



Dermatology Associates  
of Virginia, P.C.

## Biggest Provider Credentialing Challenge

- ▶ Delays emerged as providers' top concern. In its survey, MGMA collected members' perceptions on the top reasons for delays:
  - Lost applications.
  - Understaffed credentialing offices, leading to backlogs.
  - Infrequent meetings of provider credentialing review committees.
  - Expiration of professional liability insurance certification, causing more delay.
  - Unclear form and process instructions.

## Provider Praise for UCD

- ▶ Physicians have begun to realize the value of UCD in easily retrieving original source documents scanned into the system.
- ▶ Physicians are seeing a reduction in back-and-forth phone calls to managed care organizations seeking more information as a result of using UCD.
- ▶ The audit, called one of the "greatest features of UCD," is adding to efficiency by allowing providers to see what's missing before an application is submitted.

## Impact of UCD on Providers: The View From MGMA and a Group Practice

**"If we're able to tighten the process and get better communication, we'll be able to save time and headaches and see our families at the end of the day."**

— Jennifer Searfoss Miller,  
MGMA

**"We have no interest in filling out multiple forms. UCD is a fantastic asset for the industry."**

— Bert Wilson  
Dermatology Associates of Virginia

Representatives from two organizations, the Medical Group Management Association, representing more than 12,500 organizations, and the Dermatology Associates of Virginia, an 11-physician practice based in Richmond, offered provider perspectives to attendees. Both indicated that providers view UCD as an excellent tool, but there is room for improvement as practices change. Their day-to-day, practical experience with UCD allowed for unique insight and shared important lessons. MGMA also created a survey of its membership to capture fuller views on UCD.

## Provider Expectations of UCD

- ▶ **Efficient online use:** Users should be able to input information online, not just print and mail forms. Providers don't want multiple forms with different formats and data requirements.
- ▶ **Timeliness:** This was the most important concern of physician practices. Physicians want managed care organizations to approve or disapprove credentials within 90 days, and to notify them if there are questions about the application within 30 days.
- ▶ **Security:** UCD is a secure solution, yet providers report some do not want to use it because they lack assurance about the ownership, control and use of sensitive data by insurers. This is a user perception problem, and MGMA is working to educate providers.
- ▶ **Usability:** There should be capability for information to cross over from the credentialing portal to claims processing and other areas, such as board certifications and specialties.
- ▶ **Scalability:** A typical practice, of 10 physicians or fewer, has no dedicated credentialing staff. Some contract to outside sources; others have staff members handling credentialing among many other tasks. Solutions should take these realities into account.
- ▶ **Patient emphasis:** Providers want assurance that managed care organizations realize credentialing delays can hurt patients by not providing the full benefits for which the patient has paid.
- ▶ **Desired improvement:** A tracking system to monitor timely approvals should be considered.

## Anticipated Provider Concern

On the radar screen is hospital economic credentialing and the alignment of provider credentialing related to physician practices, hospital admissions and privileging and outpatient surgery centers. Physicians are beginning to be concerned that data gathered for credentialing and directories will be used against them, as competition between hospitals and outpatient centers becomes a larger issue. Physicians want assurance data won't be used for marketing purposes.