

**NAMSS**

**47<sup>th</sup>**

**EDUCATIONAL**

CONFERENCE & EXHIBITION

Orlando, Florida | September 10 – 13, 2023

**Building Better:**  
Setting the Foundation  
for the Future of the Profession

# Can you hear me now?

How to speak, so that Leadership will Listen  
Speaking the Language of Leadership

#NAMSS23



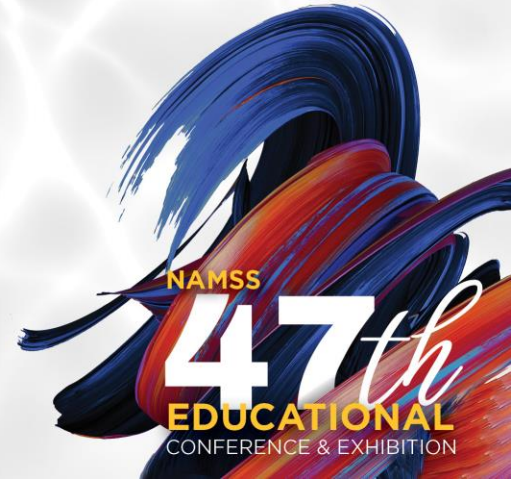


**Julie Hatley, CPCS, CPMSM, FMSP (She/Her/Hers)**  
**Debbie Kesselring, CPCS, CPMSM (She/Her/Hers)**

# Disclosure Statement for NAMSS 2023 Conference

We have no relevant financial  
relationships to disclose.

#NAMSS23



# Objectives

- Strategies to capture the attention of senior leadership
- Think strategically
- Build your team's image
- Self awareness
- Effective presentation of information

# Medical Services Professional

- Develop & Implement Credentialing Processes
  - Coordinator/specialist/manager/director
- Research & Development
  - Policies, Bylaws, Best Practices, Standards, Legal
- Process & Document

# Medical Staff Leadership

- Communication
- Relationships
- Quality
- Privilege Criteria
- Peer Review
- Corrective Action

# CEO/CMO Role

- Leadership
- Human Resources
- Financial Resources
- Patient Care/Safety



# Board Role

- **Oversee Management**
- **Financial Stability**
- **Set Strategic Direction**
- **Build Community Relations**
- **Establish Ethical Standards, Values, Compliance**
- **Mission/Vision**



**Think  
Strategically**

- Organization Mission and Vision
- Department Mission and Vision
- Personal Mission and Vision
- NAMSS Mission and Vision

# Live Polling: Whose Mission Statement reads...

Whose Mission Statement reads: More than building machines, we stand for the timeless pursuit of adventure.

- A. General Motors
- B. Toyota
- C. Harley Davidson
- D. Tesla

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**Whose Mission Statement reads: More than building machines, we stand for the timeless pursuit of adventure.**

① Start presenting to display the poll results on this slide.

# Answer

# Live Polling: Whose Mission Statement reads...

Helping to Produce Food, Fiber, Fuel and Infrastructure. We innovate on behalf of Humanity, caring for Customers, Leading with Innovation. Helping People Thrive. We Run for All.

- A. Nike
- B. Proctor & Gamble
- C. Exxon
- D. John Deere

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**Helping to Produce Food, Fiber, Fuel and Infrastructure. We innovate on behalf of Humanity, caring for Customers, Leading with Innovation. Helping People Thrive. We Run for All.**

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“I will not put my name on a product that does not have in it the best that is in me.”

# Board Onboarding and Education



# Live Polling: Who is eligible to serve on your Board?

Medical Boards are typically composed of local community representatives such as lawyers, business leaders, social service influencers, etc. Does the charter of your Board allow the following to serve?

- A. Physicians (Employed/Non-Employed)
- B. Employed Staff (Non-physicians)
- C. Patient Advocate
- D. None of the Above

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**Medical Boards are typically composed of local community representatives such as lawyers, business leaders, social service influencers, etc. Does the charter of your Board allow the following to serve?**

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## Live Polling: Term limits for Board members.

At your organization, how many years may a Board member serve before their term is over and/or is eligible for reappointment?

- A. One to two years
- B. Three to four years
- C. Five or more year

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**At your organization, how many years may a Board member serve before their term is over and/or is eligible for reappointment?**

① Start presenting to display the poll results on this slide.





# The Daily G

Monday, September 11, 2023

## Healthcare Board Education

Medical Staff providers" says the Erin Ren  
Professionals (MSP) do a Doe, President of the foll  
phenomenal job keeping Board for the Gossiper imp  
their organization out of Healthcare Center. They  
the news. "Patient safety keep our organization The  
is the number one goal. educated by providing a that  
Proof of competency is a stellar orientation and rela  
must when credentialing onboarding processes. can be the  
bab

# Medical Malpractice Lawsuit



**Phony doctor treated thousands of patients over years, some of them for cancer, prosecutors say**  
Stephan Gevorkian, 44, of Studio City, California, is charged with five felony counts of practicing medicine without certification, the Los Angeles County DA said.

**Fake teen doctor, now 25, sentenced to prison for new scam**

Malachi Love-Robinson of West Palm Beach, FL was sentenced to more than two years after pleading guilty to stealing more than \$10,000 from his employer.

# Physicians prevail in complex suit against hospital board

- The Minnesota Supreme Court has ruled that the doctors who sued their hospital's board of directors have the standing to do so and that medical staff bylaws are “an enforceable contract between members of a medical staff and a hospital.” The lawsuit is the result of alleged breaches by the board of the provider's own medical by-laws, [according to a story in MedPage Today](#).





**A teenager posed as a physician assistant at two Corpus Christi, Texas hospitals for nearly a month before being caught, [KRIS](#) reported April 3.**

Zachry Bailey purchased \$41 worth of scrubs and walked into Corpus Christi Medical Center's Bay Area Hospital asking for a badge. The hospital's primary human resources staff were out of the office. Mr. Bailey told the volunteer coordinator manning the office that he was a traveling physician assistant. The coordinator made him a badge, though she said she had reservations about it.

# Other Miscellaneous Headlines

- University of Iowa hospital faces pair of discrimination lawsuits.
- \$552,000 for Physician Assistant negligence resulting in delayed surgery for wrist.
- NP sued for referring herself as a Doctor after receiving her Doctor of Nursing Practice (DNP)
- Negligent Credentialing Suit in Iowa Could Affect Hospitals Everywhere

# Board Onboarding and Education

- Purpose of Credentialing
- Tools and Technology
- Overview of Credentialing Flow
- Onboarding Best Practice
- “Do’s”



# Credentialing Impacts Revenue



# Board Onboarding and Education





# The Foundation

Communication

Trust

Trust



# Build Pillars of Trust

- Punctual
- Positive
- Committed
- Proactive
- Initiative
- Problem-solving
- Confidence
- Attitude
- Complimentary
- Presentation/Image
- Polite
- Relatable
- Manage up

# The Value of Small Talk

**A - ANCHOR**

**R - REVEAL**

**E- ENCOURAGE**

# May I have your attention please?

- Find common ground
- Be brief and concise
- Get to the point quickly
- What can I do to help?

# Persuasion: Prepare

- Know your audience
- Determine your objective
- Have a primary conclusion
- Have three good reasons

# Persuasion: 5 Steps

- Get their attention
- Need
- Satisfaction
- Visualization
- Action

# Start with a Small Ask:

- Remember Mission, Vision, Strategy
- Introduction:
  - Succinct and clear
  - Get right to the problem
  - How does it impact them
- History or background
- Solutions to the problem
  - Data
  - Cost/Benefit
  - Customer/Employee Satisfaction
  - How it will be implemented
- How will it benefit them?

# The Small Ask Example:

- Employee Challenge
- Background
- Proposal
- Argument 1
- Argument 2
- Argument 3
- Data



# Summary of Small Ask

- Increased job satisfaction
- Decreased turnover
- Increased availability to MSO customers
- Reduction in hours





Knowledge is power.

Francis Bacon

“quotation”

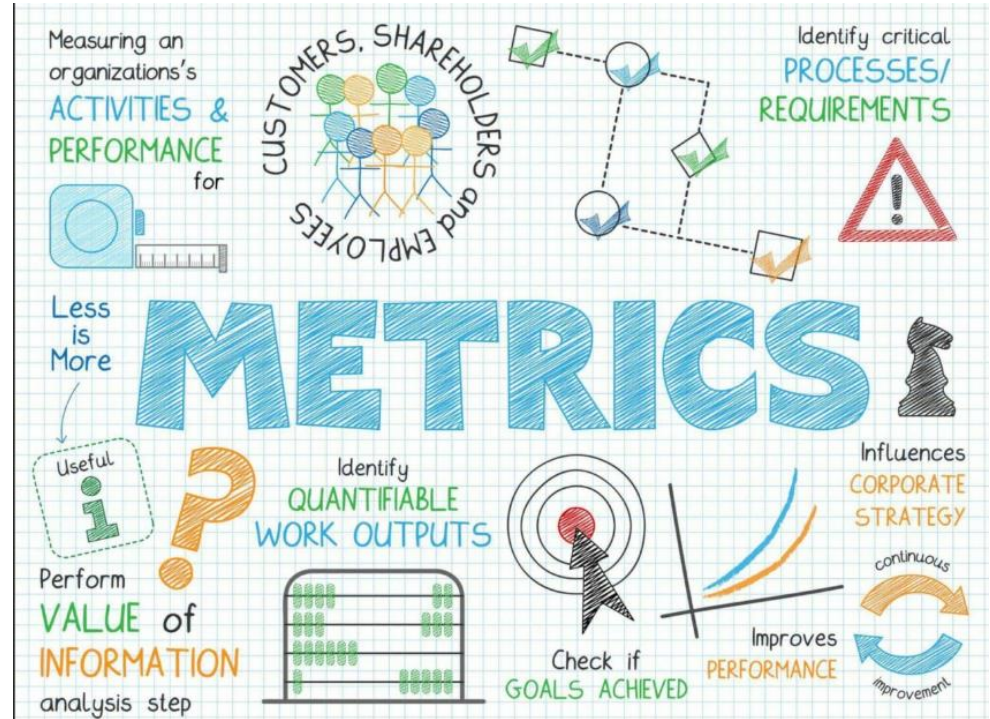
# Toot Your Horn!



- Budget Responsibility
- Productivity
- Revenue Cycle
- Special Projects
- Other Duties as Assigned

# Metrics

- Turn-around time
- Budget
- Staff and Staff Turnover
- Continuing Medical Education (CME)



**S**  
**T**  
**A**  
**T**  
**C****U****R****R****E****N****T**  
**S**



# Area of Opportunity (Identified or Provided)

- Process Improvement Plans
- Create a “Credentialing Manual”
- Risk/Benefit
- Data



# Bring Solutions to the Table



# Conflict: Agree to Disagree?

- No offense, but...
- Advise
- Ask Questions
- Think collaboration, not obstruction or defiance
- Timing
- Solutions

# When the boss doesn't understand what you do?

- Care and interest
- What do you contribute
- Contribution to company goals, mission, vision
- Advocate
- Managing up

# Bad boss?

- Talk
- Honest
- Change
- Document
- Teamwork
- Positive
- Boundaries
- Focus on goals/strategy/mission
- Is this short-term?



**How many buttons would you select:**

- A. Maybe one or two
- B. A few or more
- C. Many

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**How many buttons would you select?**

① Start presenting to display the poll results on this slide.



# Self Awareness

- Imposter syndrome
- Network
- Confidence
- Set Goals
- Share Progress
- Groove vs. Rut
- Image
- Self Care



# When is it time to Throw in the Towel?


- Stress
- Dread
- Co-Workers
- Company Viability

# Your Body Language May Shape Who You Are – Amy Cuddy



- <https://youtu.be/Ks-Mh1QhMc>





**Self confidence is  
the foundation of all  
great success and  
achievement.**

Positivity  
*note*



**We appreciate you attending today's presentation! Do you have any questions?**

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