

The Role of AI in Medical Staff Services

Hype or Help?

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Speaker



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I specialize in credentialing, privileging, and compliance with 15+ years in medical staff services. I'm dual certified (CPCS, CPMSM) and as Principal Customer Success Manager at Applied Statistics & Management, Inc. (DBA MD-Staff). I partner with hospitals and health systems nationwide to implement data-driven credentialing solutions that streamline workflows and enhance provider experiences. I'm known for bridging technology and operations to turn complex requirements into practical, sustainable processes, and I regularly speak at national conferences while striving to advance the medical staff professional community.

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Objectives

- Explore the Definition and History of AI
- AI's Role within Healthcare and Credentialing
- Deep-Dive Into the Risks and Challenges
- Best Practices Adoption

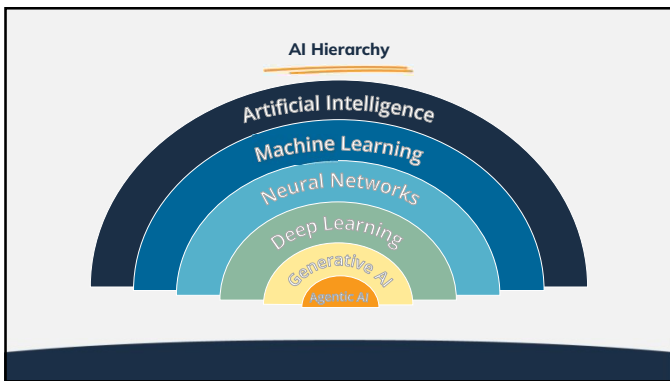
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History of AI in Healthcare

Birth of AI	Rule Based Reasoning	Knowledge Based & Machine Learning	Big Data & Deep Learning	Gen AI as Partner
1950s	1960s-1970s	1980s-1990s	2000s-2010s	2020s
<ul style="list-style-type: none">Turing TestThe term AI is coined	<ul style="list-style-type: none">ELIZA - 1st ChatbotMYCIN - diagnosing infection & recommending antibiotics	<ul style="list-style-type: none">Internist-1 - AI clinical decision supportAI in medical imaging	<ul style="list-style-type: none">Electronic health records (EHRs)Virtual health assistants	<ul style="list-style-type: none">Generative AI - automation of tasks, disease mappingPredictive AI - vaccine development

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AI Role in Healthcare

How does AI apply to us?


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AI Tech You'll Actually See

<p>Automated Rules</p> <ul style="list-style-type: none">Route files by specialty/state/payerRequired-items checklistExpiration remindersBlock submission if missing items	<p>Document Reading (OCR)</p> <ul style="list-style-type: none">Extract license #/datesDetect missing signaturesClassify docs (DEA/COI/CV)Flag mismatches across forms	<p>Continuous Monitoring</p> <ul style="list-style-type: none">License status changesSanctions/exclusions checksMalpractice/DEA expirationsDirectory mismatch alerts
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AI Tech You'll Actually See




Predict & Recommend

- "Likely to pend/deny" score
- SLA-risk score
- Recommend senior review for complex files



Connect the Dots (Relationships)

- Duplicate provider detection
- Facility-specific privilege rules
- Trace approvals to verifications/decisions



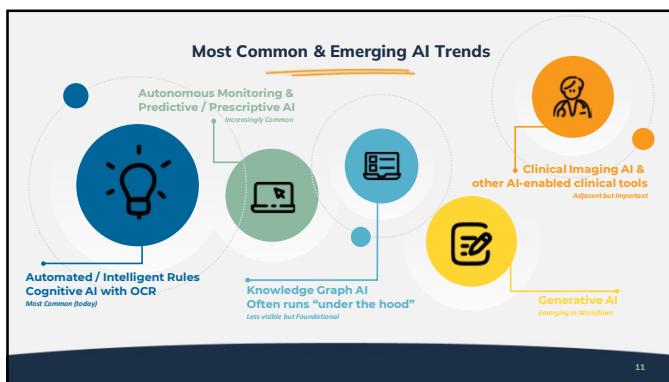
Draft & Summarize (Generative AI)

- Missing-items outreach emails
- Committee packet summaries
- SOP drafts
- Meeting minutes/action items

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Most Common & Emerging AI Trends



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Understanding Large Language Models (LLMs)

- AI systems designed for natural language processing
- Utilize datasets to learn language patterns and generate human-like text
- Translation, deep web searches with linked sources, summarization, question answering, etc.

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Private vs. Public LLMs

Feature	Private LLM Microsoft 365 Copilot EDP	Open Source, Free LLM Chat GPT
Prompt/Data Logging	No	Yes (default)
Training on User Data	No	Yes (default)
Admin & Org Controls	Yes	No
SSO & Access Management	Yes	No
Data Storage and Sharing	Enterprise level data protection	Data stored on secure servers owned by Open AI
Enterprise Compliance Support	Partial	None
Encryption in Transit/At Rest	Yes	Yes – but can be subpoenaed
Data Used for Improvements	No	Yes


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Safe Use, Governance & Risk Management

AI in health care sounds risky, how can we make it safe?


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Safe vs Unsafe Use of AI



Safe Uses

- Auto-populating fields
- Rules-based checks
- Routing & reminders
- Data Sync & reporting



Unsafe Uses

- Privilege decisions
- Clinical Interpretation
- Autonomous approvals
- Predictive scoring

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Cautions and Limitations



Accuracy & Clinical Context
Information must be highly accurate & context-sensitive
Always review and approve content



Confidentiality & Compliance
HIPAA (in the U.S.)
No sensitive patient data unless encryption is in place



Medical Jargon
Guide LLMs to maintain the correct tone and complexity



Ethical Considerations
LLMs lack the nuanced judgment required for sensitive situations




Legal Liability
Legal review is essential to mitigate risks

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ADDITIONAL CAUTION

 **Balance LLM Use with Critical Thinking!**

- Evidence and limited studies suggest **potential skill atrophy if critical thinking isn't practiced**
- **Tools, not replacements** for expert human critical thinking
- MSS training should emphasize **critical review & source verification**

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Best Practices



Use as a Drafting Tool



Keep Humans in the Loop



Ensure Privacy & Security



Monitoring & Feedback

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Reliability & Safety Checklist

- Provenance & Grounding** - no source, no trust
- Bias & Fairness** - if you wouldn't say it out loud to a committee, don't let AI write it
- Drift & Updates** - AI output ages faster than policy, review it accordingly
- PHI/PII Contracts** - same data, same rules, no exceptions
- Human Review** - if no human reviewed it, it's incomplete

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Practical Application

I'm sold, how do I get started? Is AI going to take my job?


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Ways LLMs Can Help


Drafting Standard Documents

- Policy Documents & Protocols
- Privileges
- Training Materials
- Meeting Minutes / Reports


Internal Communications

- Emails / Notices
- Clinical Announcements

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Prompt Blueprint


Role/Perspective	You are a [role or persona]
Goal/Objective	Your task is to [clearly state the main objective]
Audience	Write for [target audience]
Scope & Key Details	Include [specific points, facts, or requirements]
Format	Present the information in [format]
Tone & Style	Use a [tone] and [style]
Constraints	Avoid [things to exclude], Keep length to [word count or time limit].

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Preserving the Human Element

- Empathy & Emotional Intelligence
- Presence, Networking, & Connectedness
- Opinion, Judgement, & Ethics
- Creativity & Imagination
- Hope, Vision, & Leadership



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AI or Not?

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Game Time – Tinder Style!

👉 Swipe Right = AI-generated
👉 Swipe Left = Not AI (real/human)

No overthinking... trust your gut
We'll reveal the answer after each one

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AI or Not?

👉 Swipe Right = AI
👉 Swipe Left = Not AI

A reference letter is perfectly written, highly detailed, and completely generic.

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Tying Everything Together
& Closing Thoughts

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Session Takeaways

AI is not new to the scene! It's been around for 75 years!

What we think of as AI today is only the latest iteration, generative AI.

AI is a tool, a partner, not a replacement!

Make yourself invaluable - Use your brain to do the real work.

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Reference Sources

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