

## How to Get Providers to Get With the Program



### Challenge

Getting providers to value and use the UCD to submit their credentialing and re-credentialing information

“We’ve taken the approach of ‘let’s get as much done as possible, so no one will be able to ignore this valuable tool.’”

—*Barbara Riihimaki*  
Assistant Vice President, Credentialing  
CIGNA HealthCare

### Summary

CIGNA determined that significant cost savings and operational efficiencies were within easy reach if it could create an electronic system for sharing provider data with its various business operations. But creating that system would require time, budget allocation and senior management buy-in. Instead of waiting for that development and delivery process to unfold, CIGNA decided to pursue immediate, more modest cost savings by taking action to streamline provider data collection. The CAQH Universal Credentialing Datasource® (UCD) offered CIGNA a way to quickly reduce the costs associated with its legacy paper application process. But how to motivate providers to use the data-collection service? Educating senior stakeholders about the UCD’s ROI and consistently promoting provider use for initial credentialing and re-credentialing were keys to success.

### Best Practice Solution

**Educate senior internal stakeholders about the UCD’s ROI in order to get top-down support for consistently encouraging provider UCD use at initial credentialing and re-credentialing events.**

#### Getting buy-in from the beginning

- ▶ Replace the legacy application with CAQH Provider Credentialing Application for new providers, realizing there may be exceptions
- ▶ Train provider services staff with user-friendly “job aids” that promote the UCD use
- ▶ Send a UCD Quick Reference Sheet for Practice Administrators with all recruitment packages

#### Consistent support boosts results

- ▶ Conduct quarterly conference calls with provider services personnel
- ▶ Include UCD as a topic in weekly calls with credentialing directors
- ▶ Add UCD utilization to annual performance objectives
- ▶ Provide strong follow-up on de-authorization notices
- ▶ Follow-up on DEA notices

#### Simple steps streamline re-credentialing

- ▶ Determine which providers’ applications can be downloaded from the UCD immediately
- ▶ Limit provider options by primarily promoting the CAQH Provider Credentialing Application as the only application to use
- ▶ Follow up on DEA notices: “You can easily obtain 150-200 complete applications per month with minimal effort”

### Results

- ▶ Approximately \$23,000 saved in 2005 mailing costs
- ▶ \$77,000 saved in 2005 from not having to chase down non-responsive providers for re-credentialing
- ▶ Realized a 30 percent savings from reduced turn-round time by using the UCD instead of legacy paper applications

### Key Takeaways

- ▶ IT department support is not always necessary for successful UCD adoption.
- ▶ Use company publications and newsletters to create a climate where CAQH adoption is natural and beneficial
- ▶ Modest changes implemented consistently can mean quickly realized cost savings