplify Compliance aims to provide accurate and up-to-date information, but please be aware that the event's agenda is subject to change. We may not alert registrants to changes in the schedule unless a change has an impact on continuing education units or event start/end times.

Competitors: Simplify Compliance reserves the right to deny event access to registrants who are employed by or represent a company we deem as competitive. In the case of a paid event, we will refund registrants and notify them of the termination of their registration.

Health & Safety

Simplify Compliance and DecisionHealth place the highest priority on the safety of our guests. We strongly encourage you to visit the event's Resource Hub for the most up-to-date health and safety regulations: <https://events.simplifycompliance.com/resources-npe09192022>.

To assist you in understanding the current CDC guidelines, the Hilton on the Peak in Phoenix, AZ which is in Maricopa County, AZ. See www.cdc.gov/coronavirus/2019-ncov/your-health/covid-by-county.html for local information on COVID-19 transmission levels.

To safeguard all those in attendance at our events, we ask that you stay in your room if you are feeling sick, have tested positive for COVID-19, are awaiting the results of a COVID-19 test, or are showing COVID-19 symptoms. Please contact our Customer Service department to talk through options or to move your registration to a future date.

Simplify Compliance reserves the right, at its sole discretion, without refund, to expel and deactivate and/or revoke the attendance credentials of participants who violate safety provisions.

Badge Swapping: For security reasons, Simplify Compliance does not permit badge swapping. We will evict from the event, without a refund, anyone found wearing a badge that does not match their identification. In addition, we will cancel the badge/name.

Weapons: Simplify Compliance has a weapons-free policy. We prohibit attending participants from carrying weapons of any kind, including concealed or displayed firearms. We do not permit participants to bring weapons onto the premises of any Simplify Compliance events. Simplify Compliance reserves the right, at its sole discretion, without refund, to expel and deactivate and/or revoke the attendance credentials of participants who violate this weapons-free policy. Participants agree that this policy is in force, and agree to comply with the policy, regardless of whether the event they are attending has posted signs prohibiting weapons.

Agreement

I agree to all the terms and conditions set forth above. I understand that my attendance is voluntary and at my own risk, and I voluntarily accept any and all risks and hazards, including, without limitation personal injury, illness, or other hazards. I hereby release Simplify Compliance and its officers, employees, partners, contractors, and vendors from any liability related to my attendance. I understand that noncompliance with these rules and policies may result in registration cancellation without refund. Simplify Compliance reserves the right to expel anyone in violation of these rules and policies from the event.

Customer Service Department

If you require additional assistance or have any questions, representatives are available Monday – Friday, 8:00 a.m. – 5:00 p.m. CT. Please call us at 855-225-5341 or email customer@decisionhealth.com.

WiFi Information

Enjoy free WiFi throughout the conference space!

Network name: **Hilton Honors Meeting**

Password: **health2022**

Resource Hub/Event App

The materials and resources can be found on the **2022 National Provider Enrollment Forum** Resource Hub:

<https://events.simplifycompliance.com/resources-npe09192022/>

For information about accessing the National Provider Enrollment Forum event app, please refer to the “Event App Instructions” document posted on the Event Resource Hub (also available as a handout at the registration desk).

Program Overview

The **2022 National Provider Enrollment Forum** delivers two days of engaging education and training to provider enrollment professionals, enrollment managers, and credentialing specialists. Experienced veterans and top industry experts offer best practices and tips for developing and sustaining successful enrollment processes. Whether you’re a newly minted professional or an experienced enrollment specialist, we hope you enjoy this opportunity to get step-by-step training and answers to your most pressing questions!

Learning Objectives

At the completion of this educational activity, the learner will be able to:

- Understand how to enroll practitioners and facilities with both government and private payers
- Minimize enrollment delays by attaining delegated status
- Incorporate telemedicine credentialing and privileging into existing processes
- Identify and leverage opportunities for professional development and career growth

Continuing Education Information

Obtain your CEUs online

In order to receive your continuing education certificate for this program, you must complete the online evaluation at the link below within two weeks of the event:

https://events.simplifycompliance.com/2022_NPEFall_eval

Please note that the evaluation will not be activated and available to complete until the event concludes on **Tuesday, September 20, 2022 at 5:00 p.m. MT.**

Your certificate will be emailed to you upon successful completion and submission of the evaluation. Please check your junk or spam mail folder if you do not receive your certificate soon after submission.

AAPC

This program has the prior approval of AAPC for 13 continuing education hours. Granting of prior approval in no way constitutes endorsement by AAPC of the program content or the program sponsor.

Speakers

Note: Speakers subject to change.



LaShawna Brown, CPMSM, CPCS

Credentialing Manager, CommunityCare Managed Healthcare Plans of Oklahoma Founder, On A Mission Credentialing

LaShawna Brown started her career in 2001 as a medical staff office receptionist. In 2013, she became the director of medical staff services and centralized credentialing for a six-hospital health system and served in that role for nearly seven years. In 2019, she joined an Oklahoma health insurance company and quickly began learning the managed care side of credentialing. Realizing the significant misnomers regarding the managed care process, she launched her blog, On A Mission Credentialing, in 2021 to provide knowledge gleaned from her 20 years of experience in the credentialing realm.



Larry DeHoyos, CPCS, PESC

Team Member, Team Med Global Healthcare Consulting

Larry DeHoyos has been involved in the medical staff services, quality management, credentialing, provider enrollment, and revenue cycle industries for over 23 years. His experience extends through medical groups, hospital systems, managed care plans, and CVO environments. Currently based near Boston, Massachusetts, he is the director of credentialing for a nurse staffing platform for postacute care facilities. DeHoyos is a subject matter expert in provider enrollment, practice management, and acquisitions & integrations. He also serves as an associate faculty member and a speaker with Team Med Global, where he has developed and facilitated several webinars and educational workshops on Lean workplace efficiencies, provider enrollment, provider credentialing, CVOs, accreditation preparedness, and practice management.



Mathieu Gaulin, CPMSM, CPCS

Senior Director, Professional Medical Staff Services, Boston Children's Hospital

Mathieu Gaulin has been at Boston Children's Hospital since 2006, starting as an agency temporary employee. He worked in provider enrollment for 10 years, during which time he created and managed the centralized provider enrollment team. Currently, he is the senior director of professional medical staff services; in this role, he oversees medical staff services and provider enrollment while working with the medical staff and its leaders on their self-governance and oversight of patient safety and quality obligations. Gaulin is currently a member of the Board of Advisors of Medallion, Inc. and the Institute of Contemporary Art/Boston. He previously served on the National Association Medical Staff Services Membership Committee and as the secretary of the Massachusetts Association of Medical Staff Services. He is also a national speaker and thought leader in multiple medical staff domains.



Donna Goestenkers, CPMSM, EMSP

President, Team Med Global Healthcare Consulting

Donna Goestenkers is a consultant, speaker, author, educator, and mentor with more than 46 years of knowledge and experience that she is privileged to share with colleagues, healthcare administrators, and medical staff leaders on issues pertinent to the medical staff services industry. Her expertise penetrates all healthcare locations and environments, including health systems; academic, community, and critical access hospitals; CVOs; payer enrollment; managed care organizations; and group and solo practice settings. Her talent in leading medical staff services professionals to their highest competence garners Goestenkers great respect among her industry colleagues.



Jenny Jackson, EdD, MBA, CPMSM, CPCS, FMSP

Senior Director, Provider Enrollment & Onboarding, Community Health Systems, Inc.

Jenny Jackson is a medical service professional with 22 years of experience in managed care and provider enrollment. She is the senior director of provider enrollment and credentialing verification services for Community Health Systems in Nashville, Tennessee. Jackson is passionate about developing other leaders and specializes in building strong teams through communication, empathy, and trust. She believes that practicing servant leadership and putting people first is fundamental to the success of every organization. Jackson is a past president of the Kentucky Association of Medical Staff Services, a Certified Professional in Medical Services Management, a Certified Provider Credentialing Specialist, and a Fellow of the National Association Medical Staff Services. She holds an MBA and an educational doctorate in organizational leadership from Western Kentucky University.



Nicole Keller, MSHM, CPHQ, CPHIT, CSM

Director of Medical Staff Services, Seattle Children's Hospital

Nicole Keller is a healthcare executive professional currently working as director of the medical staff services department with Seattle Children's Hospital. She provides leadership and oversight in the areas of technical and professional quality assurance, as well as improvement, compliance, hospital credentialing and privileging, medical licensure and certification, and payer enrollment. Keller's additional areas of expertise include human resources, payer and hospital contracting, population health, practice group management, project management, group leadership and facilitation, and building high-functioning teams.



Amy M. Niehaus, MBA, CPMSM, CPCS

President, AMN Consulting, LLC

Amy Niehaus is an independent healthcare consultant with more than 30 years of experience in the medical services and credentialing profession advising clients in the areas of accreditation, regulatory compliance, credentialing, privileging, operational efficiency, technology, credentialing policies and procedures, enrollment, and delegation. Niehaus has worked in multiple environments throughout her career, including acute care hospitals, CVOs, health plans, and consulting firms. She is dual certified by the National Association Medical Staff Services (NAMSS) and has served in multiple roles for NAMSS including instructor, subject matter expert, and education committee chair. She is a former president of the Missouri Association of Medical Staff Services and the Greater St. Louis Area chapter. Niehaus has been a frequent speaker and educator, and has authored and contributed to a variety of industry-related publications. She is the author of *Managed Care Credentialing: Compliance Strategies for Health Plans, CVOs, and Delegated Entities* (HCPro, 2019).



Stephanie Russell, BS, CPMSM, CPCS
Regional Director, UCHHealth

Stephanie Russell is the southern region director of medical staff services and credentialing at UCHHealth in Colorado Springs, Colorado. She has been an executive medical staff services professional for over 30 years overseeing medical staff affairs that include medical education, graduate medical education, bylaws, regulatory compliance and accreditation, health system credentialing for both hospitals and health plans, credentialing service contracts for outside entities, and delegation agreements and audits. She currently oversees four facilities with three medical staffs, including a critical access hospital. Russell was an instructor for the National Association Medical Staff Services (NAMSS) for over 10 years and has made many presentations at state and national education conferences on topics related to credentialing, privileging, professional development, and regulatory compliance for both NCQA and The Joint Commission. She is a past NAMSS board member and Illinois Association Medical Staff Services state president, and has collaborated and coached with Team Med Global since its inception—expanding her teachings to include practice management, managed care, and quality for medical staffs and hospitals. She is the co-author of *Verify and Comply: Credentialing, Medical Staff, and Ambulatory Care Standards*.



Todd Selby, JD
Shareholder, Hall, Render, Killian, Heath & Lyman, PC

Todd Selby focuses on regulatory and compliance issues affecting all healthcare providers with an emphasis on long-term care, home health, and hospice clients. His practice is concentrated in the areas of licensure, certification, compliance, and reimbursement at the local, state, and federal levels. He also assists clients with Medicare and Medicaid enrollment and participation requirements and serves as a liaison between clients and regulatory agencies. Selby has extensive knowledge and experience in these areas and is recognized nationally by clients for his skills and proficiency. He also frequently speaks before national and state healthcare providers and associations.



Yesenia Servin, CPMSM, PESC
Payer Enrollment Lead, Team Med Global Healthcare Consulting

Yesenia Servin has more than 23 years of experience in payer enrollment and physician credentialing and is currently the payer enrollment lead at Team Med Global (TMG). There, she manages payer enrollment projects, briefs payer enrollment team members on industry trends, and is the liaison for the multitude of departments impacting payer enrollment processes. She also maintains her own consultancy, where she helps organizations develop and implement best-practice guidelines and processes; analyzes a variety of commercial, private, and governmental claim filings; and manages credentialing processes for network participation agreements. Servin is a current Leadership Board member of the National Association of Healthcare Revenue Integrity. She is also a leading member of TMG's Payer Enrollment Institute and serves as an associate faculty member on the speaker team.



**Rachelle Silva, BBM, CPMSM, CPCS
Credentialing Specialist, MultiPlan, Inc.**

Rachelle Silva is a dual-certified medical services professional with a bachelor's degree in business management and 25 years of experience in the field. She has worked for MultiPlan, Inc., an NCQA-accredited national PPO network, for 16 years as an auditor in their delegated credentialing department. Previously, she was a medical staff/CME coordinator in a community hospital and manager of medical affairs/meeting management at a large academic facility. She is also a founding partner of Southern Belles and Beau, LLC Speaker's Bureau, which provides professional development and healthcare industry education across the continuum. Silva has served in leadership positions at the state and national level, including on the education committee and executive board of the Louisiana Society of Medical Staff Services; on the Certification Commission of the National Association Medical Staff Services (NAMSS); as director at large on the NAMSS board; and as a former NAMSS instructor. Silva currently works with Team Med Global (TMG) as faculty, speaker team member, and contributor to the TMG Accreditation Wizard.



**David J. Zetter, PHR, SHRM-CP, CHCC, CPCO, CPC, COC, PCS, FCS, CHBC, CMUP,
PESC, CMAP, CMAPA, CMMP, CMHP
Founder & President, Zetter HealthCare Management Consultants**

David Zetter is founder and president of Zetter HealthCare LLC. He and his firm have provided practice management consulting services to medical and dental practices, facilities, and organizations for more than 25 years. Zetter is a nationally recognized enrollment expert and speaker, and CMS regularly solicits his feedback in their PECOS and compliance user focus groups. He is the current president of the National Society of Certified Healthcare Business Consultants and is a Certified Healthcare Business Consultant (CHBC). He is also a Certified Professional Coder (CPC) for physician practices, hospitals, and facilities, and a Certified Healthcare Compliance Consultant (CHCC). Zetter is a member of the American Health Lawyers Association, the Medical Group Management Association, and the Healthcare Financial Management Association.

Agenda

Note: Agenda and speakers subject to change.

Day 1

Monday, September 19, 2022

7:00 a.m.–8:00 a.m.

Registration & Continental Breakfast; Location: Foyer and Anasazi Ballroom

8:00 a.m.–9:00 a.m.

Provider Enrollment Basics: What to Do on Day One, Week One, Month One, and Year One

Location: Anasazi Ballroom

Presented by: Mathieu Gaulin, CPMSM, CPCS, and Jenny Jackson, EdD, MBA, CPMSM, CPCS, FMSP

Congratulations, you're a provider enrollment professional! Now what? This presentation will give you some tips for getting through day one, week one, month one, and year one. Leave better prepared to tackle the most common enrollment challenges and questions.

9:10 a.m.–10:10 a.m.

Understanding PECOS, I&A, and NPPES

Location: Anasazi Ballroom

Presented by: David J. Zetter, PHR, SHRM-CP, CHCC, CPCO, CPC, COC, PCS, FCS, CHBC, CMUP, PES, CMAP, CMAPA, CMMP, CMHP

Join this session for an introduction to the Provider Enrollment, Chain, and Ownership System (PECOS). Learn the key functions of the Identity & Access Management System (I&A), the National Plan & Provider Enumeration System (NPPES), and National Provider Identifiers (NPI).

10:10 a.m.–10:40 a.m.

Networking, Refreshments, & Exhibits Break; Location: Anasazi Ballroom

10:40 a.m.–11:40 a.m.

Gold Star Credentialing: Best Practices for Achieving Compliance

Location: Anasazi Ballroom

Presented by: Donna Goestenkers, CPMSM, EMSP, and Stephanie Russell, BS, CPMSM, CPCS

Verifying and evaluating practitioner credentials is critical, but so is managing decision-makers' expectations and circumventing misunderstandings. Join Team Med Global to learn how to lay the groundwork for informed discussions about competency measurements among medical staff leaders, administrative leaders, and MSPs.

11:40 a.m.–12:40 p.m.

Networking Lunch—Provided; Location: Anasazi Ballroom

12:40 p.m.–1:40 p.m.

Improving New Provider Onboarding to Boost Revenue

Location: Anasazi Ballroom

Presented by: David J. Zetter, PHR, SHRM-CP, CHCC, CPCO, CPC, COC, PCS, FCS, CHBC, CMUP, PES, CMAP, CMAPA, CMMP, CMHP

Having an effective new provider onboarding process protects revenue and productivity. Ensure your practitioners can begin receiving reimbursement immediately upon starting by attending this session with David Zetter. Walk away with actionable guidance to improve your onboarding process and ensure there are no gaps in reimbursement when a new provider starts.

Agenda

Note: Agenda and speakers subject to change.

Day 1

Monday, September 19, 2022

1:50 p.m.–2:50 p.m.

Eliminating Enrollment Delays Through Delegated Credentialing

Location: Anasazi Ballroom

Presented by: Amy M. Niehaus, MBA, CPMSM, CPCS

An efficient enrollment process is critical for any healthcare organization's revenue cycle, but waiting for payers to complete their credentialing process takes time and usually results in significant lost or delayed revenue for the organization. Attaining delegated status with commercial payers lets organizations enroll new providers faster and eliminate enrollment delays. This session will provide you with the steps to achieve delegated status, including determining eligibility and approaches to establishing a compliant credentialing program.

2:50 p.m.–3:20 p.m.

Networking, Refreshments, & Exhibits Break; Location: Anasazi Ballroom

3:20 p.m.–4:20 p.m.

Enrolling With Private/Commercial Payers

Location: Anasazi Ballroom

Presented by: David J. Zetter, PHR, SHRM-CP, CHCC, CPCO, CPC, COC, PCS, FCS, CHBC, CMUP, PESC, CMAP, CMAPA, CMMP, CMHP

Join David Zetter as he provides an overview of enrolling, contracting, and credentialing your providers with private/commercial payers. He'll share best practices for completing these tasks efficiently and on time, identifying the red flags that will require special attention, and practicing ongoing maintenance.

4:30 p.m.–5:30 p.m.

Laying the Groundwork: Defining Payer Enrollment Competency

Location: Anasazi Ballroom

Presented by: Larry DeHoyos, CPCS, PESC, and Yesenia Servin, CPMSM, PESC

Many of us consider ourselves to be payer enrollment specialists, but what does payer enrollment competency really mean? Join Team Med Global as they provide an overview of the Executive Payer Enrollment Competency Model and outline their Executive Payer Enrollment Professional education program.

5:30 p.m.–6:30 p.m.

Networking Reception; Location: Anasazi Ballroom

Agenda

Note: Agenda and speakers subject to change.

Day 2

Tuesday, September 20, 2022

7:00 a.m.–8:00 a.m.

Continental Breakfast; Location: Anasazi Ballroom

8:00 a.m.–9:00 a.m.

Payer Enrollment, Credentialing, and the No Surprises Act
Location: Anasazi Ballroom

Presented by: LaShawna Brown, CPMSM, CPCS

Whether you're a payer enrollment specialist or a credentialing specialist, you know that both roles have an effect on the quality of care patients receive. In this session, learn how to further help patients through understanding the No Surprises Act, what information you have that organizations need for compliance, and how to continue working together with colleagues for the good of the patient.

9:10 a.m.–10:10 a.m.

Is Anybody Out There? Working and Managing in a Virtual Environment During COVID-19 and Beyond
Location: Anasazi Ballroom

Presented by: Amy M. Niehaus, MBA, CPMSM, CPCS

The virtual work environment has become center stage during COVID-19. Employees and managers are working from home whether they were prepared to do so or not. Traditional methods of working with or managing a team may not be as effective when everyone is in a different location. This session will address common challenges to working effectively within a virtual setting, including the use of technology, communication techniques, managing performance, and keeping staff engaged.

10:10 a.m.–10:40 a.m.

Networking, Refreshments, & Exhibits Break; Location: Anasazi Ballroom

10:40 a.m.–11:40 a.m.

Assembling Your Provider Enrollment Toolbox
Location: Anasazi Ballroom

Presented by: Mathieu Gaulin, CPMSM, CPCS, and Jenny Jackson, EdD, MBA, CPMSM, CPCS, FMSP

To be truly effective as a provider enrollment professional, you need all the tools at your disposal—but sometimes you only have a hammer. This session will help you identify and implement all the real-world tools to address day-to-day functions and advanced provider enrollment challenges. As a bonus, the slides for this session can be used as checklists to help with your daily work.

11:40 a.m.–12:50 p.m.

Networking Lunch—Provided; Location: Anasazi Ballroom

12:50 p.m.–1:50 p.m.

Making Connections: Telemedicine & Credentialing by Proxy
Location: Anasazi Ballroom

Presented by: Donna Goestenkors, CPMSM, EMSP, and Rachelle Silva, BBM, CPMSM, CPCS

Telemedicine providers may never set foot in a facility, yet they're held to the same standards as on-site physicians. Join Team Med Global to up your knowledge of Medicare Conditions of Participation and other telemedicine accreditation standards, and learn how to onramp telemedicine credentialing and privileging into existing processes.

Agenda

Note: Agenda and speakers subject to change.

Day 2

Tuesday, September 20, 2022

2:00 p.m.–3:00 p.m.

What to Do With a Denial of a CMS-855 Form

Location: *Anasazi Ballroom*

Presented by: Todd Selby, JD

Healthcare attorney Todd Selby shares best practices to avoid having a CMS-855 form rejected and what to do when appealing rejections. Using case law examples, he'll explain why rejections occurred in each scenario and what lessons you can apply when responding to and appealing your own enrollment denials.

3:00 p.m.–3:15 p.m.

Networking & Refreshment Break; Location: *Anasazi Ballroom Foyer*

3:15 p.m.–4:15 p.m.

True Grit: Developing Your Resilience

Location: *Anasazi Ballroom*

Presented by: Donna Goesten Kors, CPMSM, EMSP; Nicole Keller, MSHM, CPHQ, CPHIT, CSM; and Stephanie Russell, BS, CPMSM, CPCS

Setbacks are difficult, but you can bounce back—sometimes in unexpected ways. Join Team Med Global in exploring how to develop resilience, the skill that prevents you from getting stuck and propels you to the next opportunity. Then, learn how to create your personal plan for thriving in the face of workplace stressors.

4:15 p.m.

Conference Adjourns

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Notes

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