

CORE Trading Partner Recruitment Tool Kit 2009

Overview: Why CAQH Needs Your Support

CAQH launched the Committee on Operating Rules for Information Exchange (CORE) to promote interoperability and improve provider access to eligibility and benefits information. A multi-phase initiative, CORE completed and launched its Phase I rules in September 2006. CORE Phase II rules were finalized and approved for implementation in July 2008. CORE participants are currently developing Phase III rules. Health plans, large provider groups, and health IT clearinghouse and vendor products are eligible for CORE-certification. Adoption of the rules by these entities is critical to CORE's success. Only when all of these stakeholders are exchanging administrative data electronically according to the CORE operating rules will the industry be able to fully realize the efficiencies promised by CORE.

To that end, CAQH is calling on all CORE participants and those organizations interested in becoming CORE-certified to help promote CORE rules to their most-critical trading partners. By reaching out to your partners you will assist us in building CORE rules adoption from the ground up, setting in motion a process that, through overlapping trading partner relationships, will eventually generate exponential use of the rules. Enhanced interoperability, significantly improved administrative data exchange and reduced administrative burdens will be the payoff for your assistance.

Tools

We've provided your organization with this CORE recruitment kit to assist you in reaching out to your trading partners. This electronic kit includes the following components:

- Document 1a: Trading Partner Recruitment Tool Kit (this document)
- Document 1b: Trading Partner Engagement Kit for use by Health Plans
- Document 2: Trading partner outreach letter
- Document 3: Getting Health Plans Involved
- Document 4: Getting Providers Involved *
- Document 5: Getting Vendors and Clearinghouses Involved
- Document 6: Recruiting CORE Endorsers
- Document 7: Certification: A Step-By-Step Process
- Document 8: CORE Participants List
- Document 9: CORE Pledge
- Document 10: CORE Seal Application
- Document 11: CORE Groundswell Ad

Please take some time to familiarize yourself with the information in these materials. CAQH recommends that every stakeholder communication includes an outreach letter tailored with information from the appropriate stakeholder recruitment document, the CORE marketing slick, the Certification: A Step-By-Step Process document and the CORE participants list.

** Note: CORE provider certification was designed to meet the needs of large provider groups, such as the Mayo Clinic. CORE encourages small provider practices to 1) promote CORE rules certification to their trading partners and 2) apply for a CORE Endorser Seal.*

CORE Trading Partner Recruitment Tool Kit 2009

Involving Your Trading Partners

Following are the steps we recommend you complete to recruit your identified trading partners for CORE rules certification/endorsement.

1. Determine when your organization can sign the [CORE Pledge](#) and complete the CORE rules [certification process](#). CAQH encourages all organizations to sign the CORE pledge and complete the certification process as soon as possible.
Remember: The CORE certification process must be completed within 180 days of signing the CORE pledge.
2. Identify five to 10 of your most-critical, high-volume trading partners in each stakeholder category that you would want to comply with the CORE [rules](#).
3. Identify five organizations in your market(s) that would be strong candidates to become CORE endorsers. Examples include state medical societies, RHIOs, state-based government entities and state-based trade associations.
4. Using the attached CAQH sample letter and the CORE recruitment documents as a basis, reach out to your trading partners via written communication, emails or face-to-face meetings. The outreach should:
 - Communicate your organization's support for the CAQH CORE rules and time commitment to achieving CORE certification
 - Educate your trading partners about the CORE initiative, the rules and the CORE certification process
 - Stress the specific benefits of adopting the rules for each stakeholder (outlined in each stakeholder document)
 - Encourage your trading partners to sign the CORE pledge and complete the CORE certification process as soon as possible. For an added incentive to your trading partners, consider issuing a press release or working with your area RHIO to announce your collective commitment to the CORE rules and working together to improve interoperability in your region(s).
5. Encourage your trading partners to get more information about the initiative by:
 - Attending a CORE in-person education session or audiocast (scheduling information can be found at www.caqh.org)
 - Visiting the CORE area of the CAQH Website (www.caqh.org)
 - Calling CAQH at (202) 861-6380 to speak to a CORE initiative staff person
 - Emailing CAQH at core@caqh.org

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6. If appropriate, share the names of your trading partners with CAQH. CAQH staff will personally follow up with each contact to answer any questions and assist in initiating CORE rules certification/endorsement. Your trading partners also will be added to our mailing list to receive CORE updates.

7. Encourage your trading partners to participate in the CORE rules-making process. CORE will develop rules for additional administrative processes during later phases. Please note that participating in the CORE rules-making process and completing CORE certification are two distinct activities. CORE participation does not mean an organization is CORE-certified or a CORE endorser.

Thanks

CAQH greatly appreciates your ongoing support of the CORE initiative and its mission of streamlining electronic administrative data exchange. Thank you in advance for your efforts to promote the benefits of CORE adoption and encourage CORE-certification among your strategic trading partners. If you have other ideas about how CORE can encourage outreach to trading partners or best case examples of effective outreach efforts, please contact Debbie Routt, CAQH Director of Communications, at droutt@caqh.org.