The 12th Annual
CREDENTIALING RESOURCE CENTER SYMPOSIUM

A New Day for Credentialing:
Moving from Verification to Competency

May 14–15, 2009 | Caesars Palace | Las Vegas, NV

EARLY BIRD DISCOUNT
Register by March 13, 2009 and save $100!

SPECIAL KEYNOTE SPEAKER
Carl Hammerschlag, MD
Author, Physician, and Healer!
Healthcare at the Crossroads: Sustaining Our Healing Spirit

PRE-AND POST-CONFERENCES
May 13, 2009 | Criteria-Based Core Privileges:
A Course in Design and Implementation

May 16, 2009 | Physician Competency:
Using data to evaluate performance
Attend the **12th Annual Credentialing Resource Center Symposium** and learn practical and innovative approaches to solving your most difficult credentialing and privileging, medical staff services department, leadership, and quality challenges. You’ll gain step-by-step strategies, tools, tips, policies, and procedures that are up to date with the latest Joint Commission and CMS regulatory requirements. And you’ll be able to immediately start implementing this useful information at your own healthcare facility.

For the past 12 years, our industry experts have offered seminars to medical staff and credentialing professionals on credentialing hot topics, competency determination in compliance with focused professional practice evaluation (FPPE) requirements, low- and no-volume practitioners, top five current credentialing cases, managing disruptive behavior, ED call, peer review, and much more.

Send your team to exciting Las Vegas for this two-day **Credentialing Resource Center Symposium**. You’ll have the opportunity to learn cutting-edge best practices for tackling medical staff challenges and network with your colleagues.

### Who Should Attend
- Medical services/credentialing professionals (both new and experienced)
- Physician leaders (credentials committee chairs and members, VPMAs, medical executive committee chairs and members, department chairs)
- CEOs, CMOs and COOs
- Directors of quality performance improvement
- Physician relations directors

### Conference Tracks

#### Credentialing and Privileging
- Linking privileges to competency
- Top five current credentialing cases: What everyone should know
- Evaluating the competency of advanced practice professionals and clinical assistants
- Competency determination for the low- and no-volume practitioner
- Analyzing credentialing files: Best practices
- Practitioner competency management—Collaboration between stakeholders

#### Medical Staff Services Department
- Boot camp for credentials committee members, medical staff professionals (MSPs) and medical services professionals and new department chairs (Parts I and II)
- The effective medical staff office: Toolkit and users guide
- Primary source verification and references: Import and value
- Top 12 privileging questions
- Essential functions training for MSPs

#### Leadership
- Contemporary solutions for today’s physician-hospital relation challenges: Practical tips toward better alignment
- If the traditional organized medical staff is dead, what’s the new model? A guide to today’s new medical staff models
- Strategic medical staff development planning: A comprehensive approach to realign a fragmenting medical staff
- Medical staff leadership standards
- Don’t want to! Don’t have to! Can’t make me!: Practical tips, tools, and techniques to address ED call challenges
- Professional code of conduct: Managing disruptive behavior

#### Quality
- Ongoing professional practice evaluation and the six general competencies: Practical implementation strategies for your peer review program
- Training physicians to conduct effective case review: Peer review tools and case studies
- Reporting peer review data: What do the MEC and the board need to know
- Increasing data transparency: Helping the medical staff understand and use external data
- Focused professional practice evaluation: Implementing a systematic approach to proctoring (Parts I and II)

### Register Today!
Fax your registration form to The Greeley Company at 800/738-1553 or visit us at www.greeley.com/seminars
Conference Tracks

General Session Topics

Healthcare at the Crossroads: Sustaining Our Healing Spirit
Carl Hammerschlag, MD
Author, Physician, and Healer

The trajectories of culture, economics, and technology are colliding to threaten the care of patients. When the tail of cost control wags the dog of healthcare delivery, the profession becomes just another industry. Most of us enter this field because it was a ministry. The economics of healthcare are causing a crisis of faith between providers and patients who no longer believe that clinical decisions are made solely on the basis of what they need. We must address this crisis because new medical advances are raising more financial and ethical questions. We must restore our trust in, and commitments to, each other if we are to sustain our calling and cause.

Exclusive panel discussion on the options for healthcare accreditation

This special session features executives from The Joint Commission, DNV Healthcare Inc., and the Healthcare Facilities Accreditation Program. Speakers will include Ann Scott Blouin, PhD, RN, executive vice president of the division of accreditation and certification operations at The Joint Commission; Patrick Horine, executive vice president of credentialing services at DNV Healthcare Inc.; Rebecca Wise, chief operating officer at DNV Healthcare Inc.; and George A. Reuthner, chief operating officer at the Healthcare Facilities Accreditation Program. Each organization will present for 15 minutes, followed by 45 minutes of Q&A. Join us for what undoubtedly will be an interesting discussion on how all three organizations are changing healthcare accreditation.

A New Day for Credentialing: Moving from Verification to Competency
Richard A. Sheff, MD, CMSL
Chairman and Executive Director, The Greeley Company

Forces in healthcare today are changing the field of credentialing forever. For decades, the watchwords of credentialing have been “verify and comply” as medical staff professionals and physician leaders learned how to gather and verify information and comply with increasingly complex regulatory and legal requirements. Today, our field of credentialing has a new watchword: competency. Beginning with The Joint Commission’s general competencies, OPPE, and FPPE, the field of credentialing is in the midst of a transformation whose full dimensions are not yet clear. Join us for this groundbreaking session, in which one of America’s most respected credentialing thought leaders will help us understand the implications of this increasing focus on competency, including raising the question of whether the very name of our field—credentialing—must change.

Symposium Faculty

Richard A. Sheff, MD, CMSL
Chairman and Executive Director, The Greeley Company

Mary Hoppa, MD
Senior Consultant for Medical Staff and Credentialing and Privileging, The Greeley Company

Robert J. Marder, MD, CMSL
Vice President, The Greeley Company

Mark A. Smith, MD, MBA, FACS, CMSL
Practice Director, Credentialing and Privileging, The Greeley Company

Carol S. Cairns, CPMSM, CPCS
Senior Consultant for Credentialing and Privileging, The Greeley Company

Sally J. Pelletier, CPMSM, CPCS
Senior Consultant for Credentialing and Privileging, The Greeley Company

William Cors, MD, MMM, FACPE, CMSL
Senior Consultant for Medical Staff, The Greeley Company

Michael R. Callahan, JD
Partner, Katten Muchin Rosenman LLP

Special Keynote Speaker

Carl Hammerschlag, MD
Author, Physician, and Healer
Healthcare at the Crossroads: Sustaining Our Healing Spirit

Dr. Hammerschlag, internationally recognized speaker, author, physician, and healer, uses his own extraordinary life experiences that have given him a unique perspective about how people can restore balance in their lives. Using the language of science, the power of legends, and his vast clinical experience, he tells a fascinating story that helps people become the principal agents in their own lives. His work with Native Americans has been chronicled in three critically acclaimed books: The Dancing Healers, The Theft of the Spirit, and Healing Ceremonies.

He is a master storyteller. A Yale-trained psychiatrist, he has spent more than 20 years working with Native Americans. He is an expert on how to survive in rapidly changing cultures. Now one of the world’s leading proponents of psychoneuroimmunology (mind-body-spirit medicine), he is a faculty member at the University of Arizona Medical School. He speaks about health and wellness, healing, leadership, and authenticity. He has delivered motivational keynote speeches to corporate and business clients world wide.

FACULTY DISCLOSURE STATEMENT
HCPro, Inc. has confirmed that none of the faculty/presenters or contributors have any relevant financial relationships to disclose related to the content of this educational activity.
Pre- and Post-Conferences

Attend these programs and learn even more!

Wednesday—May 13, 2009

CRITERIA-BASED CORE PRIVILEGES: A Course in Design and Implementation

Are you in charge of reviewing and recommending a redesign to core privileging? Where do you start, and how can you avoid the roadblocks and pitfalls that hamper smooth implementation of core privileges throughout your organization? This full-day program will take participants through the key steps needed to design, modify, and implement core privileges. Sessions will cover the barriers to implementation, the toughest clinical practice areas that challenge medical staff professionals and medical staff leaders, examples of difficult core privileging practice areas, management of cross-specialty disputes, and the process, players, and work plan needed to build consensus at your organization to successfully implement core privileges.

Saturday—May 16, 2009

PHYSICIAN COMPETENCY: Using Data to Evaluate Performance

After collecting vast quantities of data about quality indicators, how can hospitals use it to monitor physician performance and assess competence? The Joint Commission’s medical staff standards push organizations to ensure that physician competence is defined comprehensively and is evaluated using an evidence-based process. This full-day course will demonstrate how to use data to effectively measure and report physician performance. Learn how to work with your medical staff to make sound decisions about the indicators to collect, how to use benchmark data to interpret performance, and how to create an effective physician performance profile for evaluation and feedback.

Symposium Location

Discounted room rate: $239
FOR THE SPECIAL DISCOUNT RATE, RESERVATIONS MUST BE MADE BY APRIL 13, 2009.
Rooms are available on a first-come, first-served basis and may sell out before the April 13 cutoff date. Make your hotel reservations early to secure space and availability.

Caesars Palace is one of the world’s best-known resort-casinos, celebrating the glory that was Greece and the grandeur that was Rome, in an 85-acre destination location that sets the standard for excitement and luxury. Reigning at the heart of the Las Vegas Strip, Caesars Palace ranks among the world’s top luxury resorts known for their originality and beauty and features more than 3,300 hotel guest rooms and suites, 26 diverse restaurants and cafes, the 4.5-acre Garden of the Gods pools and gardens, and a world-class health spa and salon services. Its 4,100-seat Colosseum spotlights world-class entertainers such as Cher, Elton John, and Jerry Seinfeld, and sits just steps away from celebrity chef restaurants and The Forum Shops.

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Fax: 800/738-1553
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Online: www.greeley.com/seminars
Mail: Fill out the attached registration form and mail to:
The Greeley Company
200 Hoods Lane, P.O. Box 1168
Marblehead, MA 01945

5 easy ways to register

www.greeley.com/seminars
Registration Information

REGISTRATION FEES
The Symposium fee includes two days of intensive, interactive learning; the Symposium download and accompanying resource materials; a continental breakfast on both days; morning and afternoon refreshment breaks; CE credits; and the Thursday evening networking reception.

Credentialing Resource Center (CRC) Symposium only | May 14-15, 2009
- $895 early-bird rate (register by March 13)
- $995 standard rate
- $3,580 early-bird team of 5 rate (register by March 13)
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CRC Symposium and Criteria-Based Core Privileges | May 13-15, 2009
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  - $895 standard rate

ATTENTION FEDERAL GOVERNMENT EMPLOYEES
Call 800/801-6661 to learn more about our standard government conference discount.

About Your Sponsors

HCPro’s Credentialing Resource Center (CRC) The CRC provides members access to searchable resources on current, controversial, and problematic issues in credentialing and clinical privileging, visit www.credentialingresourcecenter.com to learn how to become a CRC member and put this exciting online resource to work for your organization.

HCPro, Inc., is the premier trainer and publisher of regulatory and management information for healthcare professionals. Established in 1986, HCPro is the parent company of The Greeley Company, the consulting division of HCPro. Our team of award-winning journalists, educators, and consultants has fueled our reputation for producing accurate, easy-to-understand training about complex regulatory topics for healthcare organizations nationwide.

CANCELLATION POLICY
1. All cancellations must be confirmed in writing.
2. Written cancellations received by HCPro, Inc., 30 days or more prior to the seminar are eligible for a refund, less a $200 cancellation fee.
3. Written cancellations made less than 30 days prior to the seminar date(s) are not eligible for refunds but are eligible for payment transfer (credit) to another seminar (less the $200). The credit will be valid for up to 6 months from date of cancelled seminar.
4. Participant(s) who do not cancel in writing will be considered as “no shows” and will not be eligible for refunds/credits.

ADA
We encourage participation by all individuals. If you have a disability, advance notification of any special needs will help us better serve you. Please notify us of your needs at least two weeks in advance of the program by calling 800/801-6661.

Additional Conferences
being held at Caesars Palace

Tell your colleagues about these other informative seminars.

Association of Clinical Documentation Improvement Specialists Conference
May 14–15, 2009
At the ACDIS annual conference, participants will learn valuable solutions to address your most challenging documentation problems. Participants will walk away with a firm understanding of Medicare Severity DRGs (MS-DRGs) and their relation to clinical documentation improvement (CDI).

Industry experts will identify the compliance areas that affect your clinical documentation improvement (CDI) program, present case studies, illustrate how to demonstrate the ROI of a CDI program to upper management, and much more. Visit www.cdiassociation.com for more information.

3rd Annual Association for Healthcare Professionals Conference
May 14–15, 2009
The annual Association for Healthcare Accreditation Professionals (AHAP) conference is the conference for all things accreditation. The role of a survey coordinator has changed considerably over the past several years. And who knows that better than your peers? Take advantage of this once-a-year opportunity to network with other accreditation professionals just like you and learn from leading experts in the field. Join us for this two-day conference that will make your job easier by providing you with need-to-know information and practical solutions to the most pressing accreditation problems. This year’s conference will include discussions on, The Joint Commission’s new National Patient Safety Goals, the 2009 Leadership standards, options for healthcare accreditation, critical test results, changes to Joint Commission scoring, and much more.

3rd Annual Hospital Safety Symposium
May 14–15, 2009
Safety directors have more Joint Commission compliance challenges in store for them than ever before. Not only is the accreditor overhauling its emergency management standards, it is raising its survey process to a new level. Expect every nuance of your safety program to be subject to scrutiny—including your risk assessments and follow-up plans, Life Safety Code® deficiencies, and your process to complete your Plans For Improvement. Backed by the Hospital Safety Center, which has been a trusted source of healthcare facility safety information for over 15 years, the 3rd Annual Hospital Safety Symposium will delve into new regulatory changes and best practices that you can bring back to your facility. In one-and-a-half days, participants will learn about how new emergency management expectations affect your EC program, how to communicate these plans hospitalwide, and much more.

On-site Education
Can’t make it to the Symposium? The Greeley Company provides on-site educational opportunities. Call 888/749-3054 for more information.

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Learning Objectives
- Describe the steps, principles, and guidelines for credentialing and privileging, as well as the responsible party’s roles, in each process.
- Identify best-practices for primary source verification and confirmation of competency.
- List solutions for managing top privileging challenges, including low- and no-volume practitioners, facilitating cross specialty disputes, and use of temporary privileges.
- Explain the competencies required of MSPs to manage an effective medical staff office.
- Identify practical strategies for meeting The Joint Commission’s medical staff standards, including requirements related to general competencies and ongoing and focused professional practice evaluation.
- Explain how to use data to effectively measure and report physician performance.
- Identify physician reviewers methods that reduce bias when performing case reviews.
- Develop a working knowledge of tools and skills to improve physician-hospital relations.
- Identify the new medical staff models being implemented in organizations across the country and how these new models can help align the strategic goals of physicians and hospitals.
- Explain a comprehensive process for strategic medical staff development.
- Identify strategies for addressing issues that may cause conflict, such as professional conduct and emergency department call challenges.
- Describe medical staff leadership standards and strategies for ensuring compliance with those requirements.
- Identify best practices for creating and maintaining medical staff credential files.
- Describe methods for implementing criteria-based privileges.
- Indicate how to evaluate the competencies of advanced practice professionals (APPs) and clinical assistants (CAs).

Continuing Education
Please visit us at www.greeley.com/seminars for more information about continuing education credits that will be provided for these programs.

Visit the Exhibition Hall
Learn about credentialing and medical staff products and services to make your job easier!

PAST EXHIBITORS INCLUDED:
- ACS Healthcare Solutions, MDxAs–Credentiaing
- AHA—Credentiaing Products
- Applied Statistics Management
- Association for Healthcare Accreditation Professionals
- CACTUS—Software
- The Center for Healthcare Accreditation Professionals
- CertFACTS On-Line
- Colorinve Records Systems, Inc.
- CPR Technologies
- Credentialing Resource Center
- Crisis Prevention Institute
- Environmental Health & Engineering
- FACIS
- Federation of State Medical Boards
- Gemini Diversified Services
- The Greeley Company
- HCPro, Inc.
- Healthline Systems
- Hill-Rom
- Hospital Safety Center
- ID, Inc.
- IntelSo Group
- Kroll Background Screening Group
- Morrey Associates
- NAMSS
- National Safety Technologies
- Physician Performance Scorecard Reporter
- Policy Technologies International
- Quantos
- Radar Medical Systems
- SAGS Systems and Services Certification
- Smith Selman Red, Inc.
- Vistar Technologies
- Xpedite

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2009 Symposium Schedule

Wednesday—May 13, 2009

4:30–7:00 PM  Pre-registration

7:00–8:00 AM  Registration | continental breakfast | exhibits
8:00–9:00 AM  Keynote address: Carl Hammerschlag, MD
Healthcare at the Crossroads: Sustaining Our Healing Spirit

Credentialing and Privileging | Medical Staff Services Department | Leadership | Quality

9:15–10:45 AM  Linking privileges to competency

10:45–11:15 AM  Break | exhibits

11:15–12:30 PM  Top 5 current credentialing cases: What everyone should know

12:30–2:00 PM  Lunch (on your own)

2:00–3:30 PM  Evaluating competency of Advanced Practice Professionals and Clinical Assistants

3:30–5:00 PM  Exclusive panel discussion on options for healthcare accreditation

5:00–6:00 PM  Networking reception | exhibits

Friday—May 15, 2009

7:00–8:00 AM  Continental breakfast | exhibits
8:00–8:45 AM  General session: A New Day for Credentialing: Moving from Verification to Competency

9:00–10:30 AM  Competency determination for the low- and no-volume practitioners

10:30–11:00 AM  Break | exhibits

11:00–12:30 PM  Analyzing credentialing files: Best practices

12:30–2:00 PM  Lunch (on your own)

2:00–3:30 PM  Practitioner competency management: Collaboration between stakeholders

3:30 PM  Adjourn

Workshops (Create your own program by selecting one topic for each of the time blocks below.)

Part I Boot Camp for credentials committee members, medical staff professionals (MSPs) and new department chairs

Part II Boot Camp for credentials committee members, MSPs and new department chairs

If the traditional organized medical staff is dead, what’s the new model? A guide to today’s new medical staff models

==Continued==

Reporting peer review data: What do the MEC and board need to know

Strategic medical staff development planning: A comprehensive approach to realign a fragmenting medical staff

Ongoing professional practice evaluation and the six general competencies: Practical implementation strategies for your peer review program

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Primary source verification and references: Import and value

Medical staff leadership standards

Increasing data transparency: Helping the medical staff understand and use external data

Don’t want to! Don’t have to! Can’t make me!: Practical tips, tools, and techniques to address ED call challenges

Focused professional practice evaluation—Part I: Creating a systematic approach to proctoring

Focused professional practice evaluation—Part II: Implementing a systematic approach to proctoring
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**Names of registrant:** *To register additional attendees, make photocopies of this form or call Customer Service at 800/801-6661.*

**Register a team of 4 and your 5th member attends free!**

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**DAY 1 – THURSDAY, MAY 14**
- 9:15 AM–10:45 AM Workshop
- 11:15 AM–12:30 PM Workshop
- 2:00 PM–3:20 PM Workshop

**DAY 2 – FRIDAY, MAY 15**
- 9:00 AM–10:30 AM Workshop
- 11:00 AM–12:30 PM Workshop
- 2:00 PM–3:30 PM Workshop

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200 Hoods Lane | P.O. Box 1168 | Marblehead, Massachusetts 01945

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