

# ORGANIZATIONAL GOALS 2019

## WE WILL BE A LEADING POLICY VOICE.

- Implement innovative communications strategies to support LTC advocacy activities
- Secure SFY 2020 Medicaid funding appropriation
- Research and share future payment and quality system ideas for NF, HCBS, and HH

## WE WILL IMPROVE QUALITY AND REGULATORY OUTCOMES.

- Increase number of members achieving national Quality Initiative Goals
- Increase number of AHCA/NCAL Quality award applications over prior year
- Expand legal and compliance services through increased access to association resources
- Research Assisted Living regulatory reform that improves care and resident experience without unnecessary regulatory burden

## WE WILL DEVELOP SOLUTIONS FOR WORKFORCE CHALLENGES.

- Demonstrate improvement in staff retention through Leadership Academy
- Expand and promote IHCA the new workforce membership toolkit of resources
- Expand donor support of the Iowa Health Foundation scholarship program
- Successfully implement infrastructure for an IHCA benefits and wellness program

## WE WILL IMPROVE MEMBER REIMBURSEMENT OUTCOMES.

- Secure an increase in the QAAF with funding to NF for rebase
- Develop and advocate for state and federal policies that preserve or strengthen LTC reimbursement under Medicare and Medicaid
- Provide training and resources to successfully implement changing payment models

## WE WILL BE A POWERFUL POLITICAL VOICE.

- Reach hard dollar/soft dollar political activity goal
- Advance strategic relationships with targeted legislative leaders and the executive branch
- Actualize grass roots advocacy campaigns that engages LTSS
- Deploy Iowa Health PAC events/special access offerings based on contributor levels

## WE WILL BE A STRONG ORGANIZATION.

- Create member awareness and expand member participation in ECSI products
- Refine and deploy an organizational technology roadmap to enhance membership services
- IHCA will hold 50 education events, convention, webinars
- Expand IHCA business & associate partnerships