

For Immediate Release

Media Contact

Amy Seiler
(502) 403-1122 x 101
aseiler@aapan.org

**Credentialing Process Simplified for Hearing Care Providers
With the HNA Credentialing Alliance**

July 14, 2020 – Tucker, GA — The Hearing Network Alliance (HNA) - an American Association of Payers, Administrators and Networks (AAPAN) alliance organization - unveiled a streamlined credentialing process to reduce the cost and effort required of hearing care providers to manage credentialing with the hearing health care networks in which they participate. Initially, five hearing health care networks have agreed to utilize the streamlined process for primary source verification.

“We have heard many times from providers that the credentialing process is time consuming and confusing. We felt compelled to bring the hearing health care networks together and create a simplified solution for this burdensome administrative task,” said Julian Roberts, President and CEO of AAPAN/HNA. “We hope that even more hearing health care networks will take advantage of this streamlined process in the future.”

Outside of a simplified process, hearing care providers are not likely to experience much change and are not required to participate with any specific hearing network beyond the plan(s) in which they currently participate.

HNA partnered with Gemini Diversified Services, an independent credentials verification organization, to manage the administration of the credentialing process -- specifically, primary source verification. Starting in October 2020, providers who are due to re-credential with one or more of the participating hearing health care networks and plans will receive a letter about how the new process works. Each participating plans will maintain responsibility for individual provider reviews and decisions on network participation; however, the new process will minimize redundant provider credentialing efforts by virtue of a single, aligned credentialing review schedule.

Any plan or organization that credentials hearing care providers can participate in the HNA Credentialing Alliance.

##

ABOUT HNA

The Hearing Network Alliance (HNA) is a membership organization launched in January 2011 with five founding hearing care executives whose networks serve the rapidly growing population of Americans suffering from hearing loss. Operating under the umbrella of the American Association of Payers Administrators and Networks (AAPAN). HNA focuses its efforts on promoting the merits of hearing healthcare not only to better serve the tens of millions of Americans currently living with some form of hearing loss, but also on encouraging regular screening and preventative care to the millions more certain to develop hearing degeneration as they age. HNA strives to positively influence the expansion of the hearing care industry in the healthcare marketplace by serving as the primary resource for hearing healthcare professionals and their customers through unified educational and advocacy efforts.