MISSION: The Iowa Hospital Association is the organization that represents Iowa hospitals and supports them in achieving their missions and goals.

VISION: The Iowa Hospital Association will be Iowa’s most trusted, respected and influential leader in health policy and advocacy, and a valued resource for information and education.

VALUES: The Iowa Hospital Association is committed to Integrity, Leadership, Innovation, and Engagement.

2019 Strategic Priorities

Advocacy:
Effectively represent hospitals’ public policy interests that maintain quality health care services for Iowa communities.

• Advocate for federal policies that preserve or strengthen hospital reimbursement under the Medicare program; support initiatives that seek to preserve access to high-value health care service in rural communities including the 340B prescription drug discount program and other rural-specific Medicare payment and demonstration programs; evaluate and analyze the impact of emerging payment models including quality-based payment reform initiatives and value-based purchasing programs; promote regulatory relief efforts to reduce administrative burden and costs; support policies seeking to increase and improve access to comprehensive, affordable health care insurance coverage; encourage responsible public health initiatives such as those seeking to combat the ongoing opioid epidemic; support initiatives that assist with recruiting and retaining high-quality health care providers.

• Pass a state legislative agenda that focuses on Medicaid reform and preventing cuts to the program, mental health access and funding, support for EMS services and retaining Iowa’s Certificate of Need laws

• Continue to collaborate with stakeholder groups in evaluating Iowa’s mental health delivery system and determine common action items to work on collectively.

• Implement innovative communications strategies to support hospital advocacy activities.

• Actualize grass roots advocacy campaigns that engage hospital advocates to contact legislators and maximize contributions to the IHA PAC.

Education:
Provide education and training programs for the professional development of members and facilitate the exchange of ideas and experiences to support hospitals’ in providing quality care.

• Provide professional development training and resources to support members in attracting and maintaining a high-performance workforce.

• Provide training and resources to assist members in preparing for regulatory changes and understanding and carrying out their obligations as health care providers.

• Utilize member input to inform and support member telehealth and telemedicine initiatives.

• Implement physician leadership development programming with collaborating associations.

• Grow utilization of visualization tools to enhance member communications.

• Expand member online access to education and policy briefings.

• Evaluate IHA’s primary website and make appropriate updates and improvements.

• Implement a multi-media communications plan to build public trust in Iowa hospitals.

• Continue efficient operation of the IHA Conference Center and optimize IHA and rental use.
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Information:
Develop resources for hospitals and consumers to better understand health care trends and hospital data.

• Implement Discovery Datalytics providing new data dashboards and visualization resources.
• Expand IHA data analytic resources by incorporating new financial and quality data sets.
• Continue to expand new Iowa Hospital Facts transparency website.
• Track continued impact of Medicaid managed care on Iowa hospitals’ utilization and financial operations.
• Gain access to physician Medicare Part B data for analysis and evaluation of reports/access.
• Research and study development of new web-based program to move to collection of more real-time hospital data from EHRs.
• If feasible develop a web-based program for transmission of registry data from hospitals to IDPH and monitor a possible ADT (Admit, Discharge and Transfer) program in Iowa.
• Provide data, education and operational support to the Iowa Healthcare Collaborative with the CMS Network of Quality Improvement and Innovation Contractors program and the Health Improvement and Innovation Network for hospitals.
• Build and oversee IHA/state hospital association data partnerships.
• Sustain emphasis on cybersecurity of IHA data services.
• Create and strengthen member awareness of IHA information resources and training options.

Membership Support:
Create business partnerships that financially benefit member hospitals and preserve IHA resources.

• Create member awareness and expand participation in all ServiShare products and services.
• Expand service offerings through ServiShare and LMC insurance agency partnership.
• Expand new ServiShare business partnerships.
• Work with property manager in optimum management of East Grand Office Park (EGOP) and implement improvements.
• Continue to expand member support of the IHERF Health Care Careers Scholarship program with 50 annual scholarships to be awarded.
• Promote health care careers in Iowa.