



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

2023

MEMBER BENEFITS





EMPOWERING
MEMBERS.

IMPROVING
LIVES.



WE HAVE YOUR BACK

DISCOVER THE **POWER OF PEOPLE**

Nothing great was ever accomplished alone, and in these challenging times, it's never been more important to have the right connections. It's who you know that will help you stay ahead in this ever-changing environment. **The power of people is stronger than the people in power.**

As a long-term care provider, it's your purpose to look out for those you care for. The mission of the Iowa Health Care Association is to **look out for you**, because those who care for others need people in their corner as well. Whether you provide skilled nursing care, assisted living programs or home health services, you need a network of knowledgeable and experienced people that will serve as your advocate and guide and will help amplify your voice.

The Iowa Health Care Association (IHCA), Iowa Center for Assisted Living (ICAL) and Iowa Center for Home Care (IHC) is the largest network of Iowa's long-term care providers. It's the place where you can expand your network – and your power – exponentially.

- **Have questions or need help with a legislative issue?** Reach out to IHCA's government relations and grassroots team to connect with key decision makers at the statehouse.
- **Need assistance with a complex clinical issue that came up in your last survey?** IHCA's quality and clinical experts will reach out to regulators to get you the right answers.
- **Have a claims reimbursement issue that needs resolved?** IHCA has relationships with the right people at managed care organizations (MCOs) who can take action.
- **Need expert training for your staff on important care-giving skills?** IHCA's education team can connect you with expert teachers and provide relevant education programs.
- **Have a challenging inquiry from the media about a recent survey?** IHCA's strategic communications team can connect with the reporter and help protect and promote your organization.

These are just a few of the many connections you can make as a member of IHCA. This is the most challenging time the profession has ever faced, and IHCA has your back. **Discover the power of connecting with people. Discover the magic of IHCA membership.**

Sincerely,

Richard Curphey
IHCA Chair
West Ridge Care Center

Carri Stone
ICAL Chair
Healthcare of Iowa

Leah Galvin
IHC Chair
Advanced Home Health Care

POWER OF PEOPLE

Get connected to the following through
your IHCA membership:

LEGISLATORS

MANAGED CARE ORGANIZATIONS

REGULATORS

STATE AGENCIES

IOWA BOARD OF NURSING

MDS + EHR CONSULTANTS

EXPERT INSTRUCTORS

THE MEDIA

LEGAL COUNSEL

NATIONAL INSURANCE PLANS

SCHOLARSHIP DONORS

NATIONAL AFFILIATES

GROUP PURCHASING PARTNERS



THE HIGHLIGHTS

LEGISLATIVE SOLUTIONS

Benefit from major progress made on legislative issues critical to the sustainability of the long-term care profession, including **legislation that holds staffing agencies accountable** and a **record-breaking \$120 million in Medicaid funding appropriations**.

REIMBURSEMENT RESOURCES

Receive assistance in **recouping outstanding claims** by utilizing IHCA's relationships with Iowa's managed care organizations.

REGULATORY AND CLINICAL ANSWERS

Access a collection of **200+ regulatory and clinical resource documents** and receive prompt and accurate answers, made possible by IHCA's **relationships with state agencies**, consultants and experts.

DISCOUNTED CEUs

Save up to \$7,500 per employee on education annually compared to non-members and access exclusive member-only courses.

MEDIA RELATIONS

Gain media expertise and build relationships with reporters to **protect** and **promote** your organization.

PROVIDER NETWORK

Improve quality and have the opportunity to pursue **better contract terms** by joining Iowa Health Care Quality Partners.

SCHOLARSHIPS

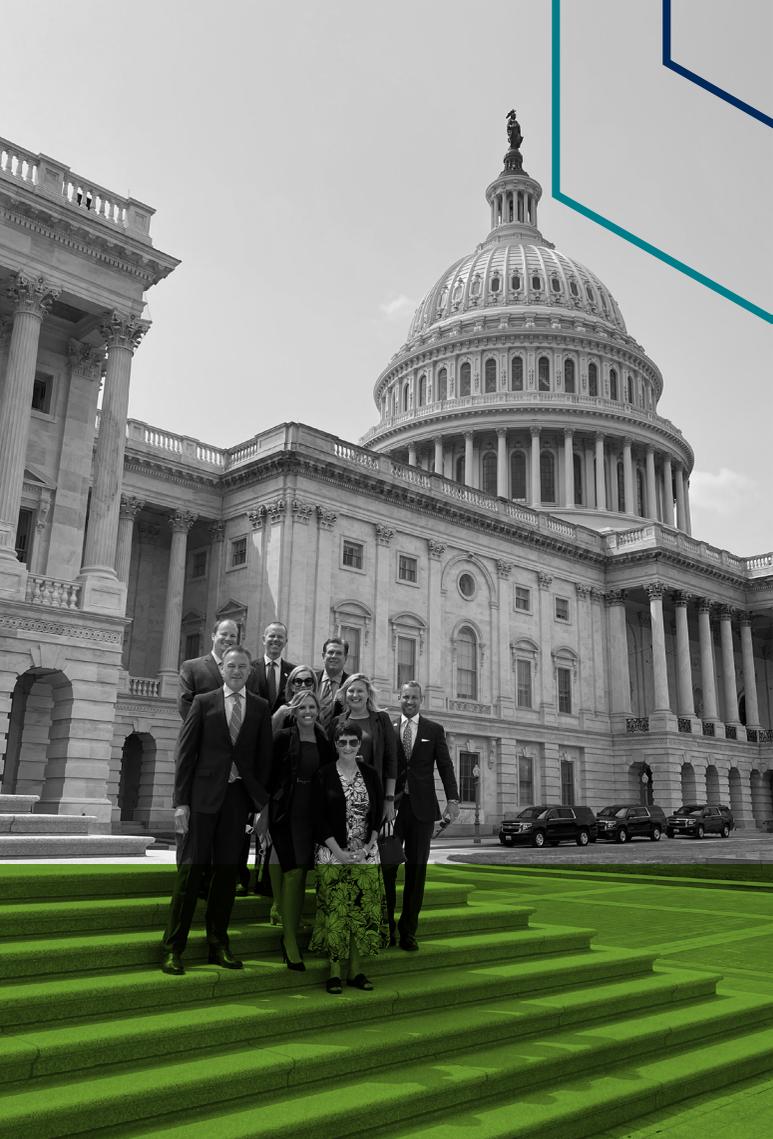
Access tools to help recruit and retain workers, including **78 scholarships** totaling over **\$105,000**, made possible by the IHCA Foundation's generous donors.

LEGISLATIVE ADVOCACY

Remove legislative and regulatory barriers that impact your ability to provide care with access to IHCA's experienced legislative advocacy team, which has a proven track record of delivering:

- **Workforce solutions, including legislation that addresses systemic problems with exorbitant staffing agency price increases and holds staffing agencies accountable to regulatory standards**, as well as a reformed criminal background check process that allows for more timely hiring of prospective employees
- **A record-breaking \$120 million in Medicaid funding appropriations**, when federal match funds are factored in, for skilled nursing facilities, assisted living programs and home health agencies
- **A temporary reduction in the 85% occupancy rule to 70%**, saving Iowa skilled nursing facilities an estimated \$44 million
- **Rock-solid legal liability immunity when responding to COVID-19** while complying with federal or state regulations, resulting in an estimated \$220 million in savings from frivolous lawsuits
- **Regulatory relief and resource priority** during the public health emergency, including more than 25 state regulatory waivers, resource priority for the COVID-19 vaccine and personal protective equipment and an additional \$14 million in CARES Act funding for skilled nursing facilities
- **Prevention from harmful legislation being enacted**, including video surveillance in facilities that would have violated residents' privacy, COVID-19 visitation and vaccine rule contradictions and changes to the Certificate of Need (CON) process that would have been detrimental to skilled nursing facilities and assisted living programs

As a member, you also have access to one of the most influential political action committees in the state, the Iowa Health PAC, and powerful grassroots advocacy resources, such as our Day on the Hill event, providing you even more opportunities to connect with key decisions makers at the statehouse on issues impacting your ability to provide care.



IT'S NOT JUST
WHAT YOU KNOW,
BUT ALSO **WHO**
YOU KNOW

Due to its relationships with
legislators, IHCA facilitated

426
meetings

between its members and
state and federal legislators in 2022

FOR MORE **INFORMATION**

Merea Bentrott
Senior Vice President,
Government Relations
& Chief Strategy Officer
meresa@iowahealthcare.org

Brandon Hagen
Vice President,
Reimbursement &
Grassroots Advocacy
brandon@iowahealthcare.org

Brent Willett
President & CEO
brent@iowahealthcare.org

MANAGED CARE

+ REIMBURSEMENT RESOURCES

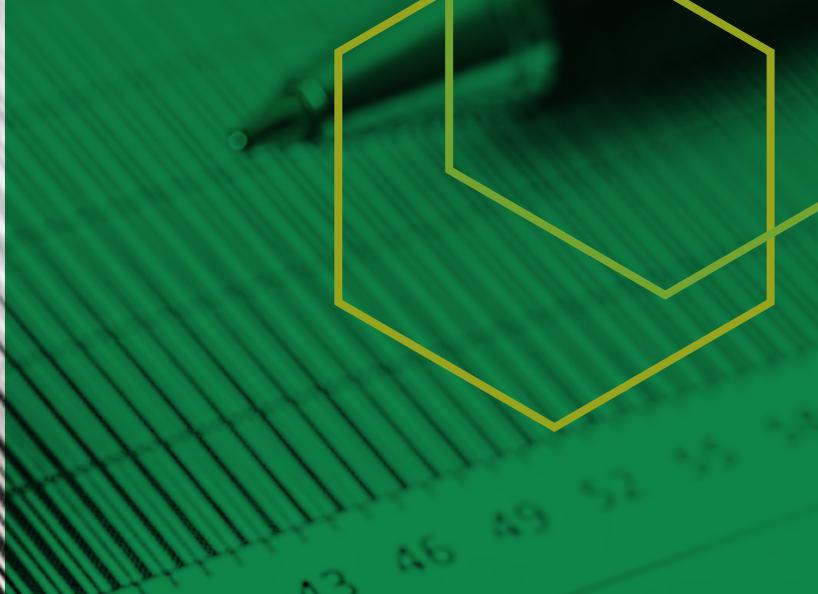
Stay up to date on the latest reimbursement news through a variety of services and resources, including:

- **Reimbursement interpretations and guidance from expert reimbursement staff**
- **Access to key personnel with Iowa's managed care organizations (MCOs)** through IHCA's monthly member calls with Iowa's MCOs to address your claims questions
- **A collection of reimbursement resource documents** regarding the Medicaid application process, Medicaid payment, population health management, resource utilization groups (RUGs), the Quality Assurance Assessment Fee (QAAF), the Patient-Driven Payment Model, the low utilization payment adjustment (LUPA), Patient-Driven Groupings Model and more
- **Wage information** to assist in competing for and retaining qualified staff
- **In-person reimbursement education events and on-demand webinars**, including the Reimbursement Market Strategies Conference, Skilled Nursing Medicare Review Class, Medicaid Home- and Community-Based Services (HCBS) Elderly Waiver Review Class, Value-Based Reimbursement Webinar, Home Health Value-Based Purchasing Webinar and more

FOR MORE **INFORMATION**

Brandon Hagen

Vice President,
Reimbursement & Grassroots Advocacy
brandon@iowahealthcare.org



CONNECTIONS ARE CRITICAL

*Resolve your claims issues
faster with the help of IHCA
relationships with MCOs*

In one instance,
IHCA helped recoup

**\$28
million**
in outstanding claims
for members

REGULATORY + LEGAL

SERVICES + RESOURCES

Remain in compliance and stay up to date on the ever-changing regulations through a variety of services, including:

- **Consultation and clarification with regulators on key long-term care issues**, including CMS and the Iowa Department of Inspections and Appeals (DIA)
- **A collection of 200+ regulatory 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 DIA and the State Fire Marshal's Office
- **Over 35 provider-specific member calls** within the year that cover the latest regulatory updates
- **Monthly survey trend reports** for skilled nursing facilities, quarterly survey trend reports for assisted living programs, home health agencies and residential care facilities, as well as life-safety survey summaries
- **Limited complimentary legal consultation** on potential issues facing your organization and referrals to additional legal support if needed

FOR MORE **INFORMATION**

Brenda Irlbeck
Vice President,
Quality Improvement & Regulatory Affairs
brenda@iowahealthcare.org



ACCESS TO **EXPERTS**

Due to IHCA's relationships with **state agencies**, members are able to receive **prompt** and **accurate** answers to their regulatory issues



RESOURCES RIGHT AT YOUR FINGERTIPS

IHCA members have access to a collection of

200+
regulatory resource documents,
saving them time and money



CLINICAL + QUALITY IMPROVEMENT

SERVICES + RESOURCES

Enhance care quality and improve clinical outcomes through the following services and resources:

- **One-on-one clinical consulting**
- Application guidance and training workshops for the **AHCA/NCAL National Quality Awards Program**
- **LTC Trend Tracker** quality metrics tracing tool and CoreQ customer satisfaction measurement tool
- **Up-to-date provider-specific clinical guidance documents**
- Infection control, emergency preparedness and OASIS **education, resources and guidance**
- **Leadership programming** to develop new and existing long-term care leaders
- **ICHC's Home Care Accreditation Program** that establishes operational and quality standards, setting accredited home care agencies apart from others in the industry

FOR MORE **INFORMATION**

Brenda Irlbeck
Vice President,
Quality Improvement & Regulatory Affairs
brenda@iowahealthcare.org



BECAUSE
NO ONE
CAN **KNOW**
EVERYTHING

Due to IHCA's relationships with the **Iowa Board of Nursing** and nurse consultants, members receive **expert answers** to their clinical and quality questions



MDS + EHR

CONSULTING SERVICES

With soaring inflation driving up operating costs, you can't afford to leave money on the table. But you may be doing just that by missing data and operational efficiencies that could be gained when completing Minimum Data Set (MDS) assessments.

With IHCA's MDS and Electronic Health Record (EHR) Consulting Services, you receive an expert evaluation of your MDS process and personalized recommendations to make the most of MDS reimbursements to ensure the health of your patients - and of your balance sheets.

As a participating provider, you receive:

- **A virtual evaluation** of your clinical assessment data in PointClickCare and MDS completion process
- **An on-site visit** with an expert consultant to provide support during process transition
- **A detailed and written report** on the condition of your MDS process
- **A customized action plan** with specific steps to improve efficiency and accuracy
- **Expert answers** on your specific MDS process and how to make the most of your MDS submissions

FOR MORE **INFORMATION**

Brenda Irlbeck
Vice President,
Quality Improvement & Regulatory Affairs
brenda@iowahealthcare.org



CONNECTIONS WITH **EXPERTS**

Members have access to these services due to IHCA's relationship with an **MDS certified clinical reimbursement nurse, with nearly 30 years of long-term care and MDS experience** and a solid reputation for providing sound guidance and advice on the MDS process

PROFESSIONAL +
TECHNICAL
SOLUTIONS



EDUCATION

+ PERSONAL DEVELOPMENT

Keep your staff up to date on the key skills they need to serve your residents, tenants or patients, with more than 80+ education events, including more than 80,000 CEUs, provided by IHCA. As a member, you can save thousands of dollars every year on training with IHCA's members-only discounts on these programs.

- **In-person educational events**
 - ▶ IHCA's Annual Convention
 - ▶ Spring Quarterly Education Conference
 - ▶ District Meetings
- **On-demand digital education platform** that can be accessed 24/7 and features over 25 courses covering regulatory, clinical, leadership and reimbursement topics, as well as in-service training for CNAs
- **Certification programs**
 - ▶ Assisted Living Management Certification
 - ▶ Assisted Living Medication Managers Certification
 - ▶ Activity Professionals Qualification Course
 - ▶ IHCA Intravenous (IV) Therapy for Licensed Practical Nurse (LPN)
 - ▶ Certified Medication Manager (CMA) Certification
- **Hot topic education** for a variety of roles and disciplines, including administrators, owners, nurses, dietary, activity, environmental and social services staff
- **IHCA's Executive Health Care Leadership Institute**, which offers intensive training for long-term care leaders to retain and grow the long-term care workforce

FOR MORE INFORMATION

Dave Tomlin
Vice President,
Convention & Education
dave@iowahealthcare.org

Julie Adair
Vice President, Digital Education
& Credentialing
julie@iowahealthcare.org

IT PAYS TO BE A MEMBER

IHCA skilled nursing
facility members
saved up to

\$7,581

per employee
on education in 2022
compared to
non-members

IHCA members had the
opportunity to earn up to
356 CEUs
through IHCA in 2022

ICAL assisted living
members
saved up to

\$5,007

per employee
on education in 2022
compared to
non-members

ICAL members had the
opportunity to earn up to
262 CEUs
through IHCA in 2022

ICHC home health
members
saved up to

\$2,220

per employee
on education in 2022
compared to
non-members

ICHC members had the
opportunity to earn up to
118.5 CEUs
through IHCA in 2022

EXCLUSIVE EDUCATION

Members receive exclusive access to a selection of classes, including District Education events, the Executive Health Care Leadership Institute and Single Facility Conferences, offering up to over **50 CEUs** that are only available to members



STRATEGIC COMMUNICATIONS

Stay in the know through timely and relevant communications to help ensure that you have the knowledge you need to provide quality care for Iowans through the following resources:

- **Members-only publications**, including a weekly Member Bulletin e-newsletter, quarterly Medical Director newsletter and a monthly Education Update newsletter
- **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 updates
- **Social media channels**, including Facebook, Twitter, Instagram and LinkedIn
- **Connected Communities** — online discussion forums for members
- **Communication toolkits**, forms and templates
- **Media relations and consulting** — receive assistance with tough questions from the media

FOR MORE **INFORMATION**

Lori Ristau

Senior Vice President,
Strategic Communications
lori@iowahealthcare.org

Dana Anderson

Communications Director
dana@iowahealthcare.org

Natalie Tryon

Communications Specialist
natalie@iowahealthcare.org



POWER OF **EARNED** **MEDIA**

IHCA uses its
media expertise
and relationships with
reporters to
protect and promote
its members



IOWA HEALTH CARE QUALITY PARTNERS NETWORK

As a member, you have the opportunity to join Iowa Health Care Quality Partners (IHCQP), a network of 200 independent long-term care and post-acute care providers joined together for the purpose of improving the quality and efficiency of patient care and financially rewarding providers for doing so through value-based contracts with MCOs. As a network partner you gain:

- **Access to a state-wide network**
 - ▶ Access to payers that prefer larger networks versus single facility contracts
 - ▶ Pursuit of better contract terms facilitated by the expertise of professional network staff
- **Ability to collaborate with a select group of high-quality providers**
 - ▶ IHCQP is the first AHCA/NCAL-affiliated provider-owned network to make the advancement to a level of clinical integration that allows collective negotiation with payers
- **Value-based payments**
 - ▶ Access to value-based payments and contracts that recognize quality and better outcomes that individual providers often cannot be a part of due to volume; Network providers received \$1 million in value-based payments for 2020
- **Administrative/credentialing support**
 - ▶ Reduces administrative costs for documentation collection and submission to multiple health plans
 - ▶ Monitors contract terms and notices from payers that may try to amend contracts
- **Support for claims, revenue cycle and systemic payer issues**
 - ▶ Identifies and solves systemic claims issues
 - ▶ Reduces cost of claim issue resolution
 - ▶ Provides a process and relationship with payers for escalating and resolving claims issues
- **Long-term care legal expertise**
 - ▶ Provides expert review of contracts from network staff who understand long-term care, saving you legal fees
- **Exclusive education**
 - ▶ Offers exclusive and specialized quality education and clinical consulting, customized to your specific needs
- **A focus on quality**
 - ▶ IHCQP providers define their own set of quality measures, create benchmarks and aggregate existing CMS data in order to present timely, accurate quality data to payers and improve contracting options



POWER OF PEOPLE RESULTS IN PARTNER PERKS

Network partners have the opportunity to pursue **better contract terms** due to IHCQP's connections with **national insurance plans**, national experts and legal counsel

FOR MORE **INFORMATION**

Brandon Hagen
Vice President,
Reimbursement &
Grassroots Advocacy
brandon@iowahealthcare.org



IOWA
HEALTH CARE
QUALITY PARTNERS

IOWA HEALTH CARE ASSOCIATION FOUNDATION

Recruit and retain top-notch employees with scholarships and career education programs from the Iowa Health Care Association (IHCA) Foundation, a 501c3 organization committed to supporting the workforce needs of the long-term care profession.

As a member, you have access to the following workforce tools, thanks to the generous support of IHCA Foundation donors:

- **Scholarship programs** to support the retention and recruitment of long-term care employees
 - **Registered Nurse (RN) Scholarship Program** – For employees of IHCA member organizations who are pursuing an RN degree
 - **Rural and Veteran Scholarship Program** – For anyone residing in a rural Iowa county OR is a veteran interested in pursuing nursing or health care administration programs or certification programs for dietary management, activities, social services or reimbursement professionals in Iowa, with the goal of working in long-term care
 - **Member Employee Scholarship Program** – For employees of IHCA member organizations who are pursuing a nursing, health care administration or physical or occupational therapy training program
 - **Leadership Training Scholarship Program** – For managers at IHCA member organizations who are interested in advancing their leadership skills
 - **High School Scholarship Program** – For Iowa high school seniors who are enrolled in a certified nursing assistant (CNA), licensed practical nurse (LPN), registered nurse (RN) or bachelor of science in nursing (BSN) program, and are interested in a future career in long-term care
- **Career education programs** designed to build awareness of career opportunities in the long-term care profession and of topics impacting workforce recruitment and retention

FOR MORE INFORMATION

Lori Ristau
Executive Director,
IHCA Foundation
lori@iowahealthcare.org





ACTIVE
DONORS
WHO HELP
EMPOWER
OUR WORKFORCE

Access tools to help recruit and retain workers, such as

78
SCHOLARSHIPS
totaling over
\$105,000

thanks to the Foundation's partnerships with generous donors, including leaders in long-term care, members, associate members and other charitable organizations



NETWORKING OPPORTUNITIES

Make valuable connections with other long-term care professionals, make your voice heard and help advance the profession by participating in the following networking opportunities:

BOARDS

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

COUNCILS

- Education and Competency Advisory Council
- Iowa Council of Activity Professionals (ICAP)
- Iowa Council of Nurse Leaders (ICNL)
- Media Advisory Council
- Quality Improvement Advisory Council

COMMITTEES

- Public Policy Committee
- Strategic Planning Committee
- Workforce Committee

WORK GROUPS

- Survey Review Work Group

EDUCATIONAL EVENTS

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



FOR MORE INFORMATION

Applications for boards, committees, councils and work groups will open in the summer of 2023. [Learn more at iowahealthcare.org/get-involved.](https://www.iowahealthcare.org/get-involved)

ADDITIONAL MEMBER PERKS

NATIONAL AFFILIATE REPRESENTATION

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.org | 202-547-7424
membership@nahc.org

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.

Access special pricing and group purchasing available through Extended Care Services of Iowa, Inc. (ECSI), a subsidiary of IHCA. You can save money on:

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

FOR MORE INFORMATION

Megan Stoullil

Senior Vice President, Operations
& Chief Financial Officer
megan@iowahealthcare.org



GET TO **KNOW US**

ASSOCIATION STAFF



Brent Willett
President & CEO
brent@iowahealthcare.org



Merea Bentrott
Senior Vice President,
Government Relations
& Chief Strategy Officer
meresa@iowahealthcare.org



Megan Stoullil
Senior Vice President, Operations
& Chief Financial Officer
megan@iowahealthcare.org



Lori Ristau
Senior Vice President,
Strategic Communications
Executive Director, IHCA Foundation
lori@iowahealthcare.org



Julie Adair
Vice President,
Digital Education & Credentialing
julie@iowahealthcare.org



Dana Anderson
Communications Director
dana@iowahealthcare.org



Amanda Berkley
Accounting Director
amanda@iowahealthcare.org



Jackie Dubreuil
Executive Assistant
jackie@iowahealthcare.org



Brandon Hagen
Vice President, Managed Care
& Grassroots Advocacy
brandon@iowahealthcare.org



Brenda Irlbeck
Vice President,
Quality Improvement
& Regulatory Affairs
brenda@iowahealthcare.org



Mary Shelley
Office Coordinator
mary@iowahealthcare.org



Dave Tomlin
Vice President,
Convention & Education
dave@iowahealthcare.org



Natalie Tryon
Communications Specialist
natalie@iowahealthcare.org

IT'S ALL ABOUT
WHO YOU KNOW





CONTACT US

IOWA HEALTH CARE ASSOCIATION
1775 90th Street | West Des Moines, IA 50266



515-978-2204
800-422-3106



facebook.com/
WeAreIowaHealthCare



iowahealthcare.org
info@iowahealthcare.org



@WeRIaHealthCare
twitter.com/WeRIaHealthCare



linkedin.com/company/iowa-
health-care-association-and-
iowa-center-for-assisted-living



@iowahealthcare
www.instagram.com/iowahealthcare