

MINNESOTA CREDENTIALING COLLABORATIVE (MCC) SELECTS CREDENTIALSMART'S APPLYSMART SOLUTION AS STATE-WIDE SOLUTION

ApplySmart Will Connect All Minnesota Health Care Providers and Credentialing Organizations to Streamline Credentialing Application Processing

Chicago, IL – July 1, 2008– The Minnesota Credentialing Collaborative (MCC), a consortium owned by the Minnesota Council of Health Plans, Minnesota Hospital Association and Minnesota Medical Association, has selected CredentialSmart's ApplySmart product as the technology that will support Minnesota's universal online credentialing application initiative. ApplySmart, one of CredentialSmart's market-leading, Web-based credentialing and emergence response products, provides a customizable, communicative and secure connection between Minnesota health care providers and credentialing organizations. ApplySmart will enable the Minnesota credentialing community to significantly reduce the time needed to collect complete credentialing applications.

ApplySmart enables users at credentialing organizations to specify their own unique application requirements, so that each credentialing office receives an electronic submission that includes only the exact data, documentation and forms it needs to credential an applicant. "ApplySmart provides Minnesota organizations that must credential providers with the ongoing ability to customize application requirements. And, most importantly, ApplySmart audits each provider's application to a credentialing organization according to that organization's application requirements. Providers will know instantaneously if they are missing any materials required by a hospital or health plan that they have selected," explained Richard Kreyer, vice president of work force for the Minnesota Hospital Association and MCC's vice chair.

ApplySmart gives Minnesota health care providers simple-to-use, yet powerful, Web-based accounts through which they can securely store credentialing information on-line and, with a single click, send applications to the hospitals and health plans of their choosing. George Lohmer of the Minnesota Medical Association and secretary/treasurer of the MCC's executive board, elaborated on ApplySmart's impact on the Minnesota provider community, "Minnesota providers will realize significant efficiencies from ApplySmart. They will no longer have to print and mail or fax multiple applications. Instead, they simply can select their preferred credentialing organizations from within their ApplySmart account and click "Send." ApplySmart either immediately notifies them if they are missing information or, if complete, transmits the file to the selected credentialing organization's account. Providers can then keep tabs on the status of their application by checking their ApplySmart account as it moves through the credentialing process."

ApplySmart's communicative technical architecture was another key to its selection for this statewide initiative. Many Minnesota credentialing organizations use in-house databases to manage provider credentialing data. ApplySmart's unique use of XML technology gives credentialing organizations the ability to download ApplySmart data to their in-house databases, thereby eliminating the need for any manual data entry – another important time saver for credentialing organizations. Janny Brust of the Minnesota Council of Health Plans, and chair of the MCC's executive board, underscored this important feature of ApplySmart, "Most, if not all, of our members use some type of commercial database to store and report on provider credentialing data. It was critical for our members that the MCC select a product that enables connectivity to these in-house databases. ApplySmart meets this need."

Minnesota providers and credentialing organizations will begin to process applications during the final months of this year. The tool will be available statewide in early 2009. "We look forward to helping the Minnesota credentialing community realize all of the efficiencies possible through ApplySmart. CredentialSmart's selection by the MCC represents another affirmation of the importance of communicative and customizable technologies in bridging the numerous inefficiencies involved in commercial provider credentialing," stated Lou De Felice, CredentialSmart CEO.

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.