

MINNESOTA-CREDENTIALSMART PARTNERSHIP BRINGS UNPRECEDENTED EFFICIENCIES TO HOSPITALS, HEALTH PLANS, AND PHYSICIANS

Minnesota Credentialing Collaborative (MCC) and CredentialSmart Race Past Industry Milestone in Record Time and Prepare for Expansion

Evanston, IL – November 2010: Today the results of a review of industry and statewide initiatives in Minnesota have been made public. After reaching the milestone of over 5,000 applications processed through the Minnesota Credentialing Collaborative's electronic application clearinghouse, CredentialSmart and the Minnesota Credentialing Collaborative (MCC) have agreed to extend their partnership to a seven year agreement. By partnering with CredentialSmart to design a system using the web-based ApplySmart application processing technology, the MCC has found an innovative way to solve and streamline an industry-wide problem effecting hospitals, health plans, and health care providers. While the vast majorities of states lack a universal system for credentials application processing and are now seeking similar means of centralization, the Minnesota model has proven to be highly effective and could be quickly setting the standard for similar initiatives nationwide.

CredentialSmart CEO Lou De Felice, Jr. announced, "We are proud to partner with such a progressive state as Minnesota in finally bringing today's technology to bear on processes that have been a persistent thorn in the industry's side. While some have continued to look at a centralized database approach, Minnesota recognized that the simple database-driven approach has failed repeatedly over the last 15 –20 years and looked to ApplySmart as a way to allow all parties to distribute their information over a secure, interoperable infrastructure product."

Users of this system have reported significant benefits and Sharla Owen, Provider Database Director at PreferredOne, described her success with ApplySmart and the CredentialSmart platform: "The time saved in processing using the CredentialSmart system has been incredible. Our turnaround time used to be around 45 days and we are now typically able to complete the processing of a single provider within a day. We have seen up to 60% savings on our credentialing of MD, DO, MBBS, OD and PA providers."

CredentialSmart and the Minnesota Credentialing Collaborative are currently reviewing options for expanding this solution to other stakeholder groups across the country.

How Does It Work?

ApplySmart is CredentialSmart's web-based application processing solution that enables Minnesota health care providers with web-based accounts through which they can securely store credentialing information online and, with a single click, send applications to the hospitals and health plans of their choosing. ApplySmart was designed to function as an interoperable technology, allowing for integration and use in conjunction with the range of commercial database products that are used by organizations to store and report on provider credentialing data.

Information is entered into a secure web site by the practitioner or clinic, and users select the destination from a menu of health plans and/or hospitals. The system allows each hospital and health plan to specify their own additional requirements and data needs electronically. When a healthcare provider transmits their information, it is audited against the receiving organizations needs and provides instant feedback for the provider's office. Each provider's information is stored in their own secure account, so users may quickly access and update the next time an application is needed.

"This distributive nature of the system allows providers to maintain ownership of their own data, control who they transmit it to and when, while simultaneously solving the data currency issue for receiving organizations who received their information within seconds of transmission from their provider. Think of it as the wiring system for credentialing, only exponentially faster," explains CredentialSmart CEO Lou De Felice, Jr.

The benefits of this system for practitioners and clinics are often immediate:

- Greatly reduces the amount of time spent required for credentialing/privileging work.
- Offer an easy and secure way for providers to submit credentialing applications electronically to health plans and hospitals.
- Eliminates the back and forth with credentialing organizations to complete an acceptable application.
- Allows providers to track the progress of their applications throughout the system.

Similarly, health plans and hospitals also reap benefits from this system:

- The system allows applications to be submitted only when all required fields are complete and indicates to users what components are missing, ensuring that fully completed applications are

transmitted through the system.

- Electronic data eliminates the need for organizations to transcribe applications from paper forms into the organization's own systems.

CredentialSmart also offers a full credentials data management system, CredSmart, and the SmartSource add-on which allows organizations to fully primary source verify an application and complete the credentialing process in minutes or hours versus days and weeks.

About CredentialSmart

CredentialSmart is the health care industry's pioneer in developing communicative and web-based solutions for commercial provider credentialing and privileging and related emergency response applications. By combining credentialing expertise with secure, web-based technologies, CredentialSmart solutions eliminate the delay and frustration involved in the day-to-day work of credentialing professionals. The company's products connect the entire credentialing process and can be used together as an integrated platform or piecemeal to complement an organization's existing process. For more information, please visit www.credentialsmart.com or contact info@credentialsmart.net.