CMS Credentialing Service

Powered by 3Won

3WON has proposed marketing its services under the auspices of the Colorado Medical Society to all entities requiring medical professional data in Colorado. Similar efforts are underway in a number of states currently, sponsored by medical societies, hospital associations, or both.

The proposal is to centralize physician data collection across Colorado essentially private labeling 3WONs technology. Centralization provides economies of scale and the ability to manage data more efficiently and effectively. Data management includes the assurance that all demographic data about a medical professional is accurate at the point of distribution. In addition, the data is refreshed daily, weekly and monthly, and therefore managed near real-time. A centralized data repository enables health plans, public or private, to utilize one source for provider data, as opposed to multiple sources, in order to update their master provider files which is a critical function in the adjudication of claims and for provider directory purposes. No other source currently manages data in this fashion which is why we have the payment errors we do and why medical directories are inaccurate. CMS (Medicare/Medicaid) is now requiring health plans to improve their directory accuracy rate.

Today, accuracy rates hover around 50-60% nationally creating a myriad of problems for all concerned. The proposed business model includes a 7% revenue share to CMS on all revenues generated through the statewide CVO over the initial five-year contract term. 3WON will assume sales and marketing responsibility for the service in state and manage adoption.

Additional 3WON capabilities:

- Because data is managed near real-time, physicians will experience an improvement in cash flow and a reduction in payer payment reconciliation rates as a result of payers gaining access to more accurate provider data.

- Reduced enrollment cycle times because they ensure payers collect 100% of the data required to enroll a new physician at the point of enrollment and not at some later date.

- Most of the data collection function is automated substantially reducing administrative burden and cost on physicians, their proxies, or both.

- 3WON provides credentialing and health plan enrollment services to hospitals and health systems, physicians and medical groups and health plans. They do not sell software and are a SaaS based service delivery provider. They charge physicians a fixed rate annually to provide all administrative services required for data compliance for credentialing, re-credentialing, health plan and or regulatory requirements.