



Relentlessly Advocating for *Iowa Providers*
to Build *Healthy Communities*

One day, all Iowans will live, learn, and work in their community of choice.

WWW.IOWAPROVIDERS.ORG

Iowa
Association of
Community
Providers



A Message From Your CEO



Since our last business meeting in 2016, in our effort to continuously and relentlessly advocate for Iowa providers, IACP has diligently worked to be responsive to the same changing and dynamic environment as our members experience every day.

IACP's board of directors has led in these efforts as they took on the work of revising our mission and vision as well as developing a strategic plan that will guide us into the coming years. They updated the bylaws to align with our mission. Their thoughtful work will help to ensure that IACP continues to be a leader in Iowa's healthcare industry and offers the opportunity to reinvigorate member involvement through renewed efforts regarding committee structure and participation.

In the upcoming year we will work to continue to meet the needs of our membership, paying particular attention to the external forces prompting review of common business models and examination of the way things have always been. We will continue to offer timely and relevant training, resources, and advocacy related to managed care, including HCBS settings, Medicaid infrastructure, value-based purchasing, state- and federal-level policy. IACP is committed to our members and will continue to relentlessly advocate to ensure all Iowans have the opportunity to live, learn, and work in their community of choice.

Iowa's community providers play an extremely valuable role in the healthcare system. Change on the scale we are experiencing is never without challenge. Together, IACP and our members continue to use our collective voice and expertise to ensure opportunity for all. Thank you for the work you do on behalf of all Iowans.

Sincerely,

Shelly Chandler

IACP Board of Directors

2016 - 2017

Thank you for your loyalty and commitment . . .

Chair

Susan Seehase

Exceptional Persons
Waterloo

Vice Chair

Brent Dillinger

Crossroads of Western Iowa
Council Bluffs

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Imagine the Possibilities
Oskaloosa

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Julie Schwarting

B & D Services
Independence

Patrick Costigan

Hills & Dales
Dubuque

David VanNingen

Hope Haven
Rock Valley
Served Partial Term

Patrick Schmitz

Plains Area Mental Health
LeMars
Served Partial Term

Communications

Members, potential members, and key stakeholders are well-informed and engaged in the healthcare system.

STRATEGIC FOCUS AREAS:

1. Develop relationships and synergies throughout the healthcare industry to provide additional resources/expertise to providers as they broaden their efforts to improve overall health.

- Created 72 industry-specific custom website pages
 - ▶ Examples Include: Managed Care, Employment Services, Policy
 - ▶ Members-only website content rated #1 most utilized member benefit in 2017 Member Satisfaction Survey
- Developed and compiled 494 informative resource documents hosted on website
 - ▶ Examples include: Webinar Recordings, Presentations, Training Materials
- Consistently communicated with 2,272 non-member contacts on how to become involved with IACP

2. Create linkages to the broader range of community services that lead to all Iowans living healthier and more productive lives. Clarify Iowa providers' roles in supporting these efforts.

- Sent 295 timely informational emails to membership
 - ▶ Emails keep membership updated on current resources, policy changes, innovation, sharing providers' stories, and more.
 - ▶ Email communications have 90% readership rate according to 2017 Member Satisfaction Survey.
- Published 51 weekly bulletins for member-specific communication
 - ▶ Bulletins supply membership with a week's worth of industry information and knowledge all in one place.
- Moderated 22 community forum topics to facilitate advocacy and idea exchange statewide



MEMBERS-ONLY
WEBSITE CONTENT

RATED #1

MOST UTILIZED
MEMBER BENEFIT



WEBSITE PAGES
CREATED

72



RESOURCES
POSTED ONLINE

494

Readership Rate **90%**
OF IACP EMAIL COMMUNICATIONS

3. Communicate the value of community-based services to partners, businesses, families, and general public.

- Authored press releases and calls to action to increase awareness of specific issues and needed advocacy
- Utilized social media to share community providers' stories, educate people on policy- and disability-related issues, and share relevant industry information
 - ▶ Increased Facebook follows by 22%
 - ▶ Tweets by IACP were seen 16,665 times

4. Develop platform for industry-wide communication and networking.

- Implemented content management system with robust database reporting capabilities
- Members profiles managed in system: 3,128 (2,245 last year)
 - ▶ Members with a profile are able to register for events and trainings, exclusively interact with members statewide, participate in online forums, etc.
- Brand Refresh
 - ▶ IACP represents 142 providers statewide as vibrant parts of their communities and experts in the provision of community-based services.
 - ▶ Reinforce a positive and professional image of community-based providers to policymakers, partners, and the communities in which services are provided.

Did you know?

The IACP website gains **1,191** NEW USERS
and **5,795** NEW PAGE VIEWS each month.



Membership

IACP is the pre-eminent association for members, potential members, and stakeholders for Iowa's healthcare system.

STRATEGIC FOCUS AREAS:

1. Assess and address member needs based on current and future healthcare trends.

- 236 respondents completed the Membership Survey.
 - ▶ 91% said IACP consistently exceeds or meets their expectations.
- 112 respondents completed The Annual Executive Director Compensation & Benefits Survey.
- In 2018 we will continue our marketing efforts to attract new organizations.
- We will encourage increased member engagement through standing committees, forums, and ad hoc committees.

2. Provide platform for the development of all levels of business acumen to maintain relevance and achieve service excellence.

- Monthly advisory meetings resulted in record-breaking member attendance, averaging 130 per meeting.
- Executive Director/Senior Management Forums were held in February, April, and May 2017 (250 attendees).
- The 2017 Annual Convention & Trade Show was the most well attended ever with 348 attendees and 32 vendors.
- Molyneaux and United Heartland partnered with IACP to hold SAFE Trainings for membership, over 200 attendees.
- Unemployment Services Trust (UST) webinars and Holmes Murphy webinars were well attended.



The IACP Experience

- Adjusted format of advisory meetings
- Succeeded in gaining commitment from MCOs and state partners to attend advisory meetings on a regular basis to increase member access to key decision makers
- Streamlined, faster membership renewal process
- Added online, member-only forums
- Simplified the membership dues structure for 2017
- Continued access to timely, national information from experts throughout the country (ANCOR, National Council)

3. Promote products and services to members that enhance access, efficiency, and outcomes.

- IACP Workers' Compensation Program – benefits the membership and the Association.
 - ▶ 60 organizations take part in this unique program which has been in effect since 2001.
- Storey Kenworthy Office Supplies – still going strong and saving money for over 15 years.
- Unemployment Services Trust (UST) – an alternative to the state unemployment fund.
- Mutual of America – set-up or re-evaluate members' retirement plans with no annual fees.

4. Equip membership to establish and strengthen community partnerships within the healthcare industry.

- Partners and Collaborators
 - ▶ Amerigroup
 - ▶ AmeriHealth Caritas
 - ▶ Brain Injury Alliance of Iowa
 - ▶ Coalition for Family and Children's Services in Iowa
 - ▶ Coleman Institute for Cognitive Disabilities
 - ▶ Iowa Association of Business and Industry
 - ▶ Iowa Association of People Supporting Employment First
 - ▶ Iowa Behavioral Health Association
 - ▶ Iowa Department of Education
 - ▶ Iowa Department of Human Services
 - ▶ Iowa Department of Public Health
 - ▶ Iowa State Association of Counties
 - ▶ Iowa Vocational Rehabilitation Services
 - ▶ NAMI Iowa
 - ▶ Polk County Health Services
 - ▶ State of Iowa Department of Corrections
 - ▶ UnitedHealthcare



Policy

Members will be engaged to inform national, state, and local leaders, influence public policy, and partner with stakeholders to fully support the vision of IACP.

STRATEGIC FOCUS AREAS:

1. Identify and research ongoing best practices and develop policy statements supporting implementation.

- In-person advocacy with Congressional delegation regarding our issue brief on impact of proposed Medicaid changes
- Responded to Request for Information from CMS regarding HCBS program
- Considerable research, analysis, position development, and communications regarding efforts to repeal the Affordable Care Act
- Communicated issues with HCBS managed care rate cell to CMS
- Monitoring and communicating developments with DOL overtime rule and HCBS settings rule

2. Establish clear expectations for population health and communicate goals for statewide consistent metrics.

- IACP, through work on the Quality Services and Data Alliance (QSDA) project, has routinely communicated the need for statewide, consistent data points to allow reliable comparison of service outcomes.
- Routine communication about the need for consistent outcome tracking has been part of discussions with policymakers at the state and regional level.



SUCCESSFUL
ENACTMENT OF HCBS
COST REPORTING AND
DOCUMENTATION
LEGISLATION



INCREASED
INVOLVEMENT
WITH FEDERAL
POLICYMAKERS

Distributed

BY PAC TO CANDIDATES
WHO SUPPORT OUR ISSUES

\$26,000

3. Research in a data management system for statewide collection and reporting of population health outcomes.

- IACP has researched various systems to allow statewide collection and reporting of population health outcomes. This has involved:
 - ▶ Multiple presentations to staff, executive directors, and membership
 - ▶ Vendor proposals to operationalize to scale and pilot options
 - ▶ Development of a potential IACP pilot group

4. Collect and analyze data to determine success at organizational and statewide levels.

- Continued pursuit and promotion of data analytics project, including assembling a pilot group of members
- Managed and terminated denied claims analysis project with HMA

5. Enhance member engagement in influencing public policy.

- Development and execution of ambitious funding distribution program to candidates prior to election (over \$26,000 distributed)
- Aggressively conducted PAC fundraising (over \$18,000 raised)
- Enactment of legislation regarding HCBS cost reporting and documentation

6. Partner and collaborate with community organizations and other associations to support policy positions.

- Research, analysis, identification, and advocacy regarding major flaws in HCBS rate cell calculation for managed care
- Advocacy and coordination of communication regarding cost-containment measures and their application to community mental health
- Advocacy and testimony regarding implementation of rate increase for certain HCBS services
- Vetting and hiring of new IACP lobbyist



Workforce

IACP continues to be the authoritative source for workforce development to ensure that Iowa's healthcare system has a robust community-based workforce.

STRATEGIC FOCUS AREAS:

1. Expand support of the development of emerging leaders.

- 25 professionals completed 30-hour American Academy of Brain Injury Specialists (ACBIS) training
- Developed new ACBIS training curriculum
- Partnered and advocated with state policymakers and MCOs to solidify provider understanding of service delivery expectations
- TA contracted with ICIE to engage employment services expertise
- Expanded access of executive director forums to include senior leadership
- Developed successful proposal in partnership with IDPH and BIA-IA to bring the National Association of State Head Injury Administrators annual conference to Iowa in September of 2018

2. Improve recruitment and retention to exceed national standards.

- Leadership Development
- Development of Policy and Advocacy Institute (fall 2017)
- Focused on technology as means of enhancing service delivery

3. Increase capacity of rural and remote providers through enhanced support.

- 20 brain injury trainings developed impacting 987 professionals statewide
- 8 TA regional trainings impacting 763 professionals statewide
- 63 individualized case and organizational consultations completed
- 30 webinars to increase ease of information access without travel



National Association of State Head Injury Administrators
Annual Conference Coming to Iowa in

September of 2018

4. Expand utilization of emerging technology to supplement and support workforce.

- Expanded offering of online learning opportunities to better meet training needs of workforce:
 - ▶ CE Solutions
 - ▶ DirectCourse
 - ▶ Relias
- \$10,000 grant from the Coleman Institute, University of Colorado
 - ▶ 5 member agencies engaged through demonstration projects which were presented as poster presentations at the 2017 IACP Annual Convention.

5. Improve health outcomes by enhancing community inclusion, person-centered services, and family involvement.

- Partnered with key stakeholders to develop strengths and needs assessment on the need of individuals who experience brain injury and are involved in the criminal justice system
- Offered individual consultation to providers on implementation on HCBS settings rule as well as advocated for common-sense implementation with policy staff

6. Partner with Iowa's education system to develop career paths for post-secondary students.

- Needs Assessment and Intervention Plan in 2018 to address workforce shortages
- ICIE has begun conversations with educators around increasing access of paraprofessionals to disability-related trainings

Did you know?

IACP answered **861** COMPLIANCE QUESTIONS
and trained **5,408** LEARNERS.



IACP Annual Report

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