

# 36th Annual MAMSS Conference

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Thursday and Friday  
April 26 and April 27, 2018

Hosted by:



3131 Campus Drive  
Plymouth, MN 55441

Please join us April 26 and 27 for the 36<sup>th</sup> Annual Conference of the Minnesota Association of Medical Staff Services! All conference activities will take place at the Crowne Plaza Minneapolis West located in Plymouth. As the healthcare industry continues to experience rapid change, it's essential that Medical Staff Professionals position themselves to receive up-to-date information that impacts the profession. You will not want to miss this 2-day conference packed with outstanding educational sessions and excellent networking opportunities! NAMSS CE-approved credit towards CPCS and/or CPMSM certifications has been requested for all courses.

The 2018 Annual 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.

We hope to see you at the conference!

Allison Peterson, CPCS  
MAMSS President  
and  
Stefanie Frank, CPCS, CPMSM  
MAMSS President-Elect and Conference Committee Chair



***A huge thank you to the MAMSS Conference Committee, the MAMSS Board of Directors, and all the volunteers for helping make this year's conference a success!***



## **Hotel Accommodations:**

A block of rooms has been reserved at the Crowne Plaza Minneapolis West for conference attendees. Crowne Plaza Minneapolis West room rates are: \$ 103.00 plus tax.

Reservations at these prices must be made by March 25, 2018. Reservations can be made online by following the link in the email or by calling hotel directly at (763) 559-6600 and referencing the MN Association of Medical Staff Services block.

## **Valet Parking / Direct Access to Lobby:**

Upon entering hotel from Xenium Lane veer to the right for valet parking and direct access to the lobby.

## **Complimentary Self-Parking:**

Upon entering hotel from Xenium Lane veer to the left to access parking ramp. The closest entrance to this ramp will bring you to the hotel's meeting facilities; continue up one level by stairs or elevator to access the hotel lobby and additional meeting space.

**Dress Attire:** Please dress comfortably. Jeans are acceptable. Room temperatures are difficult to predict; therefore, a sweater or jacket is always recommended. Sombreros are welcome!

**Questions:** Contact Stefanie Frank at 320-484-4511 or [sfrank@hutchhealth.com](mailto:sfrank@hutchhealth.com)

## **For conference updates, visit our website at [www.mnamss.org](http://www.mnamss.org):**

Click on the Education, Upcoming Events Tab to find the brochure and on-line registration form.

**Sponsors and Vendors:** Some of the industry's leading companies with products and services that impact the profession of Medical Staff Services will be onsite for consultation and education during the conference. Please take time to visit with them and thank them for supporting MAMSS. We will also have some vendors onsite selling items to purchase.

Thank you to our 2018 sponsors!

## **Social Event:**

You asked, and we listened!! Based on feedback from our evaluations, we are moving the social event back to the hotel. Please join us for light appetizers in the Fireside Lounge just off the hotel lobby on Thursday, April 26, from 5-6 pm. It is a great chance to network with your peers in a social setting and possibly win a door prize.

**Conference Materials:** MAMSS is committed to environmental stewardship. To save our valuable natural resources, MAMSS is providing session presentations and handouts electronically, via email. Attendees have their choice to print off the materials. You will receive an email with the materials closer to the date of the conference.

*“Credentialing – It’s not paperwork, it’s patient safety”*



# Keynote Speaker!

Dr. Stuart Robertshaw, a national speaker and humorist, is known throughout the nation as “Dr. Humor.” His review of research led him to conclude that, “15 percent of people in America are humor impaired and another 15 percent are ‘at risk,’ and it’s no laughing matter.” As a result of his review, he founded the Association in 1990.

Dr. Robertshaw has presented to over 1,100 business, government, healthcare, and education organizations in 50 states and 4 Canadian provinces.

Quotes from Dr. Humor’s past clients:

"One of the best speakers I have ever heard . . . excellent- uplifting- invigorating-awesome!" Kaiser-Permanente (CA)

"Aside from making us laugh until we cried, you helped us realize the importance of laughter in the work place and pointed out the humor in many of the daily things we take for granted. Your perspective of life and business is both refreshing and revitalizing." 3M Corporation

"I think you could tell by the audience reaction that your presentation was a ‘10’. . . Your combination of real life humor and audience participation, tailored to our group of health care professionals, was absolutely perfect." American Association of Cardiovascular and Pulmonary Rehabilitation



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## DIRECTIONS

### ***From the SOUTH:***

- I-494 W to exit 23 for Rockford Rd/Cty Rd 9
- Turn right at Rockford Rd
- Turn right at Vinewood Lane N which will turn into Xenium Lane • The Crowne Plaza will be on your right just past a residential area

### ***From the NORTH:***

- Head south on I-94 E
- Slight right at I-494 S
- Take exit 23 for Rockford Rd/Cty Rd 9
- Turn left at Rockford Rd
- Turn right at Vinewood Lane N which will turn into Xenium Lane • The Crowne Plaza will be on your right just past a residential area

### ***From the WEST:***

- US-12 to exit 1A for I-494
- Keep left and merge onto I-494 N
- Take exit 23 for Rockford Rd/Cty Rd 9
- Turn right at Rockford Rd
- Turn right at Vinewood Lane N which will turn into Xenium Lane • The Crowne Plaza will be on your right just past a residential area

### ***From the EAST:***

- 1-94W to exit 231A for 1-394 W / US-12 W
- Take exit 1A for I-494
- Keep right at the fork, follow signs for I-494 and merge onto I-494 N
- Take exit 23 for Rockford Rd / Cty Rd 9
- Turn right on Rockford Rd
- Turn right at Vinewood Lane N which will turn into Xenium Lane N
- The Crowne Plaza will be on your right just past a residential area

# MAMSS Annual Conference Agenda

April 26 and 27, 2018

*(All presentations are held in the Regency Room unless otherwise noted on the agenda)*

## Wednesday, April 25, 2018

7:00 pm – 8:00 pm Early Registration

## Thursday, April 26, 2018

7:00 am – 7:30 am Registration / Continental Breakfast / Networking

7:30 am – 8:00 am Welcome – Stefanie Frank, CPCS, CPMSM, MAMSS Conference Committee Chair & MAMSS President-Elect

8:00 am – 9:00 am Keynote – The Healing Power of Humor – Dr. Humor

9:00 am – 10:00 am MSPs Take Charge: Defining and Communicating Your Value - Kathy Matzka

10:00 am – 10:30 am Break

10:30 am -11:30 am - BREAKOUT SESSIONS (Choose one to attend)

- a. Credentialing, Recredentialing and Privileging Basics-Overview – Kathy Matzka
  - *See full description of session in Bio and Session Description section of brochure*
- b. Provider Enrollment review – lead by Shelly Berg (Conference Room D)
  - *Interactive discussion on the hot topics in payor credentialing*
- c. NAMSS Update and CPCS/CPMSM Certification info – lead by Kathy Fezler (Conference Room E)
  - *Information will be presented on recent updates in NAMSS, as well as the process for obtaining certification. Current certified members will share their experiences and answer questions about the process.*

11:30 am – 12:30 pm Lunch (Europa Dining Room)

12:30 pm – 2:00 pm Hot Topics in Credentialing and Privileging - Kathy Matzka

2:00 pm – 3:00 pm Protecting Peer Review Information in Minnesota — Past, Present and Future – Jackie Moen

3:00 pm – 3:30 pm Break

3:30 pm – 4:30 pm - Keynote – Increasing the Joy, Laughter and Fun in the Workplace - Dr. Humor

5:00 pm Social Hour (Creekside Lounge)

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## Friday, April 27, 2018

8:00 am – 9:00 am Registration / Continental Breakfast / Networking

9:00 am – 10:00 am MN Board of Medicine Regulatory Updates – Ruth Martinez

10:00 am – 10:30 am Break

10:30 am – 11:00 am MAMSS Annual Business Meeting

11:00 am – 12:00 pm Lunch (Europa Dining Room)

12:00 pm – 1:00 pm MN Board of Nursing – Julie Sabo

1:00 pm – 2:00 pm Hospital, Payor and Clinic Panel

2:00 pm – 2:15 pm Closing Remarks – Stefanie Frank, CPCS, CPMSM, MAMSS Conference Committee Chair & MAMSS President-Elect

# REGISTRATION

## Full (2 day Registration)

MAMSS Members:	
Registration	\$205.00
NON-MAMSS Members:	
Registration includes annual membership	\$255.00

## Single Day Registration

MAMSS Members:	
Registration	\$140.00
NON-MAMSS Members:	
Registration includes annual membership	\$190.00

**Payment Enclosed**

**Payment made via PayPal (will incur an additional processing fee)**

If you are not a member and would like more information on the benefits of membership and how to join, please contact Adi McCarthy at phone number 612-262-0125, email [adi.mccarthy@allina.com](mailto:adi.mccarthy@allina.com), or visit our website at [www.mnamss.org](http://www.mnamss.org).

For your convenience, an on-line registration form and PayPal account has been set up for those wishing to pay by charge card.

1. Go to MAMSS website: [www.mnamss.org](http://www.mnamss.org)
2. On the home page or the Education/Upcoming Events Tab, click on the 2018 Annual Conference Registration Form.
3. Complete the on-line 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 – please note PayPal will charge a processing fee.
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 this registration form 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).

Name: \_\_\_\_\_ Credentials: \_\_\_\_\_

Facility: \_\_\_\_\_ Title: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Accommodations: \_\_\_\_\_

*Fee is refundable with a \$50.00 charge by written request to Terri Winter post marked or emailed no later than April 21, 2018. After April 21, 2018, fee is nonrefundable. Any registration post marked after April 21, 2018, will be increased by \$25.00. There will be no exceptions.*



# SPEAKER BIOS and SESSION DESCRIPTIONS

## Stuart “Dr. Humor” Robertshaw -

Dr. Stuart Robertshaw is a Professor Emeritus of Psychology and Education at the University of Wisconsin-La Crosse, as well as an attorney. He recently retired from university teaching and the practice of law to serve full time as President and Chief Executive Officer of The National Association for the Humor Impaired. He is known throughout the nation as "Dr. Humor."

He has spoken to a wide variety of groups on humor including the FBI, the CIA, the IRS, Westinghouse Corporation, the American Hospital Association and over 900 business, medical and educational groups in 49 states and 4 provinces in Canada. Recently, he was in Cleveland, Ohio, and delivered the keynote address at the International Embalmers Association.

- *The Healing Power of Humor: Do you often feel stressed out? Fatigued by exerting your best effort day after day without relief? Sick of too much work to do and not enough time to do it? If you've experienced any of these symptoms, this presentation is the cure! Stuart “Dr. Humor” Robertshaw, professor emeritus of psychology and education at the University of Wisconsin-La Crosse and an attorney (no joke!), will share his personal journey, which began in 1987 when he reviewed research on the benefits of humor. In 1990, he formed the National Association for the Humor Impaired. The association, for which “Dr. Humor” serves as president and CEO, has received national attention from the press in over 144 newspapers and 180 radio stations, and it has been featured in magazines such as Family Circle and Mature Outlook. Dr. Robertshaw will share what he has learned about the psychological and physiological benefits of humor and laughter as they relate to taking care of our ourselves, our friends and our loved ones.*
- *Increasing the Joy, Laughter and Fun in the Workplace: Joyful, productive, engaged staff feel physically and psychologically safe, appreciate the meaning and purpose of their work, experience camaraderie with others, and perceive their work life to be fair and equitable. This presentation is a staff development activity where participants are organized in small groups. The groups are guided as they brainstorm, critique and evaluate a list of strategies and activities specifically designed, for no other purpose, than to spread the joy, laughter, and fun in the workplace.*

## Kathy Matzka, CPMSM, CPCS, FMSP –

Kathy has over 30 years of experience in credentialing, privileging, and medical staff services. She worked for 13 years as a hospital medical staff coordinator before venturing out on her own as a consultant, writer, and speaker. She is dually certified by the National Association Medical Staff Services (NAMSS) and is one of the first recipients of the NAMSS Fellow Designation. Kathy has authored numerous books and articles related to medical staff services. She has performed extensive work with NAMSS' Education Committee developing and editing educational materials and has served as instructor for NAMSS.

- *MSPs Take Charge: Evaluating and Communicating Your Value will equip the MSP with the tools and information needed to evaluate current job responsibilities, define the value of services provided, and most importantly, put it all together for presentation to the people who make the decisions regarding salary increases and upgrades in job classifications.*  
*Upon completion of this lecture, the attendee should be able to:*
  - *Apply basic communication dynamics and define skills that will improve communication*
  - *Identify key approaches to making and keeping strategic career contacts*
  - *Develop an effective communication strategy for getting noticed and acknowledged*
  - *Perform an evaluation of current duties and responsibilities to define value as an employee*
  - *Identify the factors used by human resources department personnel in evaluating salary grade and pay scale and write a request for salary review addressing each of these issues.*

- *Credentialing, Recredentialing, and Privileging Basics – Overview:* This program provides a high-level overview of basic aspects of credentialing including primary source verification, applying criteria for appointment, reviewing the application for completeness, identifying “red flags,” and roles in the review and approval process. A great program for the new MSP and a refresher for the seasoned professional. At the completion of this program the participant will be able to:
  - Track the credentialing process from application through governing body approval
  - Define what constitutes a “complete” application
  - Identify and evaluate “red flags” in an application
  - Discuss primary source verification
  - Recognize the roles of various persons involved in the review and approval process
- *Hot Topics in Credentialing and Privileging:* The field of provider credentialing and privileging is constantly changing due to the evolution of accreditation standards, state and federal regulations, and new legal precedents. Throw into this the many differences in interpretation and you end up with a job that is “challenging” to say the least! This program will provide an overview of current “hot topics” in credentialing and privileging. This program will provide an overview “hot topics” in credentialing and privileging such as the following examples:
  - Hot areas in Joint Commission, HFAP, and NCQA standards for credentialing and recredentialing, CMS privileging requirements
  - Credentialing and privileging AHPs including APRNs and PAs
  - Issues with employed practitioners
  - The aging practitioner
  - Negligent credentialing lawsuits
 On completion of this program, the participant will be able to:
  - Discuss recent changes in accreditation and regulatory requirements and current “hot” topics in credentialing, recredentialing, and privileging, including the concept of negligent credentialing

### **Julie Sabo, PhD, RN, APRN, CNS -**

Julie has her Master’s degree in Adult Health Nursing from Emory University and a PhD from the University of Minnesota. She has practiced as an RN for over 30 years and as a CNS for over 20 years. She is currently the APRN Specialist at the Minnesota Board of Nursing.

- *Minnesota APRN Hot Topics:* During this session Julie will review several hot topics that occur with the APRN licensing, such as eligibility for an APRN license, what needs primary source verification for licensure purposes and when, the Post Graduate Practice requirement, renewal notifications sent to APRNs, as well as an overview of the licensing process. Julie will leave time at the end of her session for questions.

### **Ruth Martinez, MA -**

Ruth M. Martinez, M.A., is Executive Director of the Minnesota Board of Medical Practice. She has a long career in public service and has been with the Board since 1988, including 12 years as Supervisor of the Board’s Complaint Review Unit. Ms. Martinez collaborates with internal and external stakeholders in health care regulation and the healthcare delivery system. She frequently represents the Board on task forces, work groups, and coalitions. Ms. Martinez has been actively involved with development and implementation of collaborative initiatives, programs, procedures, and technological advancements that expedite licensure processes, increase access to regulatory information, enhance patient safety, and increase process transparency.

- *Minnesota Board of Medical Practice Regulatory Updates:*  
Discussion will include:
  - Update on the Interstate Medical Licensure Compact
  - Implementation of criminal background checks
  - New licensure for Genetic Counselors
  - Updates on the MN Prescription Monitoring Program
  - Updates and changes in provider licensing, including policy and procedural changes
  - Q & A

## **Jackie Moen, JD**

Jackie Moen is the Vice President Medical Staff Services, Allina Health, Minneapolis. She is responsible for advancing Allina Health's strategies to increase integration, coordination and effectiveness of professional staff credentialing, privileging, and peer review processes across Allina Health. The Medical Staff Services team includes the Allina Health Credentials Verification Organization as well as the Medical Staff Resources and Administration team that supports system-level privileging and professional practice evaluation systems.

Before assuming her current role, Ms. Moen worked for 10 years as a lawyer in the Allina Health Legal Department, most recently as Deputy General Counsel for Governance & Clinical Integration. As a Legal Department attorney, Ms. Moen advised the health system on corporate governance and clinical care and quality, including medical staff, peer review and quality improvement, health information, informed consent, mental health law, accreditation and regulatory compliance, and risk management.

Allina Health is a not-for-profit network of hospitals, clinics and other health care services, providing care throughout Minnesota and western Wisconsin. The health system includes 12 hospitals, 65 Allina Health clinics, 23 hospital-based clinics, 15 retail pharmacy sites, and two ambulatory care centers.

- *Protecting Peer Review Information in Minnesota — Past, Present and Future: In this presentation, we will examine the Minnesota and federal laws that protect the information hospitals gather, use, and disclose to credential, privilege, and evaluate physicians and advance practice professionals in the hospital. We will observe how our interpretation and application of these laws have evolved as health systems have grown in size, as systems have become more electronic, and as hospitals have endeavored to provide ever safer and higher quality care in the context of the Triple Aim. And we will consider whether and how the pressures to gather, use, and share even more data and information in the future can be accommodated in the existing legal framework.*

*Thank you for attending the 2018, 36<sup>th</sup> Annual MAMSS Conference!  
We hope to see you next year. Adios!*

