

2024 ANNUAL EDUCATION CONFERENCE

April 24, 2024 - 11:15 a.m.



MAXIMIZING EFFICIENCY: AI Applications in Medical Staff Services

Presented by:
Donna Goestenkers, CPMSM®, EMSP, CLE







Meet Your Presenter



Donna Goestenkers, CPMSM[®], EMSP, CLE
Team Med Global-President



Prepare Yourself



...to learn how using generative AI technology can revolutionize administrative processes, streamline workflows, and improve efficiency in Medical Staff Services.



1

Explain what AI is, how to use it, and how it can help in the Medical Staff Services industry.

2

Identify how MSPs can utilize generative AI chatbots for routine administrative tasks.

3

Identify limitations and challenges in deploying AI Chatbot technology.

EXECUTIVE MSP

Competency Model



Knowledge + Skill + Execution = COMPETENCE

EXECUTIVE MSP Competency Model



**KNOWLEDGE
Management
Expertise**

Knowledge + Skill + Execution = COMPETENCE



AI CHATBOT BASICS EXPLAIN WHAT AI IS, HOW TO USE IT, & HOW IT CAN HELP

What is an AI chatbot?



An artificial intelligence (AI) program



A computer program that can have conversations with you



Trained on vast amounts of text from the internet to learn patterns and understand language



Designed to make interactions with computers more intuitive and conversational

EXAMPLES OF CHAT-BASED AI PROGRAMS

- ChatGPT
- Google Gemini
- Microsoft Bing Chat
- You.com



- **Getting Quick Answers:**
 - “What’s the capital of France?”
- **Writing Assistance:**
 - “Is there a better way to start this paragraph?”
- **Language Translation:**
 - “Translate this phrase from Spanish to English”



- **Creative Inspiration:**
 - “Create a whimsical title for a Doctors’ Day event conveying value, appreciation”
- **Content Generation:**
 - “Provide a checklist for an application”
 - “Generate a general surgery clinical privilege form”
- **Learning & Education:**
 - “Tell me about the War of 1812”



THINK OUTSIDE THE BOX

- **Specific to the Medical Staff Services Industry**

- Procedure Criteria
- Clinical Privilege Forms
- CVO Policy & Procedures
- Enrollment Denial Letters
- State Licensure Process
- Research

- **Examples**

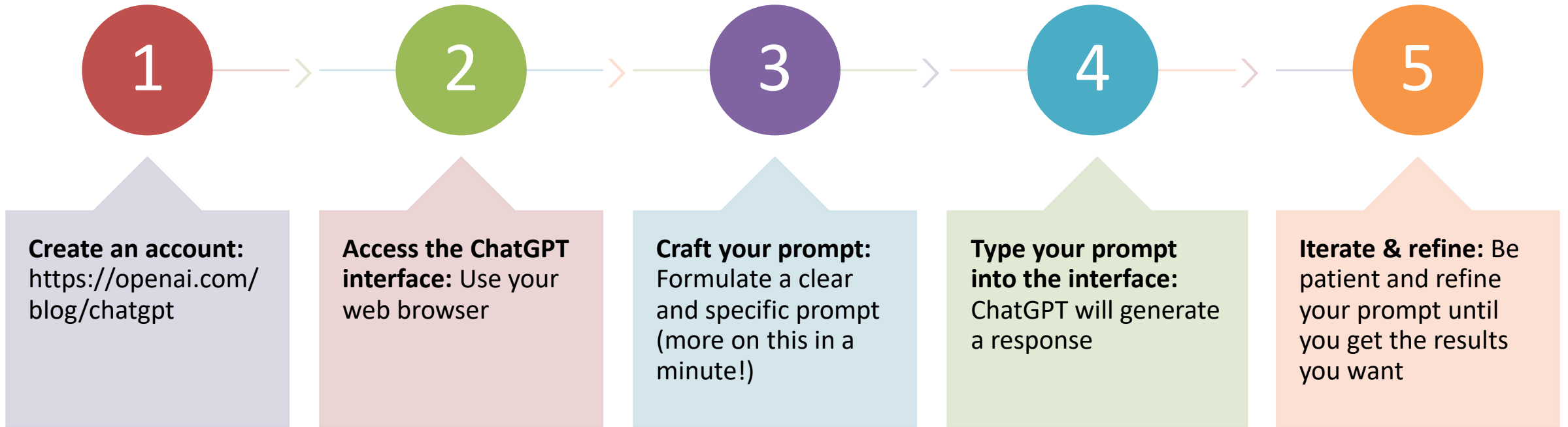
- How to prevent risks when credentialing physicians?
- Effective meeting management tips?
- Sample MSL Orientation program?
- What must a payer enrollment specialist know?





CASE STUDY: CHATGPT

HOW TO GET STARTED WITH CHATGPT





DEMO: EXAMPLES OF THE POTENTIAL IMPACT OF AI CHATBOTS IN MEDICAL STAFF SERVICES

LET'S TAKE IT FOR A SPIN!

- **What if we asked ChatGPT...**

- For a code of conduct for medical staff in policy format
- For a corrective action letter to a physician
- For a job description for a Chief Medical Officer at a hospital
- For an application checklist for a physician applying to be on the medical staff at a hospital
- For a general surgery clinical privilege form
- For an outline for a presentation on emotional intelligence in the workplace
- For a payer enrollment checklist...
- For a state license step-by-step process...



Let's take it for a spin & see what we get!

- **Be Clear & Specific:**
 - Avoid vague or ambiguous phrasing.
- **Provide Context:**
 - Add details like intended audience, length desired, industry served.
- **Use Complete Sentences:**
 - This helps chatbots understand intent.
- **Specify Your Desired Format:**
 - Tell it if you want a bulleted list, a step-by-step guide, or a policy.



- **Ask for Alternatives:**

- “Provide 10 whimsical titles for a Doctors’ Day event reinforcing their importance in a hospital.”

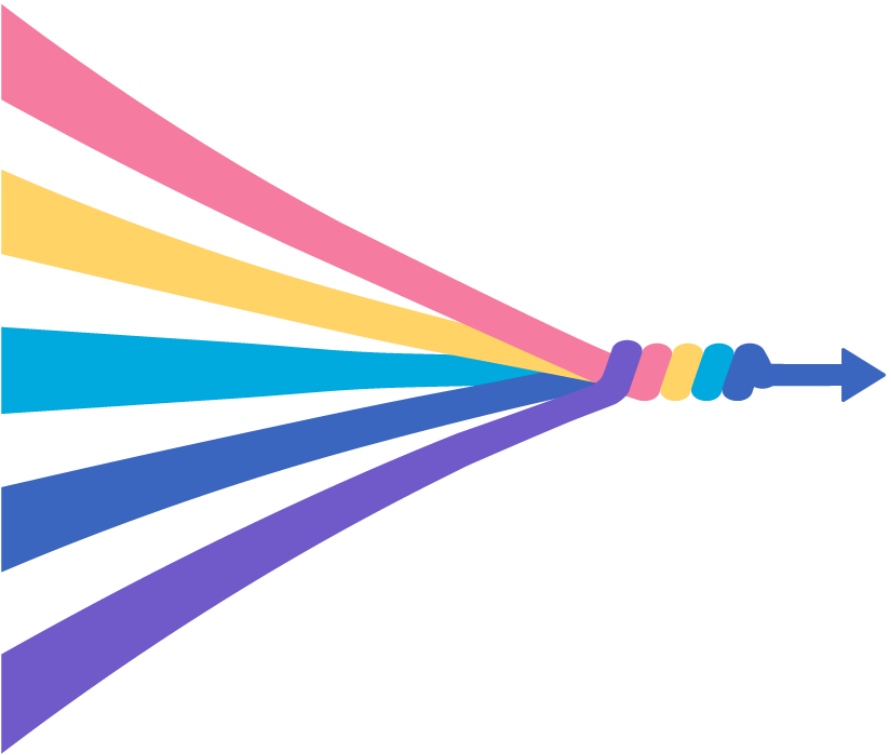
- **Use Examples or Scenarios:**

- This makes output more relatable or actionable.

- **Experiment & Iterate:**

- If you’re not getting the result you want, rephrase or provide more detail.





MSPs CAN UTILIZE AI CHATBOTS FOR ROUTINE ADMINISTRATIVE TASKS

- **Documentation Assistance:**
 - Help staff generate standardized documents.
 - Provide templates for letters, forms & applications, tailored to specific needs.
- **Process Guidance:**
 - Walk staff through complex processes step by step.
- **Checklists to Improve Compliance:**
 - Facilitates the development of checklists (e.g., credentialing/enrollment/licensure)
- **Training & Onboarding:**
 - Help train new staff by providing explanations of key concepts & procedures.
 - Provide topics to include in an orientation program.



- **Customized Reminders:**

- Set up automated reminders for upcoming deadlines.

- **Policy Clarifications:**

- Provide a historical perspective of a topic
- Identify outliers not meeting rule.

- **Trends, Analysis & Reporting:**

- Identify trends in application submissions, turn around times, enrollment approvals & rejections for analysis and action.
- Generate reports to identify areas of improvement & optimize administrative processes.

- **Automated Responses:**

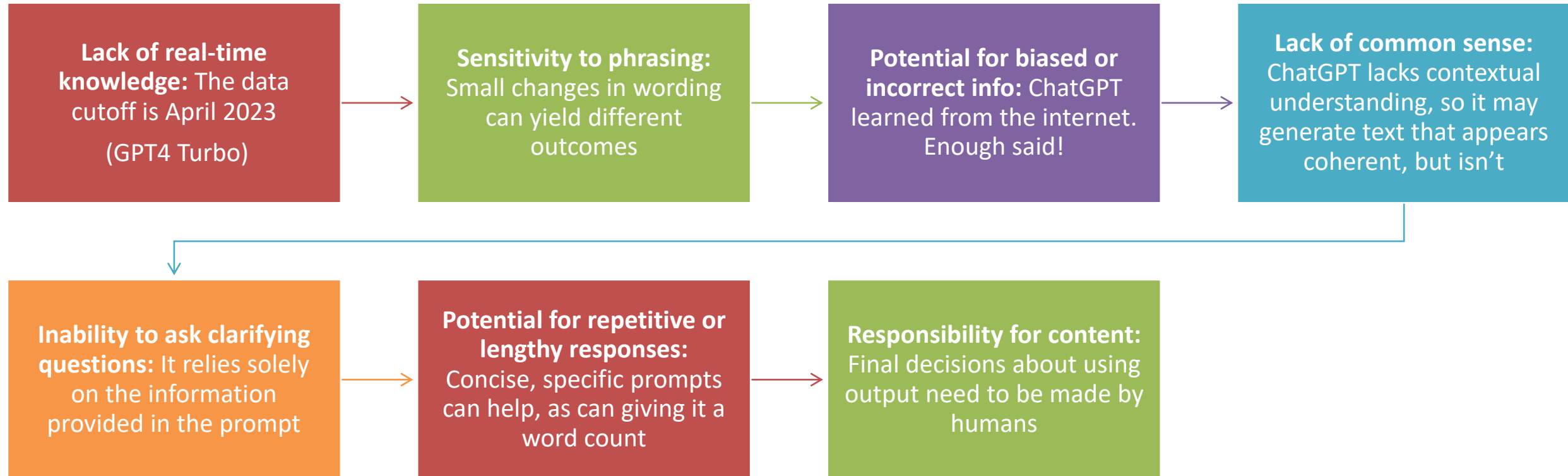
- Respond to common queries, such as credentialing requirements, enrollment status & procedures.
- Provide instant responses, reducing wait times & improving staff satisfaction.





LIMITATIONS AND CHALLENGES IN DEPLOYING AI CHATBOT TECHNOLOGY

LIMITATIONS + CHALLENGES OF AI



- **Respect Confidentiality:**

- Don't disclose confidential information during interactions.

- **Evaluate Information Critically:**

- Rely on trusted sources & official documentation to ensure accuracy.

- **Communicate Limitations:**

- Understand & communicate AI chatbot limitations to colleagues & supervisors.



- **Promote Ethical AI Use:**

- Encourage transparency, fairness & accountability when deploying AI technologies.

- **Stay Updated on Policies:**

- Maintain compliance with organizational policies regarding AI usage.

- **Uphold Professional Integrity:**

- Use generative AI as a tool to enhance administrative processes while maintaining professionalism and ethical conduct.



POWER THOUGHT

“The use of AI does not replace the clinical and administrative decision making of the human who possesses the knowledge, skill, and competence to evaluate and act. AI is a tool.”

~Donna Goestenkers,
Medical Services Professional



TMG University Presents

CERTIFICATION BOOT CAMP

JUNE 3-7, 2024 • 4:00 - 7:00 CT

Kicking Your Study Plan into High Gear for the
National Association Medical Staff Services CPCS® & CPMSM®
Certification Exams

teammedglobal.com/product/certification-boot-camp/

TMG is a trademark of Team Med Global, LLC
CPCS® and CPMSM® are registered trademarks of the National Association Medical Staff Services



FOUNDATIONS OF PROVIDER ENROLLMENT

COMING
SOON!

Dive into the world
of provider enrollment!

12-week course that combines theoretical knowledge
with real-world applications.
Designed for beginners or MSPs looking to cross-train.

Enroll. Empower. Excel.



Become a Certified
Physician Licensing
Specialist
(CPLS) in 6 Weeks



As a CPLS, you'll play a pivotal role in navigating licensing protocols, advancing physicians' careers, and safeguarding patients. Your certification will open doors to positions in various healthcare environments.

Register today: teammedglobal.com/product/physician-licensing

Certificate in Leadership Excellence



Hone the skills you need to develop and
lead cohesive teams that are equipped
to achieve short-term and strategic
goals while exceeding expectations.

Achieve your CLE designation in 8 weeks!

www.teammedglobal.com/product/leadership-certificate

2024 MSP WELL-BEING SURVEY



**Survey
Closes
April 30**

**Contribute to TMG's effort to
identify key stressors and
support mechanisms
that affect MSPs' work lives.**



**Take the Survey:
teammedglobal.com/msp-well-being**



TMGU LEARNING TREE SCHOLARSHIP

If you're currently working as an MSP, TMG University's Learning Tree Scholarship is your chance to enhance your knowledge and skills through a TMGU course of your choice.

APPLY TODAY!

teammedglobal.com/tmgu-scholarship/



MSP Career Assessment Tool

FREE!



TMG's self-assessments are designed to illuminate your professional strengths, carve out pathways for growth, and champion your pursuit of excellence.

Get started today!

teammedglobal.com/msp-career-assessment/



Donna Goestenkers, CPMSM[®], EMSP, CLE

President - TMG

(618) 830-0057 | donna@teammedglobal.com



Thank You