



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.

2020 Strategic Priorities

Advocacy:

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

- Advocate for federal policies consistent with IHA's rural reform proposal and that preserve access to essential services in Iowa's rural communities; support the 340B program and resist efforts to cut back on the program, support efforts to make prescription drugs more affordable, oppose any expansion of site-neutral policies, and support policies that provide relief from outdated or unnecessary regulations that do not improve patient care.
- Pass a state legislative agenda that focuses on easing Medicaid complexity and seeking payment for hospitals for days waiting placement, mental health access and funding, support for EMS services, reinstating IHA as the state's data collection intermediary and retaining Iowa's Certificate of Need laws.
- Continue to collaborate with stakeholder groups in evaluating Iowa's mental health delivery system and in seeking improvements to the Medicaid program 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.
- Participate in Wellmark Rural Hospital Taskforce and engage IHA members seeking to improve Wellmark reimbursement policies.

Education:

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

- Delivering professional development training to support members in attracting and maintaining a high-performance workforce.
- Enhancing the IHA website as a member resource improving accessibility and user-friendliness.
- Provide education programming and resources to help members understand and comply with regulatory changes.
- Diversifying educational programming topics to reach additional health care audiences.
- Expanding the use of on-demand and live platforms to increase member access to IHA education, meetings and policy briefings.
- Supporting new CEOs by building awareness and knowledge of IHA and its programming, resources and services to help them and their hospitals.
- Growing the use of visualization tools and infographics to enhance communications.
- Implementing a multi-media communications plan to support member 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.

- Acquire the Medicare B physician and ambulatory surgery center claims data and Medicare Part D prescription drug claims data and build into releasable formats for members including Dimensions and Dimensions Discovery Datalytics.
- Implement additional new Discovery Datalytics dashboards and visualization resources utilizing additional new data sets.
- With consultation with Council on Health Information determine proactive use of financial and quality data at hospital level to target education and support resources.
- Track continued impact of Medicaid managed care and Wellmark reimbursement on Iowa hospitals' utilization and financial operations.
- If requested 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 and other grants as requested.
- 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.
- Convene Iowa hospital IT professionals to discuss common challenges and identify opportunities for IHA to assist.

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 60 annual scholarships to be awarded.
- Promote health care careers in Iowa.
- Study and implement new virtual technologies in concert with education team in engaging IHA members virtually.
- Orientate and engage new hospital CEOs in Iowa in the IHA.