

CVO – Frequently Asked Questions

Updated February 2021

What is a CVO?

UnityPoint Health has standardized and unified our provider credentialing process, a key factor for continued success in the current healthcare environment.

The UnityPoint Health Credentials Verification Office (CVO) gathers data and verifies the credentials of doctors and other healthcare providers. It is a single point of contact for providers to submit applications and information. The CVO verifies all information submitted to ensure patient safety, and shares credentialing information with the physician hospital organization (PHO) for payor enrollment, and medical staff offices (MSOs) for medical staff membership and/or hospital privileges. The CVO is provider-centric (i.e., easy to access and use), safety-focused (i.e., properly vets our providers), and efficient (i.e., allows us to get information to and from MSOs and payer enrollment as quickly as possible).

Our new CVO aligns the important work being performed by our team members in a variety of departments into one team, reducing duplication of work by our team members. The CVO team processes applications, obtains documents, and shares these records with all facilities, streamlining our credentialing process for both providers and the organization. Provider data is standardized across the system, creating a ‘source of truth’ for credentialing and provider information. The CVO uses a centralized tracking system to identify and work with providers on expired licenses, certifications, etc.

Why does UnityPoint Health need a CVO?

The CVO has aligned the important work previously performed by team members in a variety of departments into one team, with the goal of reducing duplication of work. Our CVO team processes applications, obtains documents, and shares these records with all facilities, streamlining our process for both providers and the organization. Also, it is now easier for our providers to work in other regions and via telehealth.

Provider data is in the process of being standardized across the system, creating a ‘source of truth’ for credentialing and provider information. Maintaining current, verified data is as important as its confidential treatment.

The CVO uses a centralized tracking system to identify and work with providers on expired licenses, certifications, etc.



How is a CVO improving the experience for our providers?

With the establishment of a CVO, providers now have one point of contact for processing their initial credentialing application or their recredentialing. All information will be shared on a “need to know” basis maintaining confidentiality and with electronic processing for enhanced efficiency. This also includes notices for upcoming expirations.

A CVO centralizes, standardizes, and streamlines the credentialing communication and overall workflow. This enhanced efficiency results in reduced turnaround times for credentialing, which in turn provides more efficient payor enrollment and approval for billing and granting of medical staff membership and privileges.

The CVO has [an internet page](#). This page contains links for submitting information directly to the CVO through a ServiceNow portal. It also contains resource documents, ‘how to’ videos, and links to important websites for provider reference for enhanced customer service. The goal is to make the entire credentialing experience customer-friendly and provider-centric for the CVO’s internal and external customers.

Additional Provider Data Questions

What should I have on hand when I fill out my initial application?

Prior to starting the application completion process via the UnityPoint Health Practitioner Portal you will need to gather the following data/documents:

- Current and prior state license number(s), effective and expiration date
- Current DEA number(s) and expiration date
- Current Controlled Substance Registration number(s) and expiration date
- Current and prior (if policy in effect less than 1 year) malpractice insurance information including carrier name, policy number, effective and expiration date, per incident and aggregate amount.
NOTE: You will need a digital copy of your current malpractice insurance face sheet as it will be required to be uploaded on the portal.
- Your NPI number
- A digital copy of a recent professional photo (this will be required to be uploaded on the portal)



The following items are requested by the medical staff offices for practitioners requesting hospital privileges. They may be submitted with the portal application, or sent to the CVO afterward via email:

- Current certifications (i.e. BLS, ACLS, ATLS, PALS, etc. as applicable to your specialty) including expiration date. NOTE: You will need a digital copy of your card if you choose to upload the image on the portal (or you may choose to e-mail it to the CVO).
- Question in the portal application: *Date of your most recent influenza vaccine for the current influenza season?*
- Question in the portal application: *Do you attest to having obtained and/or attended the required number of continuing medical education (CME) hours or continuing education units (CEU) necessary to maintain licensure and certification, and the majority of those hours are related to the clinical privileges you are requesting? You will be required to provide proof of attendance and program content upon request.*
- A digital copy of your case log from your current primary hospital to upload on the portal (or, you may choose to email it to the CVO)

The Medical Staff Offices may request additional information specifically related to your privileges request.

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