

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.

2021 Strategic Priorities

Advocacy:

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

- Continue to advocate for the needs of hospitals as a result of the pandemic with the Governor's office, state agencies, and Iowa's Congressional delegation. Develop tools to illustrate the impact of the pandemic on hospitals through data collection and modeling.
- Advocate for federal policies 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, and oppose any expansion of site-neutral policies.
- Pass a state legislative agenda that focuses on telehealth payment parity; support for EMS services; financial support for hospitals through increased reimbursement and establishment of an emergency fund for hospitals; support for sustainable behavioral health funding and retaining Iowa's Certificate of Need law.
- Continue to collaborate with stakeholder groups on common issues including telehealth, EMS and tort reform.
- 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.

- In consultation with the Council on Education and Member Services, create a committee on Diversity, Health Equity and Inclusion to identify member needs and provide tools and educational resources for members to advance diversity, cultural competency, health equity and inclusion across the health care workforce.
- Provide education programming and resources to help members proactively address financial issues resulting from the pandemic and to comply with financial reporting requirements.
- Develop learning modules introducing students to the various patient and non-patient care career possibilities in hospitals.
- Develop education programming and resources for members to address workforce resiliency and staff burnout.
- Expand professional development training by creating a certificate program for nurse managers.
- Continue to apply strategies to enhance virtual and on-demand learning and evaluate hybrid learning options.
- Implement a multi-media communications plan to instill consumer confidence in Iowa hospitals.
- Create messaging to share hospitals' community benefit story during and through the pandemic.

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- Engage new CEOs and build awareness of IHA resources, programming and services to help them and their hospitals.

Information:

Develop resources for hospitals and consumers to better understand health care trends and hospital data.

- Comply with all terms of new IDPH agreement for Iowa hospital discharge data and work with IDPH, IHC and IHIN in building future health care data strategy for the State of Iowa.
- Continue to utilize 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 specific focus on social determinants of health.
- With consultation with Council on Health Information determine proactive use of financial and quality data at hospital level to target COVID-19 pandemic analysis.
- Track continued impact of Medicaid managed care and Wellmark reimbursement on Iowa hospitals' utilization and financial operations.
- Provide data, education and operational support to the Iowa Healthcare Collaborative with the CMS Network of Quality Improvement and Innovation Contractors program 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.
- Implement new Protech membership data program and services.
- 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 offering new programs to Iowa hospitals.
- Work with Krause Group in transition of EGOP ownership and property manager.
- Continue to expand member support of the IHERF Health Care Careers Scholarship program with 60 annual scholarships to be awarded with new focus on supporting diversity.
- Promote health care careers in Iowa.
- Study and implement enhancements virtual technologies in concert with education team in engaging IHA members virtually.
- Implement audiovisual enhancements in Conference Center.
- Orientate and engage new hospital CEOs in Iowa in the IHA.



We care about Iowa's health

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