The Role of AI in Medical Staff Services

Hype or Help?

Speaker

Geneva Million, CPCS, CPMSM

Principal Customer Success Manager

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.

Objectives

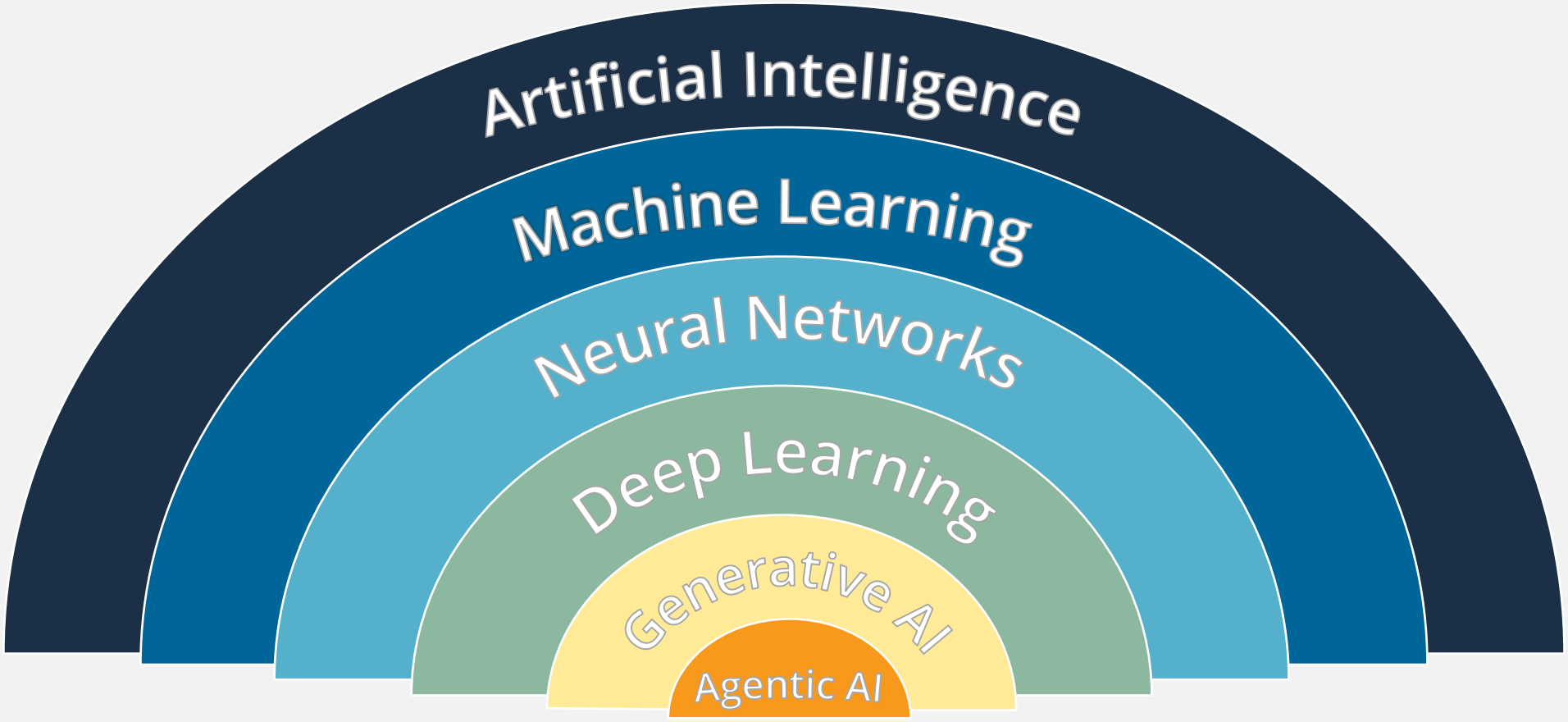
- Explore the Definition and History of AI
- AI's Role within Healthcare and Credentialing
- Deep-Dive into the Risks and Challenges
- Best Practices Adoption

What do you think of when you hear AI?

History of AI

What is AI?

AI Hierarchy



History of AI in Healthcare

Birth of AI	Rule Based Reasoning	Knowledge Based & Machine Learning	Big Data & Deep Learning	Gen AI as Partner	Ambient & Agentic AI
1950s	*1960s-1970s*	*1980s-1990s*	*2000s-2010s*	*2020s*	*2025-2026*
• *Turing Test* • *The term AI is coined*	• *ELIZA – 1st Chatbot* • *MYCIN – diagnosing infection & recommending antibiotics*	• *Internist-1 – AI clinical decision support* • *AI in medical imaging*	• *Electronic health records (EHRs)* • *Virtual health assistants*	• *Generative AI – automation of task, disease mapping* • *Predictive AI – vaccine development*	• *Ambient documentation & agentic workflows* • *AI governance & oversight frameworks*

AI Role in Healthcare

How does AI apply to us?

AI Tech You'll Actually See

Automated Rules

- Route files by specialty/state/payer
- Required-items checklist
- Expiration reminders
- Block submission if missing items

Document Reading (OCR)

- Extract license #/dates
- Detect missing signatures
- Classify docs (DEA/COI/CV)
- Flag mismatches across forms

Continuous Monitoring

- License status changes
- Sanctions/exclusions checks
- Malpractice/DEA expirations
- Directory mismatch alerts

AI Tech You'll Actually See

Predict & Recommend (triage only)

- "Likely to pend/deny" score – prioritizes, never decides
- SLA-risk score for queue prioritization
- 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

Most Common & Emerging AI Trends

Automated / Intelligent Rules
Cognitive AI with OCR
Most Common (today)

Autonomous Monitoring, Predictive / Prescriptive AI & Generative AI
Increasingly Common

Knowledge Graph AI
Often runs "under the hood"
Less visible but Foundational

Clinical Imaging AI & other AI-enabled clinical tools
Adjacent but Important

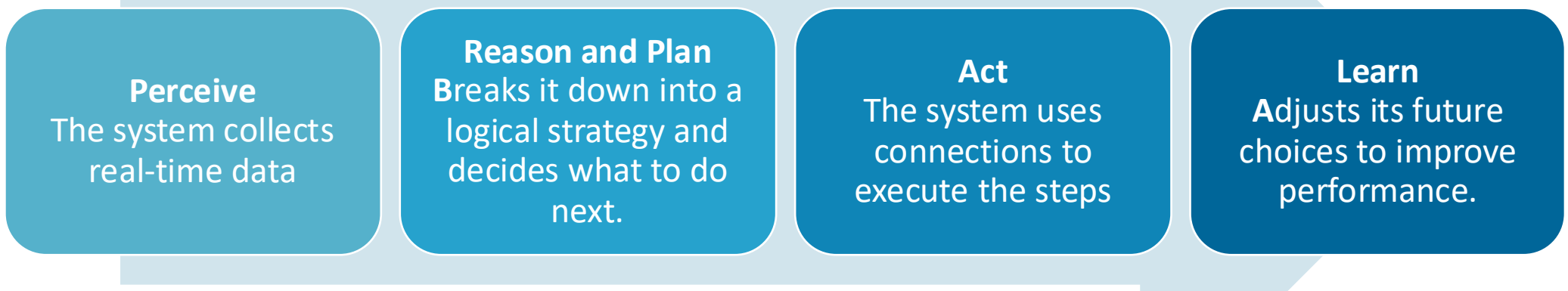
Agentic AI
Emerging in Workflows

Understanding Large Language Models (LLMs)

- AI systems designed for natural language processing — now multimodal, handling text, images, and documents
- Utilize datasets to learn language patterns and generate human-like text
- Reasoning models work through a problem step by step before answering
- Context limits cap how much they can hold at once — long files may get truncated
- Translation, deep web searches with linked sources, summarization, question answering, etc.

Understanding Agentic AI

Agentic AI builds on Generative AI by adding the ability to perceiv reason, use external tools, and learn



Private vs. Public LLMs

Feature	Private LLM **Microsoft 365 Copilot EDP**	Public, Consumer LLM ChatGPT (Free Tier)
Prompt/Data Logging	No	Yes (free tier default)
Training on User Data	No	Yes (free tier 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 (free tier)

Safe Use, Governance & Risk Management

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

Safe vs Unsafe Use of AI

Safe Uses

Auto-populating fields

Rules-based checks

Routing & reminders

Data Sync & reporting

Predictive scoring for triage

Unsafe Uses

Privilege decisions

Clinical interpretation

Autonomous approvals

Predictive scoring that decides

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 AI to maintain the correct tone and complexity

Ethical Considerations

AI lacks the nuanced judgment required for sensitive situations

Legal Liability

Legal review is essential to mitigate risks

ADDITIONAL CAUTION

Balance LLM Use with Critical Thinking!

- Early preprint evidence (MIT, not yet peer reviewed) hints at **possible skill atrophy if critical thinking isn't practiced**
- **Tools**, **not replacements** for expert human critical thinking
- MSS training should emphasize **critical review** & **source verification**

Best Practices

Use as a Drafting Tool

Keep Humans in the Loop

Ensure Privacy & Security

Monitoring & Feedback

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

What Regulators & Accreditors Expect in 2026

- **NIST AI RMF -** Govern, Map, Measure, Manage — your governance backbone
- **ASTP/ONC HTI-1 -** certified decision support must disclose its source attributes
- **Joint Commission -** 2025 responsible-AI guidance; voluntary AI certification in 2026
- **NCQA & URAC -** standards updated 2025; URAC accredits AI governance
- **State AI laws -** Texas and California laws effective Jan 1, 2026 — check your states

Practical Application

I’m sold; how do I get started? Is AI going to take my job?

Ways LLMs Can Help

Drafting Standard Documents

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

Internal Communications

- Emails / Notices
- Clinical Announcements

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]**.

Preserving the Human Element

Empathy & Emotional Intelligence

Presence, Networking, & Connectedness

Opinion, Judgement, & Ethics

Creativity & Imagination

Hope, Vision, & Leadership

AI or Not?

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

AI or Not?

👉 Swipe Right = AI

👈 Swipe Left = Not AI

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

Tying Everything Together

& Closing Thoughts

Session Takeaways

AI is not new to the scene! It dates to Turing's 1950 test and the term coined in 1956.

A year ago Generative AI was only the latest iteration.

Now Agentic AI is the newest.

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

Make yourself invaluable!

Use your brain to do the real work.

Reference Sources

IBM (What is artificial intelligence (AI)?): Article

Calls9 (The History of AI: A Timeline from 1940 to 2023 + Infographic): Article

Time.com (ChatGPT May Be Eroding Critical Thinking Skills, According to a New MIT Study): Article

MIT Sloan School (These human capabilities complement AI's shortcomings): Article

MIT Sloan School (When humans and AI work best together — and when each is better alone): Article

ASTP/ONC HTI-1 Final Rule Q&A (Algorithm Transparency / DSI): PDF overview | AHIMA DSI attributes

FDA Draft Guidance (AI in regulatory decision-making): Guidance page | Federal Register notice

FDA/CDS context & wellness products (Jan 2026): AHA summary | STAT coverage

NIST AI RMF & Generative AI Profile: AI RMF portal

NIST Cyber AI Profile (prelim draft, Dec 2025): Legal analysis

HIPAA + AI NPRM commentary: Bradley (legal) | NatLawReview | McGuireWoods

Joint Commission: Responsible Use of AI in Healthcare guidance & certification (2025–2026)

NCQA credentialing standards update (2025) | URAC Health Care AI Accreditation

State AI laws effective Jan 1, 2026 (TX TRAIGA, CA SB 53) – disclosure rules vary by state

LLM limitations & safety: Nature adversarial hallucinations | ACL medical hallucination survey | Frontiers review

Prompt engineering in healthcare: HealthTech | MDPI | BastionGPT guide

Microsoft 365 Copilot EDP & architecture: Microsoft Learn | Petri EDP intro | Privacy explainer

NAMSS resources: ICS 2025 (PDF) | Conference schedule | QGenda NAMSS takeaways

Adoption reality check: KLAS summary (Becker's)

Contact

Geneva Million, CPCS, CPMSM

Principal Customer Success Manager

Applied Statistics & Management (DBA: MD-Staff)

gmillion@mdstaff.com

1 951-446-1954

Find me on **LinkedIn**!