



EMPOWERING MEMBERS.

IMPROVING LIVES.



WE HAVE YOUR BACK DISCOVER THE POWER OF PEOPLE

Nothing great was ever accomplished alone, and it's never been more important to have the right connections. Working as a collective force 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 lowa 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, home health care or services for the entire continuum of care – you need a network of knowledgeable and experienced people that will serve as your advocate and help amplify your voice.

The Iowa Health Care Association (IHCA), Iowa Center for Assisted Living (ICAL) and Iowa Center for Home Care (ICHC) 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,

Brent Willett

President & CEO

lowa Health Care Association

POWER ©F 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



LEGISLATIVE SOLUTIONS | PAGE 5

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 more than \$250 million increase in skilled nursing Medicaid funding since 2018.

DISCOUNTED CEUS | PAGE 7

Save up to \$8,900 per employee on education annually compared to non-members and access exclusive member-only courses.

REIMBURSEMENT RESOURCES | PAGE 9

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

REGULATORY AND CLINICAL ANSWERS | PAGE 11

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** and experts.

PROVIDER SOLUTIONS | PAGE 19

IHCA Provider Solutions delivers members effective solutions to maximize operations and drive positive results through **Professional Clinical Support Services, Group Purchasing, Endorsed Products** and **IHCA's Provider Network.**

PROVIDER NETWORK | PAGE 21

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

MEDIA RELATIONS | PAGE 27

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

SCHOLARSHIPS | PAGE 29

Access tools to help recruit and retain workers, including **75 scholarships** totaling over **\$210,000**, made possible by the IHCA Foundation's generous donors.

LEGISLATIVE ADVOCACY

IHCA's experienced legislative advocacy team has a proven track record in achieving outcomes that have made a profound impact in stabilizing lowa's long-term care sector, including:

- 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 historic \$165 million increase for skilled nursing Medicaid funding during the 2023 rebase year, equating to a \$49 per patient per day increase and the largest funding allocation awarded to any sector in the 2023 legislative session
- Rate increases for Home- and Community-Based Services (HCBS) waivers and home health Low Utilization Payment Adjustment (LUPA) being made permanent
- Landmark tort reform through legislation that caps non-economic damages for nursing facilities at \$1 million
- Meaningful Change of Ownership (CHOW) reform that clarifies requirements for new providers who enter the state and added criteria to submit for CHOW that will help vet the requestor's financial stability and regulatory track record in other states
- Temporary Certificate of Need (CON) moratorium for skilled nursing facilities, which allows time to research and modernize lowa's bed need formula, allowing the CON process to more efficiently match supply with anticipated demand for long-term care services across the state

As a member, you also have access to 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

IHCA helped facilitate over

425
meetings

between its members and state and federal legislators in 2023

FOR MORE INFORMATION

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Brandon Hagen Senior Vice President, Reimbursement & Policy Advisor brandon@iowahealthcare.org Brent Willett
President & CEO
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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 500 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 Education Conference
 - District Education + Meetings
 - Care Continuum Conference
- 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 custom built for long-term care leaders and provides the tools needed to take their career to the next level
 - The program involves a year-long quality improvement project, along with inperson and virtual sessions covering leadership communication skills, creating measurable objectives, evaluating staff performance, occupancy, problem-solving, promoting from within, quality improvement, delegation, recruitment, managing conflict and much more
- On-demand digital education platform that can be accessed 24/7 and features over 45 courses covering regulatory, clinical, leadership and reimbursement topics

FOR MORE **INFORMATION**

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Hannah Freund Education Director hannah@iowahealthcare.org

IT PAYS TO BE A MEMBER

IHCA skilled nursing facility members saved up to

\$8,935

per employee
on education in 2023
compared to
non-members

IHCA members had the opportunity to earn up to 418.5 CEUs through IHCA in 2023

ICAL assisted living members saved up to

\$5,786

per employee on education in 2023 compared to non-members

ICAL members had the opportunity to earn up to **260 CEUs** through IHCA in 2023

ICHC home health members saved up to

\$3,840

per employee

on education in 2023 compared to non-members

ICHC members had the opportunity to earn up to 131.5 CEUs through IHCA in 2023

EXCLUSIVE EDUCATION

Members receive exclusive access to a selection of classes, including
District Education events, the Executive Health Care Leadership Institute,
LPN-IV Certification Course, AHCA/NCAL National Quality Award Workshops
and Single Facility Conferences, offering up to over 100 CEUs
that are only available to members





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 lowa's managed care organizations (MCOs) through IHCA's monthly member calls with lowa'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 Nursing Facility Reimbursement 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 recent instance, IHCA helped recoup

in outstanding claims for members



REGULATORY + LEGAL SERVICES + RESOURCES

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

- Consultation and clarification with regulators on key long-term care issues, including CMS and the lowa Department of Inspections, Appeals and Licensing (DIAL)
- 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 DIAL and regulatory consultants
- 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

Members are able to receive prompt and accurate answers to their regulatory issues as a result of IHCA's relationships with state agencies

IHCA members have access to a collection of

200+

regulatory resource documents,

saving you 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 and quality improvement consulting
- Application guidance and training workshops for the AHCA/NCAL National Quality Awards Program
- LTC Trend Tracker interactive quality metrics tracking tool
- Up-to-date provider-specific clinical guidance documents
- Infection control, emergency preparedness and reimbursement 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**

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BECAUSE
NO ONE
CAN KNOW
EVERYTHING

Due to IHCA's
relationships with key
partners, such as licensing
boards, regulatory
agencies and public health
departments, members
receive expert answers to
their clinical
and quality questions



ON-DEMAND EDUCATION

+ CERTIFICATION PROGRAMS

Your staff can enhance their skills and grow in their career by utilizing IHCA's on-demand digital education platform. The platform can be accessed 27/4, allowing participants to learn from experts from the comfort of their own home or office. IHCA's on-demand education platform features:

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
- Iowa Food Manager Certification Course

In-service training programs

- Home Health In-Service Training Series
- CNA In-Service Training Series
- Dementia Care Group Training Series
- Courses created specifically for long-term and post-acute care professionals, covering regulatory, clinical, dietary, leadership and reimbursement topics
- Mandatory Reporter Certification and Recertification Courses for child and dependent adult abuse

FOR MORE **INFORMATION**

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Hannah Freund

Education Director hannah@iowahealthcare.org



40+
COURSES
available to you at
ANY TIME +
ANY PLACE



COURSE TOPICS INCLUDE:

Leadership

MDS

Dietary

Dementia Care

Clinical Subjects

Medicare, Medicaid + Reimbursement



CARE CONTINUUM RESOURCES

Care continuum communities have unique needs and priorities, and IHCA is here to assist in the success of your operations. IHCA resources particularly useful to care continuum providers include:

- Care continuum-specific education to enhance the skills of your staff at a memberonly discounted rate
- An online platform where care continuum professionals can connect with their peers and share resources through IHCA's Connected Communities
- Quality improvement resources, including application guidance and training workshops for the AHCA/NCAL National Quality Awards Program, access to LTC Trend Tracker and provider-specific clinical guidance documents
- **IHCA's provider network,** Iowa Health Care Quality Partners, which assists members in improving quality and pursuing better contract terms
- IHCA's Executive Health Care Leadership Institute, offering intensive training for long-term care leaders to retain and grow the long-term care workforce

FOR MORE INFORMATION

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Chief Financial Officer
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RESOURCES FOR THE CARE CONTINUUM

PROFESSIONAL DEVELOPMENT + STAFF TRAINING

through IHCA's Executive Health Care Leadership Institute and IHCA's 80+ education events



A FOCUS ON QUALITY

through the AHCA/NCAL National Quality Awards Program and IHCA's provider network - Iowa Health Care Quality Partners





PROFESSIONAL

CLINICAL SUPPORT SERVICES

From IHCA Provider Solutions

Whether you need to assess your existing MDS procedures to find additional revenue opportunities or fill temporary staffing gaps to maintain timely and accurate MDS submissions, our comprehensive spectrum of MDS and EHR support services is available when you need them.

REMOTE MDS SERVICE

As a participating provider, you receive:

- Remote completion of your facility's MDS assessments by IHCA's expert consultants
- Care plans developed by IHCA's consultants that align with the MDS
- MDS assessments conducted on-site by IHCA consultants, should the need arise
- Assistance in tackling staffing challenges by filling temporary gaps to maintain timely and accurate MDS submissions

MDS + EHR CONSULTING

As a participating provider, you receive:

- A virtual evaluation of your clinical assessment data in PointClickCare and your 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

TO GET CONNECTED WITH OUR EXPERTS, CONTACT:

Brandon Hagen Senior Vice President, Reimbursement & Policy Advisor brandon@iowahealthcare.org Brenda Irlbeck

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

Scan to learn more + sign up





REMOTE MDS SERVICE

While IHCA's Remote MDS Service is not intended to be a permanent staffing solution, it can help address staffing challenges by filling temporary gaps, ensuring timely and accurate MDS submissions.



MDS + EHR CONSULTING

This service offers **consultative guidance** to your MDS team, and your own staff conducts the MDS assessments. This service is also beneficial in **training new or existing MDS staff** to find more revenue opportunities.

PROVIDER NETWORK

From IHCA Provider Solutions

As a member, you have the opportunity to join our provider network – Iowa Health Care Quality Partners (IHCQP). Our network consists 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 payers. 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 have received over \$1 million in value-based payments since 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, helping network members collect over \$1.25 million in unpaid and/or underpaid claims from insurance plans

Long-term care legal expertise

Provides expert review of contracts from network staff, saving you legal fees

Exclusive consulting and education

- Access to exclusive quality consulting that includes system reviews, action plans and implementation to help meet quality goals and metrics, with particular attention paid to specific contracted rehospitalization and infection control goals
- 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





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

ENDORSED PRODUCTS

From IHCA Provider Solutions

IHCA's Endorsed Products provide members with access to the following products and services from Iowa and national companies to meet organizational needs:

Facility Supplies

- **HPSI** Provides discounts on food service, linens, sanitary supplies, cleaning supplies, office supplies, major medical equipment, prescription drugs and more
- lowa Central Fuel Testing Laboratory Offers high-quality laboratory services, such as gas and diesel generator test packages

Employee Benefits

 PayActiv - Offers a financial wellness platform that provides earned wage access and many additional services

Education Resources

- **CE Solutions** Find educational programming for skilled nursing, assisted living, home health and hospice care, including online e-learning solutions
- **Academic Platforms** Gain access to multiple nursing courses through this education solutions provider that offers workforce development solutions in the aging care space

Information Services/Data Products

 BCG Research and Brighton Consulting Group - Get help administering and managing resident and employee satisfaction surveys

Insurance Services

- AssuredPartners Provides personal, business, life and health and employee benefits coverages
- **Iowa LTC Risk Management Association** A group self-insured association specifically for workers compensation insurance in Iowa's long-term care industry
- **Lee Agency** Offers property, liability, auto, life and health, directors and officers liability and employment practices liability coverages

FOR MORE INFORMATION

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ACCESS TO

TOP-NOTCH

PRODUCTS +

SERVICES

SAVE MONEY ON:

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





GROUP PURCHASING

From IHCA Provider Solutions and HPSI Purchasing Services

IHCA's Group Purchasing benefits provide IHCA members with discounts on the products and services that they are likely already purchasing every day to care for residents, tenants and patients and to run operations. As an IHCA Group Purchasing participant, you gain:

- Cost savings: Access negotiated pricing with over 1,200 supplier solutions for items
 that you purchase every day, plus new preset formularies help you save 15%+ on
 everyday purchases
- Consulting support: Save time with support from HPSI's lowa-based purchasing consultants who know the market and how to find the best savings
- Spend analysis: Identify current and future savings opportunities for products and services that you are paying for through reporting and quarterly business reviews from a HPSI purchasing consultant
- Free enrollment: HPSI has eliminated any fees for accessing supplier programs through IHCA
- Loyalty reward benefits: Benefit from a 50% boost in HPSI's MFR rebate program
- **eProcurement access:** Enjoy access to a powerful eProcurement system at no cost to IHCA members
- Savings on elevators: HPSI has added elevators to its partner portfolio

FOR MORE INFORMATION

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Members have experienced

14-22% COST SAVINGS

over their current contract while maintaining current service levels.

YOU GAIN COMPETITIVE PRICING ON:

Dining Services

Medical Supplies/Equipment

Capital Equipment

Housekeeping/Chemicals

Linens

MRO

Administrative/Office Supplies
Ancillary Services



STRATEGIC COMMUNICATIONS

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

- Members-only publications, including weekly Executive Update and Clinical Update for Nurses e-newsletters, a quarterly Medical Director e-newsletter and monthly Education Update e-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 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

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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 ASSOCIATION

FOUNDATION

Recruit and retain top-notch employees with scholarships and career education programs from the lowa 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

Director of Nursing (DON) Scholarship Program – For employees of IHCA member organizations who are pursuing a DON or assistant DON position

Rural and Veteran Scholarship Program - For anyone residing in a rural lowa 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 lowa, 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**

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IHCA Foundation
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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 IHCA Foundation Board

COUNCILS

Education and Competency Advisory Council lowa Council of Activity Professionals (ICAP)

Quality Improvement Advisory Council

COMMITTEES

Public Policy Committee
Strategic Planning Committee
Workforce Committee

PEER GROUPS

Iowa Council of Activity Professionals (ICAP)
IHCA Nurse Connect
Connected Communities
Iowa Society for Post-Acute and Long-Term
Care Medicine (IPALTC)

EDUCATIONAL EVENTS

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



FOR MORE **INFORMATION**

Applications for boards, committees and councils will open in the summer of 2024. Learn more at iowahealthcare.org/get-involved.

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:

- National Quality Award Program
- LTC Trend Tracker
- 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 educate@ahca.org | qualityaward@ahca.org

National Association of Home Care & Hospice nahc.org | 202-547-7424 membership@nahc.org

GET TO KNOW US ASSOCIATION STAFF



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IT'S ALL ABOUT WHO YOU KNOW





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