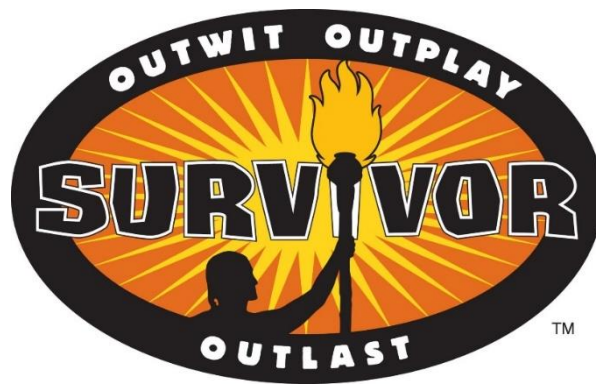


2021 MINNESOTA ASSOCIATION OF MEDICAL STAFF SERVICES (MAMSS) VIRTUAL CONFERENCE

We Survived Disaster Credentialing!



This year, the MAMSS Conference is going virtual! The MAMSS Conference Committee is excited to announce three half days, full of education, fun and networking.

Wednesday, April 21, 2021 12:00pm – 4:00pm

Thursday, April 22, 2021 12:00pm – 4:30pm

Friday, April 23, 2021 8:00am – 12:45pm



Please join us April 21st, 22nd, and 23rd, 2021 for the first ever virtual conference of the Minnesota Association of Medical Staff Services! As the healthcare industry has shown us over the past year how it is an ever-changing industry, it's essential that Medical Staff Professionals continue to receive up-to-date information that impacts their profession. You will not want to miss this conference which is packed with both personal and educational sessions, a great networking opportunity and receive CEUs! We will be applying for NAMSS-approved CEUs and each full-conference attendee will receive educational units towards CPCS and/or CPMSM certifications.

The 2021 MAMSS Conference is designed for Medical Staff Professionals, Managed Care Professionals, Centralized Verification Organization Professionals and Credentialing Specialists from across Minnesota and surrounding states. This event is open to MAMSS members and non-members.

So, grab your computer/laptop, a comfy chair, and join us! We hope to "see" you at the conference!

Stefanie Frank, CPCS, CPMSM, *MAMSS President*
Sfrank@hutchhealth.com and
 Michaela Jackson, *MAMSS President-Elect and Conference Committee Chair*
Michaela.jackson@childrensmn.org



REGISTRATION

MAMSS Conference Committee understands that during the COVID-19 Crisis, many healthcare organizations have had to make difficult budgetary decisions. In 2021, we want to make our conference as affordable for as many MSPs as possible. Additionally, because it is a virtual conference, many of the costs that went into our previous conferences have been reduced. **Non MAMSS Members can pay for a full conference + membership and receive the rest of April, May, and June 2021 for free!**

Full Conference Rate:	\$70
Daily Conference Rate:	\$25
Full Conference Rate + MAMSS Membership thru June 30, 2022:	\$120

Payment Enclosed

Payment made via PayPal on MAMSS website

**Fee is refundable with a \$18.00 charge by written request to Terri Winter post marked or emailed no later than April 14, 2021. After April 14, 2021, fee is nonrefundable. Any registration post marked after April 14, 2021, will be increased by \$25.00. There will be no exceptions.*

Name: _____ Credentials: _____

Facility: _____ Title: _____

Street Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

Day(s) Attending: All Three Days Wednesday Only Thursday Only Friday Only

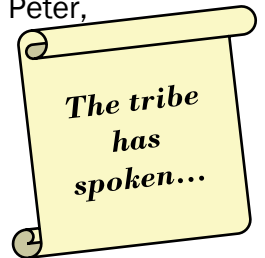
Additional Registration Information

For more information on the benefits of becoming a MAMSS Member, please contact our Membership Coordinator, Laurie Pechovnik by phone (763) 236-4712, or by email laurien.pechovnik@allina.com. Or visit our website at www.mnamss.org.

For your convenience, an online registration form and PayPal account has been set up for those wishing to pay by credit card.

1. Go to MAMSS website: www.mnamss.org
2. On the home page or the Education/Upcoming Events Tab, click on the 2021 Annual Conference Registration Form.
3. Complete the online form as indicated.
4. Click the "Continue to Payment" button to bring you to the PayPal site to complete the transaction using your credit card.
5. An automatic e-mail will be sent to Terri Winter, MAMSS Treasurer, from PayPal with your registration information.

If paying by check, please complete the registration form on the previous page and mail to Terri Winter, MAMSS Treasurer, at River's Edge Hospital and Clinic, 1900 N. Sunrise Drive, St. Peter, MN 56082. Make checks payable to MAMSS (41 1891785).



Virtual Conference Information

MAMSS will be using the Webex Platform. During the week of the conference, each registered attendee will receive three separate Webex links – one for each day. We will not be having breakout sessions this year, so everyone will stay in the same meeting for the duration of that day's conference.

Presentation slides/materials will be emailed in advance for attendees to either print out or follow along on their computer. Please be sure to have all of your materials ready at the start of each day.

Daily evaluations will be sent out via email at the end of each day. Each attendee will receive a link to complete that day's survey via SurveyMonkey. Please complete in a timely manner, as it is easy for each day to run together after a while. The Conference Committee uses the information from evaluations to create a better conference experience each year. Your feedback is important and appreciated!

General Housekeeping Reminders

- There will be a chat feature for questions during each session. We will have people monitoring the questions to be asked on your behalf at the appropriate time. If there is not enough time for questions, we will follow up with the presenter.
- Some sessions may be interactive. This could include polls, speaking up, or answering questions via chat.
- Please remember to mute yourselves during the presentations, unless asked otherwise. Please try to minimize distractions.
- Please prepare to have your cameras on if possible; we want to see everyone! Remember to ensure your attire and background are appropriate. Dress as if you were attending the conference in person.

AGENDA

Wednesday, April 21, 2021

- 12:00 - 12:30pm: Welcome and introductions – housekeeping
12:30 - 1:30pm: Keynote Opening: Louise Griffith (One Shining Light): *You are Worth It*
1:30 - 2:30pm: Dr. Bill Kriva (Parkview Chiropractic): *Stay Fit where you Sit*
2:30 - 2:45pm: Rest and Refuel Break
2:45 - 3:45pm: Shelly Berg and LuAnn Sietsema (Carris Health): *Overview of Onboarding Process*
3:45 - 4:00pm: Closing Day remarks and skit presented by members of the Conference Committee

Thursday April 22, 2021

- 12:00 – 12:15pm: Welcome Back! Day 2 – housekeeping
12:15 – 1:15pm: Adi McCarthy (Allina Health): *Telemedicine Overview*
1:15 – 2:15pm: Lisa Velasco (Hardenbergh Group): *Developing a Practitioner Health & Wellness Committee*
2:15 – 2:30pm: Rest and Refuel Break
2:30 – 3:30pm: Ruth Martinez and Elizabeth Larson (Minnesota Board of Medical Practice): *Pivoting During a Pandemic: Change, Impact & the Future*
3:30 – 4:30pm: Sara Cameron (NAMSS DAL): *NAMSS Update*
4:45 – 5:15pm: Virtual Happy Hour presented by members of the Conference Committee *Thirsty Thursday*

Friday, April 23, 2021

- 8:00 – 8:15am: Welcome Back! Day 3 – housekeeping
8:15 – 8:45am: MAMSS Board Meeting and Updates
8:45 – 9:45pm: Katherine Becker (St. Luke's): *Credentialing: Stories from the Trenches*
9:45 – 10:00am: Rest and Refuel Break
10:00 – 11:00am: Lisa Velasco (Hardenbergh Group): *Unifying Provider Enrollment, Credentialing and Privileging*
11:00am – 12:30pm: Donna Goestenkors and Nicole Keller (Team Med Global): *20/20 Hindsight: Reflections on Disaster Privileging*
12:30 – 12:45pm: Closing Regards thanks for coming!



Session Information

Louise Griffith, MA *One Shining Light*:

You are Worth It

It is common to focus on caring for others while forgetting the importance of caring for you. You place many roles in life which often consumes much energy. Take this opportunity to refresh yourself as a person and as a professional.

In this presentation you will explore ways to honor your wisdom within, step into your personal power while choosing your story and experience the celebration of individual gifts and strengths.

When you decide you are worth it, whatever your “it” may be, you make a choice and often take a leap of faith. Many options open for you. You will leave this session with some strategies and a blueprint to move you forward.

William Kriva, JC Parkview Chiropractic:

Stay Fit Where You Sit

This presentation focuses on the potential health problems that can arise from sitting for extended periods and what you can do to protect yourself. Topics covered include proper work station design, proper posture while sitting, and exercise you can do at your work station that will help minimize your chances of developing health problems secondary to sitting on the job.

Shelly Berg, and LuAnn Sietsema, Carris Health:

Overview of Onboard Process

Do you spend a significant amount of time and resources in recruiting medical staff, only to have their experience in joining your organization be challenging and confusing? Oftentimes this makes it difficult and challenging to retain great physicians. Together, Shelly and LuAnn will go over the process that their organization developed to create a successful onboarding position. They will also be discussing other onboarding topics such as creating an appropriate job description and lessons they've learned throughout this process.

Adi McCarthy, MPNA, CPCS, CPMSM, Allina Health:

Telemedicine Overview

Telemedicine is ever changing. As our world is becoming more and more technical, it is only expected that Telemedicine options will expand. We will look at how it has evolved and what we might expect in the future and do our best to keep up with those changes.

Lisa Velasco, MSM, CPMSM, CPCS The Hardenbergh Group

Developing a Practitioner Health & Wellness Committee

Practitioners are facing increasing challenges and demands from employers, patients, and daily life. Medical Services Professionals (MSPs), Medical Staff and Hospital Leadership play a significant role in a practitioner's health and wellness. As an MSP, we are committed to making practitioner health and wellness a priority. This presentation will provide guidance and targeted solutions to support your organization in the development of a Practitioner Health and Wellness Committee.

In this presentation, Lisa Velasco, Director of Professional Services at The Hardenbergh Group, will:

- Discuss the impact of increasing challenges and demands on practitioners and the

- potential harmful results.
- Describe the importance of a Practitioner Health & Wellness Committee.
- Define the purpose and role of the committee.
- Provide targeted solutions and identify tools and resources to develop your organization's committee.

Ruth Martinez, MA and Elizabeth Larson, MA Minnesota Board of Medical Practice:
Pivoting During a Pandemic: Change, Impact & the Future

- *What has changed and why did it change (authority, policy, practicality)?*
- *Will the change stick?*
- *What was the immediate impact of the change?*
- *Will the change have a future impact?*

Sara Cameron, CPMSM, CPCS NAMSS Director at Large Leader:
NAMSS Update

- Describe the history of NAMSS, strategic initiatives and impact on the industry
- Identify elements of the NAMSS Leadership and Volunteer Pathways to better support the profession
- Discuss verification benchmarks and grassroots efforts NAMSS is supporting to improve credentialing efficiencies.

Katherine Becker, JD, LLM, CHC St. Luke's Health:
Credentialing: Stories from the Trenches

Learn about the very real consequences of credentialing in the real work and how to avoid them. Stories will be shared on real cases and the steps you can take to avoid becoming a headline.

Lisa Velasco, MSM, CPMSM, CPCS The Hardenbergh Group:
Unifying Provider Enrollment, Credentialing and Privileging

To accelerate and streamline provider enrollment, more hospitals and health systems are delegated credentialing agreements from commercial payers on behalf of their medical groups or other provider organizations. At the same time, the number of employed practitioners continues to grow at hospitals and health systems. The process of enrolling providers in numerous health plans is time consuming and delays in timely enrollment negatively impact an organization's revenue. This solutions-oriented presentation will provide insight to expedite the process of provider enrollment by unifying enrollment, credentialing, and privileging. In this presentation, Lisa Velasco, Director of Professional Services at The Hardenbergh Group, will:

- Discuss advantages and disadvantages of delegated credentialing.
- Describe fundamentals of delegated credentialing and integration of enrollment, credentialing and privileging.
- Identify tools and resources to simplify the unification process.

Donna Goesten Kors, CPMSM, EMSP and Nicole Keller, MSHM, CPHQ, CPHIT, CSM Team
Med Global:

20/20 Hindsight, Reflections on Disaster Privileging

The COVID-19 pandemic has been a wild ride. MSPs have had to draw upon their knowledge and experience – and that of their colleagues – to navigate a stormy sea of new privileging guidelines and regulations. Lessons learned during the pandemic can lead to process improvements during the “new normal.”

Objectives:

- Describe 5 challenges of disaster privileging
- Identify 3 key takeaways from the disaster privileging process
- Explain how COVID-19 privileging can lead to process improvements

Speaker Biographies

Louise Griffith, MA *One Shining Light*



Louise Griffith, MA, from One Shining Light, is an internationally-recognized speaker, author, success coach, and psychologist of 28 years who educates her clients to be clear about what they want and then achieve it. She engages with individuals and audience participants who want to know what inspires and motivates them to act in a positive and productive way. Her expertise focuses on the core issues that stand in the way of performance and positive self-worth.

Under her spirited and practical guidance, people learn how to access their power, eliminate self-defeating behaviors, build on their strengths, and tap into their passion. Louise challenges her clients to explore how their thoughts impact their actions. The result? Better choices, improved communication, richer relationships, life-changing insights, and increased success.

Her book, *You Are Worth It: 52 Weeks to Honoring, Loving and Nurturing Your Soul* and accompanying journal are now in their fifth printing.

William Kriva, JC *Parkview Chiropractic*

Dr. Bill Kriva is the Clinical Director at Parkview Chiropractic in Oakdale, Minnesota. He is a national speaker, award-winning author of two books, and an award winning success coach. He was voted Minnesota's Top Chiropractor from Minnesota Monthly Magazine. He is also an industrial engineer trained in the field of ergonomics.

Shelly Berg and LuAnn Sietsema *Carris Health*

Shelly Berg is the Medical Staff Services Manager for Carris Health in Willmar, MN. Carris Health is a multi-specialty healthcare network with affiliate locations in Litchfield, New London, Redwood Falls, and Willmar.

Shelly has been in the healthcare field for 23 years and is responsible for Medical Staff Services functions related to provider enrollment with the health plans and privileging at the hospitals. Shelly ensures that Carris Health complies with Joint Commission, CMS, and AAAHC Standards.

Shelly has been on the Minnesota Association of Medical Staff board for 14 years. She has held positions with MAMSS as the Southern Regional Representative, Vice President, President, Past President, and now is the Central Regional Representative. Shelly is also a member of the National Association of Medical Staff Services.

LuAnna Sietsema, is an experienced Human Resources professional in healthcare settings. She began her position as a Physician Integration Specialist in 2018. In this role, LuAnn works with new Physicians & Advanced Practice Professionals as their contact point for 2 years. This includes onboarding, practice set up, mentor assignment, and more. LuAnn also provides useful information to these practitioners prior to employment; housing, childcare, spouse employment, and community connections. She has developed this role with goals to continue to improve new physician onboarding, satisfaction, and retention.

Adi McCarthy, MPNA, CPCS, CPMSM

Allina Health

It all started as a little girl wanting to grow up to be a doctor. But, when thrown into multi-variable calculus, realization hit and Adi jumped off that boat. Instead, Adi received a bachelor's degree from the University of Minnesota in Anthropology. Once again, paths changed and Adi left the world of digging up dead bodies for the glamorous world of credentialing. Mainly, because she realized that archaeology did not lend itself to wearing pretty shoes.

Adi started in 1999 at Medical Credentialing Service of Minnesota (MCSM), the CVO for the state. A true testament of being able to work your way up through the ranks, Adi started at MCSM as the copy girl and eventually worked her way up to answering the phones and sorting the mail before she was promoted to Credentialing Specialist. When MCSM closed its doors, Adi moved to United Hospital and stayed there until the creation of the CVO at Allina's corporate office. Adi's area of expertise ranges from initial to reappointment to just about anything that could happen in a medical staff office and CVO.

Adi received her CPCS certification in 2005, her CPMSM in 2008 and in 2012 received her Master's degree in Public and Nonprofit Administration.

Katherine Becker, JD, LLM, CHC

Vice President of Corporate Compliance, St. Luke's



Katherine is the Vice President of Corporate Compliance at St. Luke's Hospital of Duluth, Minnesota. Prior to moving to MN and joining St. Luke's, she was a healthcare consultant assisting clients all across the country with their compliance needs.



Lisa Velasco, MSM, CPMSM, CPCS

The Hardenbergh Group



Lisa Velasco is Director, Professional Services for The Hardenbergh Group. Lisa brings 28 years of experience with hospitals and managed care organizations, accreditation and regulatory standards, knowledge of healthcare law, credentialing and privileging, administration, project management, start-up operations, acquisitions and mergers, graduate medical education, continuing medical education, physician relations, recruitment, and practitioner wellness.

She maintained system wide compliance for regulatory agencies and accrediting bodies for NCH Healthcare System Medical Staff Office and the CVO for NCHMD, Inc., and Southwest Florida Physician's Association. Lisa developed and implemented a comprehensive physician and allied health professional, officer, and medical staff leader onboarding and orientation program. In collaboration with the Medical Staff President, she developed the Physician Wellness Support Group. Lisa received the Quality Award in 2018 for reducing the turn-around time for processing applications and improving efficiencies. She was also recognized for best practice by The Joint Commission in 2019 for her on-line survey process with full compliance. Lisa was recognized in 2019 for her mentorship during Nurses Week. Her passion is fostering an environment of continuous learning, professional development, and networking amongst her peers.

Prior to joining NCH, Lisa served as the Corporate Credentialing Project Manager for Baptist Health South Florida where she developed and implemented a system-wide universal reappointment process for six hospitals, improving physician satisfaction and achieving significant cost savings. In addition, she served as the Manager of Medical Staff Services and Graduate Medical Education for West Kendall Baptist Hospital. Prior to Baptist Health, she served as the Director of the Corporate Credentialing Office for Jackson Health System where she integrated the medical staff and credentialing process while managing three Medical Staff Offices. In 1997, Lisa was recognized by The Joint Commission for Best Demonstrated Practice.

Lisa maintains her Certified Professional Medical Staff Services Management (CPMSM) and Certified Provider Credentialing Specialist (CPCS) status. She completed the NAMSS Leadership Certificate Program in 2018 and has served on the NAMSS Certification Commission and Ethics Committee. She received the 2020 Mentor Award from Florida Association of Medical Staff Services. She has also served in leadership roles on the local, state, and national level. Lisa is a licensed physical therapist assistant and a certified health coach.

Ruth Martinez, MA and Elizabeth Larson, MA

Minnesota Board of Medical Practice

Ruth Martinez, M.A., is the Executive Director of the Minnesota Board of Medical Practice. She also serves as a Commissioner on the Interstate Medical Licensure Compact (IMLC) Commission and chairs the IMLC Rules and Administrative Procedures Committee. Ms. Martinez frequently represents the Board on task forces, work groups and coalitions, and collaborates with a broad range of stakeholders in health care regulation and delivery. She is actively involved with the development and implementation of regulatory policy, and initiatives that improve processes and increase access to information, enhance patient safety, and improve process transparency.

Elizabeth Larson, M.A., has been with the Minnesota Board of Medical Practice since 2015. She is the Licensure Unit Manager and previously worked as a Licensure Specialist with the Board. Ms. Larson oversees all licensing and registration processes for physicians and the seven allied health professions regulated by the Board, with an emphasis on process implementation and data integrity. She works collaboratively with the Board's Licensure Committee and seven Advisory Councils to assure reliable and efficient management of licensing processes. Ms. Larson also facilitates Letters of Qualification through the Interstate Medical Licensure Compact and directs the associated expedited licensure and renewal workflow.

Sara Cameron, CPMSM CPCS

NAMSS Director at Large



Cameron is the Director of Medical Staff Services for Hospital Sisters Health System in Illinois. Sara's role is a nine-facility role taking her to acute tertiary care facilities and critical access hospitals facilitating Peer Review, Risk Management, Quality and Credentialing as well as serving as the HSHS leader and liaison for the Southern Illinois University Graduate Medical Education Program overseeing 250 residents.

Sara has been a Medical Staff Professional for 19 years working in Alaska, Missouri, Washington, Oregon and Illinois. Sara holds her CPCS, CPMSM and NAMSS leadership certifications. Sara serves on the NAMSS Audit and Finance committee, is an elected Director at Large on the Board of Directors of serving as state liaison to Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin and formerly was a member of the education committee. In recent years, Sara has had the honor to speak at several state medical staff services associations.

Donna Goestenkers, CPMSM, EMSP and Nicole Keller, MSHM, CPHQ, CPHIT, CSM

Team Med Global



Donna Goestenkers, CPMSM, EMSP is a healthcare consultant, speaker, author, educator, and mentor who possesses over 44 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 is diverse and penetrates into all healthcare locations and environments (i.e., coast to coast, system, academic, community and critical access hospitals, Credentials Verification Organizations, Payer Enrollment, Managed Care Organizations, group and solo practice settings). Her talent in leading Medical Staff Services Professionals (MSPs) to their greatest level of competence garners Donna great respect among her colleagues within the industry.

Donna is a past president of the National Association of Medical Staff Services (NAMSS). She continues her work as an industry thought and implementation leader by serving as a content expert in the development of industry educational products, services and resources, Donna currently serves as Faculty to TMG University and has worked on several domestic and international credentialing think tanks.

Donna has authored, co-authored, and contributed to numerous industry articles and books. She also submits articles to several state and leading credentialing software vendor newsletters. In addition, Donna speaks frequently on healthcare issues using today's technologies and modalities.

Donna earned an associate's degree in Medical Services from Kansas City Business College and holds certification in Medical Staff Services Management (CPMSM) through NAMSS and achieved her Executive MSP (EMSP) credentials through TMG University. She graduated from an intensive training program at the Speaker's Academy presented through Brian Tracy International and recently completed a nine-month virtual leadership course, Platinum Series, through Nightingale Conant Corporation.

Donna is an avid reader who is passionate in her desire to learn and considers mentoring professionals her most important avocation.



Nicole Keller, MSHM, CPHQ, CPHIT, CSM is a Corporate Quality Assurance Officer with Incyte Diagnostics, Inc. She provides leadership and oversight in the areas of technical and professional quality assurance and improvement, compliance, hospital credentialing and privileging, medical licenses and certification, and payer enrollment. Nicole's additional areas of expertise include human resources, payer & hospital contracting, population health, practice group management, project management, group leadership and facilitation, and building high functioning teams.

Nicole possesses the ability to clearly design and implement affordable, patient-centered systems and processes and form organizational collaborations to deliver cost-effective care. She is recognized by supervisors, peers and staff for the ability to identify and analyze problems, interpret data and recommend practical, acceptable solutions while developing strong teams and an organizational culture of continuous improvement and innovation. Nicole is also adept at staying abreast of best practices in various healthcare settings needed to improve quality and drive change.

Nicole received her Bachelors of Community Health from Western Washington Universality and Masters of Healthcare Administration from Champlain College. She is certified in Health Information Technology, Healthcare Quality Improvement, and Agile Project Management (Scrum Master). Family (fur babies included), physical fitness, nutrition, and mentoring/coaching high school and collegiate athletes are important aspects of Nicole's personal life.

Thank you for attending the 2021 MAMSS Education Conference!

