

**WEDI NPI Outreach Initiative  
Steering Committee**

**Resource Center and Website Workgroup  
Approved Charter, Deliverables and Timeline  
[October 26, 2005]**

**1. Charter:**

The purpose of this Workgroup is to establish and to oversee the maintenance of the WEDI National NPI Resource Center and the NPIOI website.

**2. Leadership:**

- Workgroup Co-Chairs: **Walter Suarez, Gail Kocher, Jean Narcisi**
- Other Workgroup members: \_\_\_\_\_

**3. Comments from Steering Committee (October 20, 2005):**

- Steering Committee will establish Operating Guidelines for the selection, approval and publication of new materials, links, content, and other information on the WEDI NPIOI Web Resource Center
- Guidelines should be consistent with the overall WEDI Website Publication Guidelines
- Steering Committee co-chairs will work with WEDI staff on the maintenance of the site, the addition of approved content, etc.
- The intent is to make the approval and publication process very streamlined and efficient

**4. Goals and Deliverables:**

- a. Establish NPIOI website and NPI Resource Center
- b. Develop a plan for the review and approval of the addition of text, documents, references and links, whether internal or external to WEDI, to the NPIOI website, consistent with WEDI website publication policies
- c. Ensure efficient integration of NPI-related WEDI resources residing in other parts of the WEDI website with the National NPI Resource Center
- d. Work with staff to on the implementation of the website and its maintenance
- e. Serve as the editorial board for the management of website content.

**5. Timeline:**

<b>TASK</b>	<b>Oct 2005</b>	<b>Nov 2005</b>	<b>Dec 2005</b>	<b>Jan 2006</b>	<b>Feb 2006</b>
<b><u>Establishment of the Center and the Center's Website</u></b>					
○ Establishment of Workgroup	X				
○ Develop a plan for the implementation of the National NPI Resource Center and the Center's website	X	X			
○ Work is done with WEDI Staff to identify Center's website structure, location, and initial content	X	X			
○ Beta-version of website is tested by Workgroup, Steering Committee, others		X			
○ Website is launched		X	X		
○ Ongoing review/approval of new content		X	X	X	X

**WEDI NPI Outreach Initiative  
Steering Committee**

**Education & Content Workgroup  
Approved Charter, Deliverables and Timeline  
[October 26, 2005]**

**1. Charter:**

The main purpose of this Workgroup is to develop an Education Priorities Plan identifying the top priority education needs, key NPI messages and NPI content that will need to be disseminated through various methods and mechanisms. Items such as what is an NPI, who is eligible/required to obtain one, where is NPI used, how to obtain an NPI, etc., should be considered. Industry consensus recommendations regarding which Providers/Payers/Vendors should seek enumeration immediately and which should wait for bulk enumeration and subpart guidance from CMS and WEDI/WEDI SNIP in the Fall will also be covered by this plan. Health plan and Vendor issues, such as what should a health plan do to prepare, what can they ask of providers, what they can't ask and suggestions for implementation timelines, will also be included.

**2. Leadership:**

- Workgroup Co-Chairs: **Cathy Graeff, Michael Apfel, George Vancore**
- Other Workgroup members: Patrice Kuppe, \_\_\_\_\_

**3. Comments from Steering Committee (October 20, 2005):**

- An additional co-chair should be identified, preferably from within the WEDI Education Committee members
- Other members should be recruited from the WEDI Education Committee, WEDI SNIP NPI Sub Workgroup, WEDI PAG List, etc

**4. Goals and Deliverables:**

- a. Develop and present to the Steering Committee an education priorities plan
  - i. Draft of plan is developed and presented to Steering Committee (November-December, 2005)
  - ii. Final plan is completed and implementation starts (January-February, 2006)
- b. Identify top priority messages to be issued by the NPIOI
- c. Identify key content components of outreach initiatives being designed, coordinated and/or implemented by NPIOI, in partnership with other local, regional and national organizations.
- d. Provide the Outreach & Marketing Workgroup the educational content component to be included in the various outreach and delivery mechanisms being considered by that Workgroup

**5. Timeline:**

TASK	Oct 2005	Nov 2005	Dec 2005	Jan 2006	Feb 2006
<b><u>Education Priorities Plan</u></b>					
o Establishment of Workgroup	X				
o Workgroup identifies and discusses key messages, content and delivery mechanisms for NPI information	X	X			
o Draft of plan is developed and presented to Steering Committee		X			
o Final plan is completed and implementation starts		X	X		

**WEDI NPI Outreach Initiative  
Steering Committee**

**Outreach & Marketing Workgroup  
Approved Charter, Deliverables and Timeline  
[October 26, 2005]**

**1. Charter:**

The main purpose of this Workgroup is to develop an Outreach and Marketing Plan identifying the programs, methods, mechanisms, formats and vehicles to be used to deliver the key NPI messages and educational content identified by the Education & Content Workgroup. Elements to consider include:

- Identification of key audiences
  - \* Individual Providers (MDs, DDS, Pharm, Chiro, Nurses, etc)
  - \* Provider organizations (Hospitals; LTC; Medical, Denta, other Clinics; HHAs; Pharmacies; Labs; etc)
- Mechanisms for Outreach and Dissemination
  - \* Creation of a BiWeekly/Monthly “NPI Informer”?
    - One-pager pre-formatted, simple, bullet-point; Draw from NPI papers
  - \* Dissemination through regular WEDI lists, publications
  - \* Creation of a list of contacts for further dissemination (i.e. associations that can include messages on their publications and send out quickly)
  - \* Articles/letters to editors to be published in trade journals
  - \* Other dissemination mechanisms
- Other components of plan: National events, Regional and Local events, Standard Schedule of Periodic (Monthly/Bi-Monthly) NPI Audiocasts
- NPI EFI Outreach Plan

**2. Leadership:**

- Workgroup Co-Chairs: **Kimberly Delaney, Andrea Danes**
- Other Workgroup members: Lenel James, Gale Scott, Mark Norby, \_\_\_\_\_

**3. Comments from Steering Committee (October 20, 2005):**

- Need to identify and recruit key contacts from industry and organizations with provider dissemination/provider education expertise
- This will help ensure that messages released by the WEDI NPIOI will quickly be distributed throughout the provider community
- Other members should be recruited from the WEDI Education Committee, WEDI SNIP NPI SubWorkgroup, WEDI PAG List, etc

**4. Goals and Deliverables:**

- a. Develop and present to the Steering Committee an outreach and marketing plan
  - i. Draft of plan is developed and presented to Steering Committee (October-November, 2005)
  - ii. Final plan is completed and implementation starts (November-December, 2005)
- b. Identify top priority methods, mechanisms, formats and vehicles to be issued by the NPIOI in delivering its messages and educational content
- c. Identify key partners to work with in achieving these delivery mechanisms
- d. Identify a timeline for implementing various delivery programs over the next year

- e. Coordinate with the Education & Content Workgroup and the WEDI Education Committee
- f. Identify/document current and future (to the extent known) NPI outreach and education activities provided by other national/regional organizations
- g. Identify priority target areas and audiences for educational efforts
- h. Assessment would include national events and regional and local multi-stakeholder events; events organized by national/regional professional groups (AMA, AHA, MGMA, AHIMA, etc); and events organized by national/regional payers (BCBSA, individual payers, etc) and others.

**5. Timeline:**

<b>TASK</b>	<b>Oct 2005</b>	<b>Nov 2005</b>	<b>Dec 2005</b>	<b>Jan 2006</b>	<b>Feb 2006</b>
<u><b>Develop Education Priorities Plan</b></u> <ul style="list-style-type: none"> <li>o Establishment of Workgroup</li> <li>o Workgroup identifies and discusses key programs, methods, mechanisms, formats and vehicles to deliver priority messages and educational content</li> <li>o Draft of plan is developed and presented to Steering Committee</li> <li>o Final plan is completed and implementation starts</li> </ul>	X	X	X		

**WEDI NPI Outreach Initiative  
Steering Committee**

**Industry Readiness Assessment Workgroup  
Approved Charter, Deliverables and Timeline  
[October 26, 2005]**

**1. Charter:**

The purpose of this Workgroup is to plan and implement an NPI industry readiness assessment and, as appropriate, disseminate information from the assessment via the NPIOI website. Transitioning to the new NPI is going to be a critical step to the successful adoption and use of the NPI by May, 2007. Knowing and understanding when organizations will be ready to begin accepting and submitting the NPI and in which transactions they will use it will be instrumental for trading partners to communicate.

The readiness assessment will be kept in a simple, focused, survey format. Any public hearings are to be coordinated and approved by the WEDI Board only. Phases and characteristics to consider in the assessment include:

- Phase I – No NPI being taken; transactions with only legacy ID accepted
- Phase II – legacy ID only or legacy+NPI accepted; no NPI alone accepted
- Phase III – transactions with legacy only, legacy+NPI or NPI only will be accepted
- Phase IV – NPI will be the ONLY identifier accepted
- When will providers be able to receive/payer be able to submit 835s with NPI
- When will payers be able to send COBs to other payers with NPIs

**2. Leadership:**

- Workgroup Co-Chairs: **Lonnie Hardin, Michael Ubl**
- Other Workgroup members: Cathy Graeff, \_\_\_\_\_

**3. Goals and Deliverables:**

- a. Develop an NPI Industry Readiness Assessment instrument
- b. Collect data from public and private payers, clearinghouses, software application vendors, and providers on their NPI readiness plans, using instrument
  - Results of assessment are gathered and presented to Steering Committee for dissemination/posting on Center’s website.
  - Ongoing assessment collection and addition of results to website continues.

**4. Timeline:**

TASK	Oct 2005	Nov 2005	Dec 2005	Jan 2006	Feb 2006
<b><u>NPI Industry Readiness Assessment</u></b>					
○ Establishment of Workgroup	X				
○ Assessment instrument is developed	X	X			
○ Collection of data from public and private payers, clearinghouses, and providers will begin		X	X		
○ Results of assessment are gathered and presented to Steering Committee for dissemination/posting on Center’s website.				X	
○ Ongoing assessment collection and addition of results to website continues.					X