



Iowa Health Care Association
Iowa Center for Assisted Living
Iowa Center for Home Care

MEMBERSHIP BENEFITS



A woman with her hair in a bun is seen from the side, talking to an older man with white hair and glasses. They are in a bright, indoor setting, possibly a community center or office. The woman is wearing a light-colored top, and the man is wearing a light-colored sweater.

**EMPOWERING
MEMBERS.**

**IMPROVING
LIVES.**

ABOUT

THE IOWA HEALTH CARE ASSOCIATION

Our mission statement — “Empowering members, improving lives” — speaks to the heart of what we do.

At the Iowa Health Care Association (IHCA), along with our affiliates, the Iowa Center for Assisted Living (ICAL) and Iowa Center for Home Care (IHC), we are proud to serve organizations that provide post-acute health care to improve the lives of Iowans. Our members include nursing facilities, assisted living programs, residential care facilities, senior living communities, continuing care retirement communities (CCRCs) and home health agencies, that provide quality care to Iowa’s most vulnerable residents, tenants and patients every day.

As the largest organization serving Iowa’s long-term care providers, we offer strong leadership, powerful advocacy, strategic communications and relevant education for our members to support them in providing quality care for Iowans. For our members, we give a leading policy voice, help enhance quality and regulatory outcomes, develop solutions for workforce challenges and advocate for improved reimbursement outcomes.

CONTACT US FOR MORE INFORMATION ABOUT MEMBERSHIP BENEFITS



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Megan Stoullil
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LEGISLATIVE ADVOCACY

Since 2018, IHCA legislative advocacy has directly resulted in major legislative accomplishments, including:

- More than \$485 million in state and federal Medicaid funding to skilled nursing, assisted living and home health providers
- Statewide pandemic liability protections
- Criminal background check, retroactive Medicaid eligibility, Home- and Community-Based Services (HCBS) waiver and hospice billing reforms
- Successful defense of crucial policies including certificate of need, resident privacy, power of attorney and telehealth

These accomplishments are made possible through IHCA's state and federal lobbying, legal and legislative research and supporting candidates through the Iowa Health PAC. IHCA members serve as advocates through utilizing IHCA's Legislative Visit Toolkit, staying up to date on urgent issues through IHCA's call to action alerts, and attending advocacy events, including IHCA Day on the Hill, IHCA Legislator Table Talks and other networking events with legislators.

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IHCA has made survival during these challenging times seem possible. I completely trust their team of experts to represent our ‘voice,’ and to advocate for our entire industry. Our IHCA membership has made a significant difference in how I have been able to function as an administrator, as it allows me to focus on everyday tasks, knowing that they are just a phone call away.

Sharon Ehlinger
Administrator
Maquoketa Care Center



REGULATORY & REIMBURSEMENT RESOURCES

IHCA assists members with remaining in compliance and staying up to date on the ever-changing regulations and reimbursement news through a variety of services, including:

- Frequent communication with regulators and Iowa's Managed Care Organizations (MCOs) to advocate for members
- Monthly and quarterly member calls on survey trends
- Monthly member calls with Iowa's MCOs
- Quarterly home care conference calls with Optum and Veterans Affairs representatives
- A collection of 200+ regulatory and reimbursement resource documents, including interpretations, guidance, FAQs and template policies and agreements
- Compliance webinars and regulatory education featuring a variety of experts, such as representatives from Iowa Department of Inspections and Appeals and the State Fire Marshal's Office
- In-house expertise regarding CCRC agreements, policies and regulatory issues
- Reimbursement and regulatory interpretations and guidance
- Limited complimentary legal consultation

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Our agency has truly appreciated our membership with IHCA this past year! With all of the claims issues we've had with the Medicaid MCOs, it is wonderful to have IHCA-sponsored monthly meetings that allow us as providers the opportunity to hear what changes have been made and what issues MCOs are working on. I appreciate having an advocate on our side to assist with specific issues when they arise to get us paid in a timelier manner.

Heather Caraway
Financial Coordinator
Waterloo Visiting Nursing Association



QUALITY & CLINICAL SERVICES

IHCA helps members enhance care quality and improve clinical outcomes with a number of services for nursing facilities, assisted living communities and home health agencies, such as:

- Quality award programs, including AHCA/NCAL National Quality Awards Program, AHCA Quality Initiative and Home Health Quality Campaign
- Quality Awards application guidance and training workshops
- Clinical consulting
- LTC Trend Tracker quality metrics tracing tool
- CoreQ customer satisfaction measurement tool
- Infection control, emergency preparedness and OASIS education, resources and guidance

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IHCA has helped us in so many aspects, but especially in our quality journey. From workshops to quality tools, the association has everything to help us on our journey. IHCA has been a great partner and any long-term care organization looking to take its quality to the next level should contact IHCA.

Staci Fjelland

Executive Director

Woodlands Creek Senior Living



EDUCATION AND PROFESSIONAL DEVELOPMENT

IHCA members receive a members-only discount on the association's comprehensive array of approved continuing education for long-term care professionals. IHCA is proud to offer 80+ education events a year, including but not limited to:

- Live and digital educational events
 - ▶ IHCA's Annual Convention
 - ▶ Quarterly Education Conferences
 - ▶ District Meetings
- On-demand digital education platform
- Certification programs
 - ▶ Assisted Living Management Certification
 - ▶ Assisted Living Medication Managers Certification
 - ▶ Activity Professionals Qualification Course
- Hot topic education for a variety of roles and disciplines, including administrators, owners, nurses, dietary, activity, environmental and social services staff
- IHCA's Leadership Academy

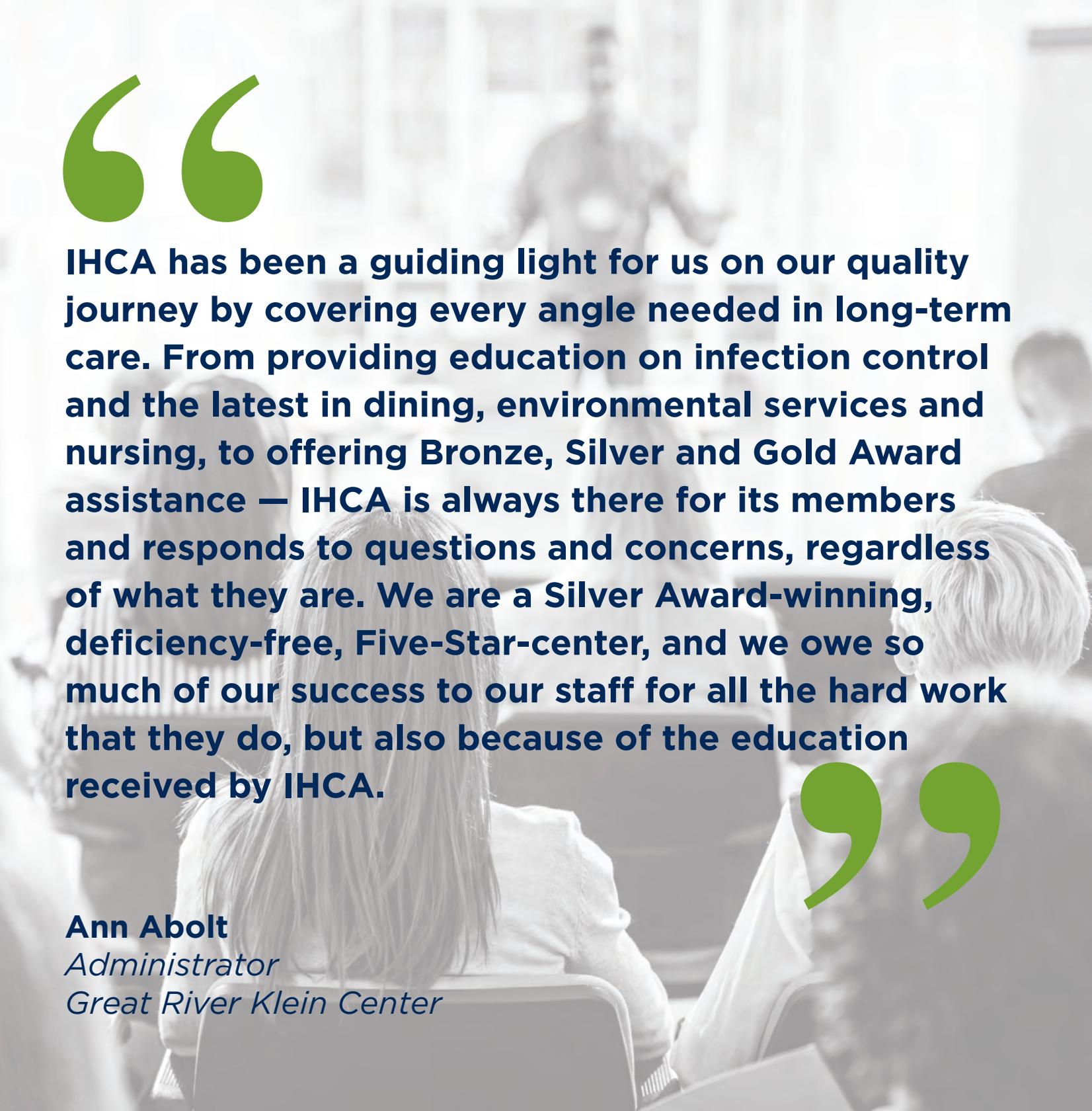
FOR MORE INFORMATION



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IHCA has been a guiding light for us on our quality journey by covering every angle needed in long-term care. From providing education on infection control and the latest in dining, environmental services and nursing, to offering Bronze, Silver and Gold Award assistance — IHCA is always there for its members and responds to questions and concerns, regardless of what they are. We are a Silver Award-winning, deficiency-free, Five-Star-center, and we owe so much of our success to our staff for all the hard work that they do, but also because of the education received by IHCA.



Ann Abolt

Administrator

Great River Klein Center

STRATEGIC COMMUNICATIONS

IHCA provides strategic communications — to members, legislators, the media and public — to help ensure that members have the resources they need to provide quality care for Iowans.

- Members-only publications, including a weekly Member Bulletin e-newsletter, quarterly Medical Director newsletter and frequent education update newsletters
- Email alerts and updates on timely topics
- Members-only website resources, including a job posting board and legal, regulatory, quality, reimbursement, emergency preparedness and survey guidance and updates
- Social media channels, including Facebook, Twitter and LinkedIn
- Connected Communities — online discussion forums for members
- Communication toolkits, forms and templates
- Media relations and consulting

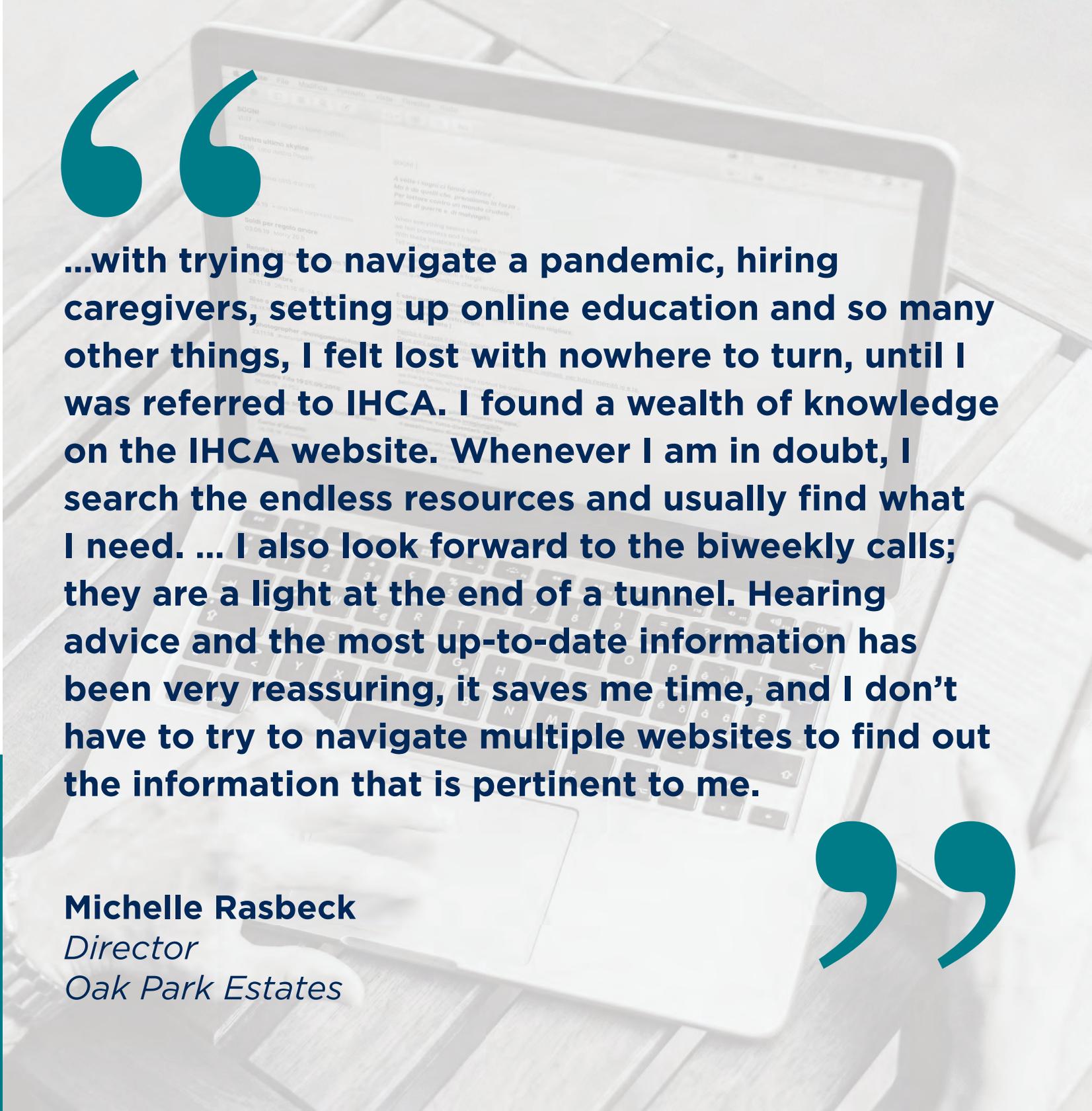
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...with trying to navigate a pandemic, hiring caregivers, setting up online education and so many other things, I felt lost with nowhere to turn, until I was referred to IHCA. I found a wealth of knowledge on the IHCA website. Whenever I am in doubt, I search the endless resources and usually find what I need. ... I also look forward to the biweekly calls; they are a light at the end of a tunnel. Hearing advice and the most up-to-date information has been very reassuring, it saves me time, and I don't have to try to navigate multiple websites to find out the information that is pertinent to me.

Michelle Rasbeck
Director
Oak Park Estates



NETWORKING OPPORTUNITIES

IHCA members can make valuable connections with other long-term care professionals, make their voices heard and help advance the profession by participating in the following networking opportunities:

Board and Councils:

- Iowa Health Care Association Board
- Iowa Center for Assisted Living Board
- Iowa Center for Home Care Board
- Iowa Council of Activity Professionals
- Iowa Council of Nurse Leaders

Educational events:

- District Meetings
- IHCA's Annual Convention and Trade Show
- Single Facility Conference
- And more!

Committees:

- Convention and Education Committee
- IHCA, ICAL and ICHC Survey Committees
- Payment and Legislative Committee
- Public Relations Committee
- Quality Improvement Committees
- Workforce Committee

FOR MORE INFORMATION



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Darla MacConnell
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Contact for Committees



Due to a lack of corporate support, single facility administrators rely heavily on IHCA staff for guidance, support and expertise. The greatest benefit of IHCA membership is the ability to network with other long-term care professionals and discuss common challenges and experiences, as well as share ideas.



Steve Fister
Administrator
Exira Care Center

IOWA HEALTH CARE QUALITY PARTNERS NETWORK

Iowa Health Care Quality Partners (IHCQP) is a business entity organized and owned by a network of IHCA members for the purpose of reducing overhead and pursuing business ventures, including reimbursement and value-based contracts with Managed Care Organizations (MCOs).

Network partners experience many benefits, including:

- Value-based contracting
- Reduced administrative work involved with credentialing with multiple insurance payers
- Collaboration with MCOs and Medicare Advantage plans
- Access to payers and contract return on investment
- Claims, revenue cycle and systemic payer issue solutions

FOR MORE INFORMATION



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Katie Colgan
Network Manager, AHCA
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As a member of the IHCQP, I have a dedicated team of staff reviewing insurance contracts for best terms and quality incentives. I have tried to negotiate with an insurance company in the past, and due to my facility's small number of beds and lives, it was not possible. If you are looking for a great return on investment — this is it.

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Maureen Cahill
Administrator
Spurgeon Manor

IOWA HEALTH CARE ASSOCIATION FOUNDATION

The Iowa Health Care Association (IHCA) Foundation is a 501c3 organization committed to supporting the workforce needs of the long-term care profession.

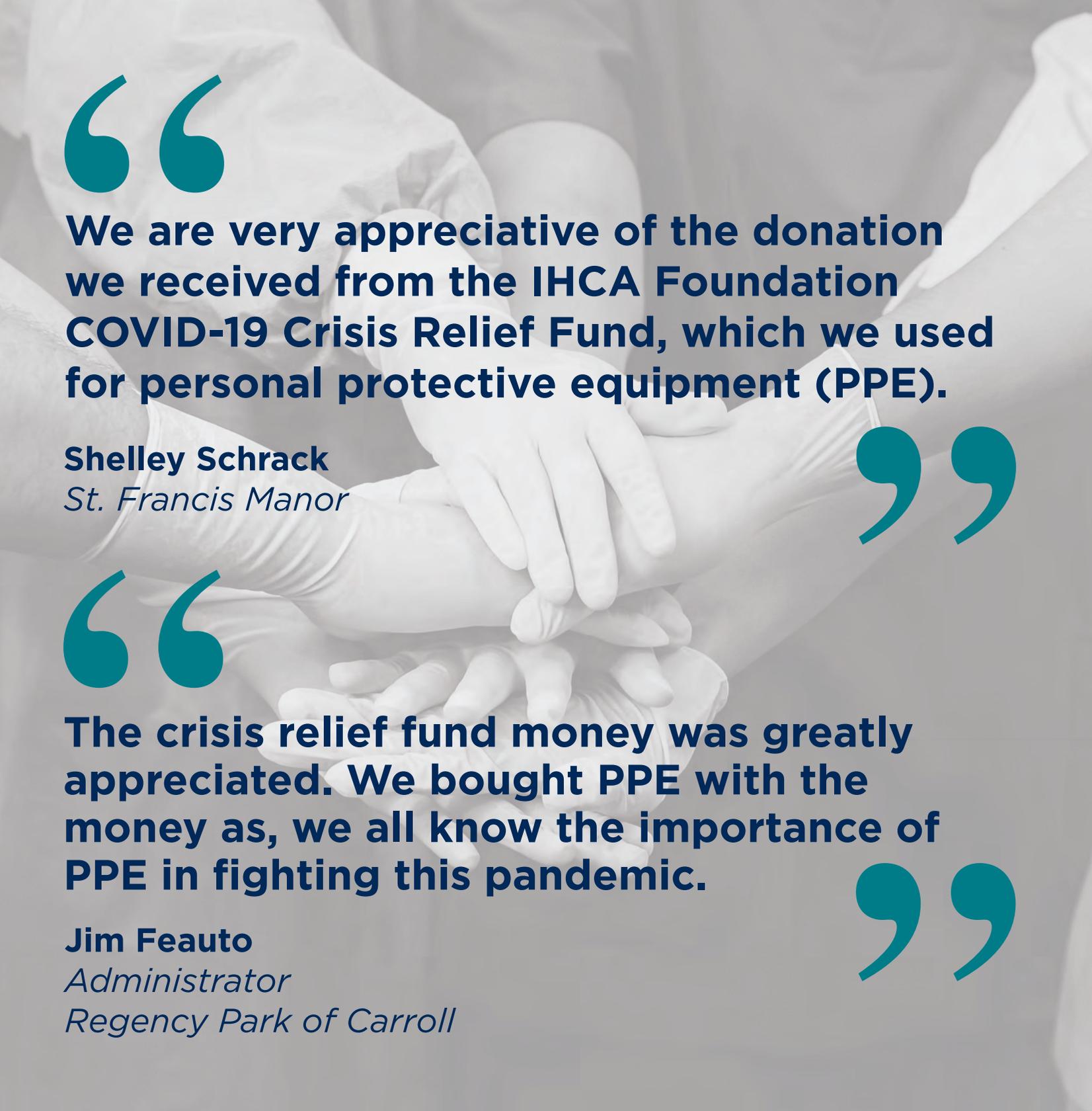
With the generous support of our donors, the IHCA Foundation supports this vision in the following ways:

- Scholarship programs for member employees, RNs, veterans and high school students to pursue a health care education with the goal of working in long-term care
- Career education programs designed to build awareness of career opportunities in the long-term care profession
- COVID-19 Crisis Relief Fund to help members prevent and mitigate COVID-19 by providing them with the resources they need

FOR MORE INFORMATION



Lori Ristau
Executive Director, IHCA Foundation
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We are very appreciative of the donation we received from the IHCA Foundation COVID-19 Crisis Relief Fund, which we used for personal protective equipment (PPE).

Shelley Schrack
St. Francis Manor

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The crisis relief fund money was greatly appreciated. We bought PPE with the money as, we all know the importance of PPE in fighting this pandemic.

Jim Feauto
Administrator
Regency Park of Carroll

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COVID-19 RESPONSE

IHCA's COVID-19 Response Team offers IHCA, ICAL and ICHC members rapid, comprehensive and responsive support for their COVID-19 prevention and mitigation efforts.

- Clinical, regulatory and reimbursement guidance and support specific to COVID-19
- COVID-19 Member Provider Update calls for skilled nursing facilities, assisted living programs and home health care providers
- Members-only COVID-19 resource webpage
- Crisis communications consulting and response to COVID-related media inquiries
- IHCA Foundation COVID-19 Crisis Relief Fund
- Legislative advocacy to address COVID-19 challenges

FOR MORE INFORMATION



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The IHCA COVID-19 Response Team has been invaluable during 2020. The wealth of knowledge and resources provided to IHCA members has been tremendous and proves that IHCA goes above and beyond in working for Iowa skilled nursing facilities.

Lisa Eastman
Administrator
Fort Dodge Villa Care Center

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From the beginning of the pandemic, IHCA has served as a trusted partner, advisor and friend. As our organization had one of the very first reports of a positive staff member, IHCA's guidance was instrumental in providing what became a care-free and unchallenged media response. Since then and including our recent 'outbreak' among the resident population, IHCA has been quick to address our concerns, validate our methods and provide a platform for us to express concerns, challenges and triumphs in addressing COVID-19.

Jeffrey K. Schmidt
Executive Director
Pleasantview Home

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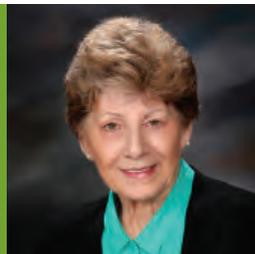
MEMBER SUPPORT

Whether it's a question about an upcoming event, CEUs or billing, IHCA members receive prompt assistance via phone or email thanks to dedicated staff members offering member support.

IHCA staff can assist you with:

- Directing you to the IHCA resources or staff member you're looking for
- Questions regarding IHCA Member Portal profiles and IHCA communication preferences
- Education questions, including CEUs, group registrations and password assistance
- Billing questions, including invoicing, billing contact changes, dues and license bed numbers

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ECSI

GROUP PURCHASING

Experience the benefits of group purchasing for select products and services from Iowa and national companies to meet your organization's need.

IHCA members can access special pricing and group purchasing available through Extended Care Services of Iowa, Inc. (ECSI), a subsidiary of IHCA.

IHCA members can save money on:

- Facility supplies
- Employee benefits
- Education resources
- Information services/data products
- Insurance services

FOR MORE INFORMATION



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NATIONAL

AFFILIATE REPRESENTATION

IHCA and ICAL members also receive membership with the American Health Care Association (AHCA) and National Center for Assisted Living (NCAL). These memberships provide IHCA and ICAL members with:

- Discounts with AHCA/NCAL group purchasing partners
- Free or discounted AHCA/NCAL education
- AHCA/NCAL updates and newsletter access
- Regulatory guidance and resources

ICHC members can access national affiliate benefits through the National Association of Home Care & Hospice (NAHC) at an additional cost.

FOR MORE INFORMATION

AHCA/NCAL
ahcancal.org | 202-842-4444
COVID19@ahca.org | qualityaward@ahca.org

National Association of Home Care & Hospice (NAHC)
nahc.org | 202-547-7424
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CONTACT US

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