

# KEYNOTES



## “Your Key To The Future”

Volume 2004, Issue 1—March Editor: Pam Burlin, CPCS

### President’s Report

*Kathy Szary*

How many times do we walk the halls in the course of a day as part of our job—going to meetings, catching physicians, get signatures, etc.? The tone changes though, the minute we walk in to the hospital as a patient. We see things from a different perspective.

Have you been on the other side of the fence lately? As a patient that is. Well, I have been twice recently. In October I had a planned surgical procedure and in February I had an unplanned emergency surgery after spending an afternoon in the ER. It was a truly humbling experience. It’s so different to “be on the other side of things”. Don’t get me wrong. I had wonderful care by a team of excellent health care providers.

The second time around I was at a medical staff retreat. What a place to be—surrounded by all those physicians. God must have been looking out for me because I was scheduled to leave the following Thursday to visit a friend in Florida. Even

though she is a physician I can’t image how scared I would have been if this situation had occurred in a strange hospital. Fortunately my family practice physician was at the retreat too. He suggested a consult with the surgeon who was there. So, instead of a “curbside consult” I ended up with a “kitchen consult” and was told to go immediately to the ER for further testing, which resulted in the surgery.

Sure I knew the physicians who cared for me. I had credentialed them all. What a comforting feeling that was. And on Monday after the surgery I counted eight physicians who came to my room to visit me. Wow! Was I ever surprised.

How does this story relate to you and what you do? I know that we have all experienced times when we have become so frustrated with our jobs that we just want to throw our arms up. Trust me, I sure thought about the competency of all who I came in contact with during my hospitalization and the impact that

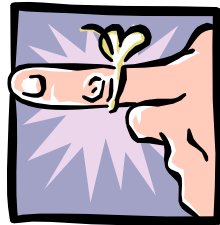
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Spring Education Conference  
April 2, 2004 in Ames!

we as medical staff services professionals have in assuring that qualified practitioners are working in our facilities. I know that it is hard to explain to others at times what we really do—shuffle a lot of papers, have a lot of deadlines to meet, and go to tons of meetings. However, what you do is important so that our institutions are able to provide the best possible care with the most qualified practitioners. You are on the front lines. Excellent health care should never be taken for granted. Your efforts assure that this goal is achieved. Keep up the good work that you all do. You

truly do make a difference. I am honored to serve as your president. Our organization has grown by leaps and bounds during the past ten years. We have a lot to be proud of: our increased membership, financial stability, continuing education, networking, and scholarship offerings. The IAMSS board will work hard to continue to look for ways to provide you with outstanding conferences and networking opportunities. I hope to see you at our spring conference on April 2. It is shaping up to be another great event.

## REMINDER



Don't forget to mark your calendars and attend the 2004 Spring Educational Conference at the Mary Greeley Medical Center in Ames, IA on April 2, 2004. Lynn Buchanan will be presenting several interesting and informative subjects. The Wine & Whine Reception on April 1st, 7 p.m., at the Microtel Inns & Suites is a fun and informal way to meet and greet your fellow IAMSS peers. For more information, contact one of the IAMSS Board members.

### Congratulations

To Julie Cox and DeArliis Karsjen on receiving their NAMSS CPCS certifications in 2003.  
Great job!



To Jennie Waller at Waverly Municipal Hospital on the birth of her daughter, Elliott Maurine!



## Core Privileges

There has been much discussion lately about core privileges and the question of the State Department of Inspections and Appeals accepting these core privileges. I had asked Larry Frazier from the state to attend our Spring Conference but his schedule was already full. He has penciled in the fall meeting date. His response to my question on whether the state recognizes core privileges was--it depends on the format of the privileges.

He suggested the facilities that have been approved by the state with their core privileges share their forms with the rest of the association so everyone can see what the state considers approved core privileges.

My request to the members is to e-mail to me your core privilege forms if you meet either of these criteria:

- 1) You use core privileges that

have been approved by the State Department of Inspections & Appeals.

- 2) You received a deficiency from the state because your core privilege forms did not meet their qualifications.

Please e-mail these to me at rhunt@regmedctr.org **PRIOR TO THE SPRING CONFERENCE.** I will then forward these forms to Lynn Buchanan, our speaker for the spring conference, so she has a chance to review them and then we can discuss them during the "Trash Can" session of the conference.

If you have any questions please feel free to contact me.

Rose Mary Hunt, CPMSM  
Regional Medical Center  
Manchester, IA

## FYI

The most up-to-date information from the Iowa Board of Medical Examiners can be found at [http://www.docboard.org/ia/ia\\_home.htm](http://www.docboard.org/ia/ia_home.htm)



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Please submit items of interest for Keynotes to Pam Burlin at [pburlin@lchcia.com](mailto:pburlin@lchcia.com)

or

Lucas County Health Center

cessfully perform at the CPMSM level. The exam is **not** designed to “trick” the candidate. It is **not** designed to be so difficult that only an elite group will pass. It **is** designed to award the credential to an individual who has demonstrated the ability to successfully prove his/her knowledge and critical thinking skills on an exam that assures employers and the public of competency.

\* \* \* \* \*

**Editor's Note:**

*Since publication of the above article, the Technical Test Review took place with five individuals (representing each of the five regions) actually taking the revamped CPMSM examination. I received the following from Carole LaPine via email:*

*The redesigned CPMSM exam is based on the test objectives which are very clearly defined (available on the NAMSS website and in the Candidate Handbook). All exam items are directly related to the enabling objectives and all items have gone through extensive review to ensure they are congruent to the objective. The Certification Board of NAMSS believes that any “minimally qualified” candidate who meets the eligibility routes will have a greater than 80% chance of passing the exam. The five individuals who participated in the Technical Test Review all felt that the CPMSM exam was right on target! It tests the knowledge and skills necessary to be a Certified Professional in Medical Services Management.*

## Leadership Report

A report on the most recent gathering of the NAMSS Board of Directors and leaders of the NAMSS state affiliates is currently posted on the website in the News section. This meeting in beautiful San Diego was an excellent opportunity for dialogue and learning. And congratulations go to Sharon Burns, CPMSM, CPCS, of New York, who was elected to serve on the NAMSS Nominating Committee.

## Win a Trip to Florida

Just recruit a new NAMSS member, then fill out the form to enter your name in the prize drawing for free registration to the 2004 NAMSS Annual Conference in Miami. Entry forms are available at the NAMSS website at [www.namss.org](http://www.namss.org).

## 11th Annual NAMSS Institute Seminar Is In Minneapolis May 6-7, 2004

The 2004 NAMSS Seminar Series will be hosted in partnership with the Great Lakes Region. This comprehensive two full day conference offers targeted studies for individuals preparing for the CMSC or CPMSM certification examinations.

Additional educational sessions will be offered on JCAHO/NCQA Standards, Medical Staff Bylaws Review, Legal Update, Core Privileging, and an “Ask the Expert” session with knowledgeable panel members representing all topics presented throughout the series. You can register for this seminar at the NAMSS website.

# IAMSS Board Members

**President:** **Kathy Szary**  
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Mason City, IA 50401  
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**Membership Chair/Keynotes Editor/  
Mentoring Program:** **Pam Burlin, CPCS**  
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**Immediate Past President:** **Joyce Reed**  
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Muscatine, IA  
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Certification Exam Update Underway



Board News

The IAMSS Board met on January 23, 2004:

Medical Staff Services Job Description

Various samples of job descriptions were distributed to the Board members for their review. A draft will be created at the spring Board meeting and upon finalization, forwarded to the Iowa Hospital Association to be included in their salary survey manual.

Scholarship

There was discussion regarding the scholarship and including it in the spring Keynotes. The scholarship applications will be due May 1, 2004 and reviewed at the June Board meeting.

Spring Conference

Lynn Buchanan will be the speaker. Larry Frazier from the State Department of Health will also be invited to attend and address the core privileges issue. IAMSS members will be asked via the spring Keynotes to send questions for Lynn to Rose Mary Hunt prior to the Spring Conference.

IAMSS Banner

Kathy Szary will check into the cost of purchasing an IAMSS banner.

Door Prizes

Door prizes for the Spring Conference will be two registrations for the fall meeting and perhaps a book or books from Lynn Buchanan.

IAMSS Bags

Margie Ebel reported there are still some IAMSS 10th Anniversary bags left from the fall meeting. These will be given to any members that were not present in the fall and are present in the spring. Also, new members will receive bags until they are gone.

Fall Conference

Dates for the Fall Conference were discussed. DeArliss will check on room availability and report at the next meeting.

New Certifications

Kathy Szary, President, will send congratulation letters to the CEO's of the new certification recipients.

(The following excerpts are reprinted with permission from Carole LaPine, CPMSM, CPCS, MSA, Chair of the NAMSS Certification Board and published in the January/February, 2004 edition of Synergy.)

A four-and-a-half-day item writing workshop was held in Chicago December 9-13, 2003. Participants included Certification Board of NAMSS members as well as representatives from the five NAMSS regions. The purpose of the workshop was to incorporate the outcome of the Job Task Analysis (April 2003) into the certification program. Every item on the exam has a direct link to the job tasks that are performed by those who are qualified for the certification program.

The facilitator and instructor, Mr. Raymond Talke of Minds in Action was present to guide the participants through the process to develop items for the certification exam that are both valid and reliable. The items will appropriately challenge the candidate and will appropriately discriminate between the qualified and non-qualified individual.

During the training section of the workshop, the participants identified the "target audience" of the CPMSM certification program: those individuals with experience as a medical services professionals who are qualified to successfully perform the various tasks as identified in the Job Task

Analysis. The focus of the certification exam is to test one's ability to apply knowledge gained through education and experience to identify the correct answer to a given item. The exam is not designed to test one's ability to memorize superfluous trivia. For example: Is it relevant to our job performance to know the date JCAHO was established? If an individual can be successful without knowing that fact, it is not relevant to the certification program.

One of the major differences between the former CMSC and the newly named CPMSM exam is that the candidate must solve a situational problem using his/her education and experience not the ability to retain trivial information. The new format will accurately challenge an individual's ability to meet the purpose of the exam, which is to award the certification of CPMSM to an individual who possesses the knowledge and critical thinking skills to success in this professional category.

With these steps completed, NAMSS will next complete the Test Technical Review to ensure that the exam offered in June, 2004 will meet their goal to offer a fair exam that assesses an individual's ability to suc-

