



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

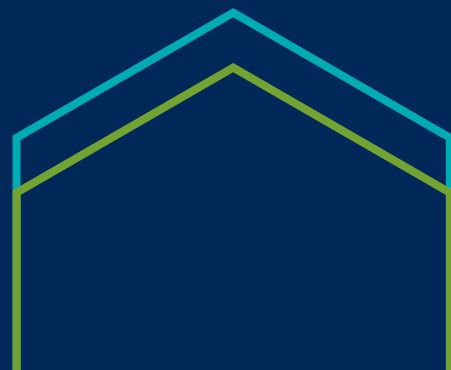
2023

# 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**

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**Brent Willett**  
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# MANAGED CARE

## + REIMBURSEMENT RESOURCES

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

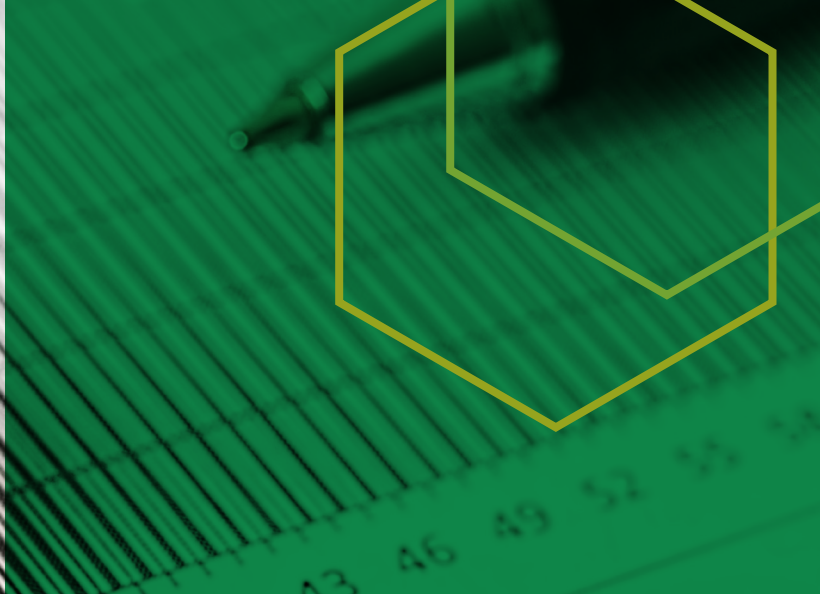
- **Reimbursement interpretations and guidance from expert reimbursement staff**
- **Access to key personnel with Iowa's managed care organizations (MCOs)** through IHCA's monthly member calls with Iowa's MCOs to address your claims questions
- **A collection of reimbursement resource documents** regarding 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

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# 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**

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# 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

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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**

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# 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

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# 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

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# 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**

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**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](mailto: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://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](http://ahcancal.org) | 202-842-4444  
[COVID19@ahca.org](mailto:COVID19@ahca.org) | [qualityaward@ahca.org](mailto:qualityaward@ahca.org)

### National Association of Home Care & Hospice

[nahc.org](http://nahc.org) | 202-547-7424  
[membership@nahc.org](mailto: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

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# GET TO **KNOW US**

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IT'S ALL ABOUT  
**WHO YOU KNOW**





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## IOWA HEALTH CARE ASSOCIATION

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