



Nebraska Hospital Association

2018 MEMBER
VALUE
REPORT

NHA Nebraska
Hospital
Association

The influential voice of Nebraska's hospitals
nebraskahospitals.org

YOUR ASSOCIATION. YOUR RESOURCE.

To our valued members,

2018 was certainly a year of disruption and change in our industry.

From new partnerships with big pharma and big retail to increased talk of direct care models, the state of health care is undergoing change like no other period in our history. And, as it has for the past 90 plus years, the NHA continues to advocate on behalf of its members and help you navigate these sometimes turbulent waters.

This year's member value report highlights many of the successful advocacy and representation efforts that, together, we achieved on behalf of Nebraska hospitals and health systems. With the support of committed members and in collaboration with your Association, we advocated with a common voice in local, statewide and national policy discussions.

Our advocacy team worked diligently with the Nebraska Legislature to support seven new bills that had a potential impact on our member hospitals. All in all, 469 bills were introduced in the 60-day session. 48 bills were monitored, 30 bills received NHA support and we opposed four bills. 27 bills of interest became law.

Among the bills supported were those addressing telehealth issues, opioid management and a bill to protect health care workers from patient violence. We opposed LB68 which attempted to change provisions regarding motorcycle safety.

Telehealth, an ongoing workforce shortage, worker's compensation and Medicaid Expansion were all subjects the NHA was engaged in.

In quality initiatives, we worked with our members to identify and create a new opioid toolkit to assist hospitals and clinics with best practices and up-to-date resources.

We partnered with the Center for Nursing and the Nebraska Rural Health Association to host listening sessions across the state addressing the ongoing workforce shortage among health care workers as well as a multitude of issues affecting our rural hospitals.

NHA staff actively communicates with Nebraska's congressional delegation, the Centers for Medicare & Medicaid Services, the American Hospital Association and other stakeholders on a frequent basis regarding health care provisions being proposed and implemented. Through these efforts, the NHA and our members are able to influence federal policy and its impact on Nebraska hospitals.

In the coming year, with the contribution and support of our membership, we look forward to continuing our mission and vision of being THE influential and unified voice for Nebraska's hospitals and health systems.

We look forward to the new year and the challenges and opportunities it brings.

Sincerely,



A handwritten signature in black ink that reads "Laura". The script is elegant and cursive.

Laura J. Redoutey, FACHE
NHA President

THE INFLUENTIAL VOICE.

Nebraska's hospitals serve as health and wellness cornerstones and economic engines of their communities and the state. For decades, hospitals have been committed to strengthening not only their patients, but also the communities and regions they serve. In addition to caring for the injured and serving the health needs of area residents, for many communities, hospitals are the largest employer and most stable economic driver.

Hospitals contribute significantly to the goal of improving the overall health of Nebraskans, all the while focusing on aiding the less fortunate as part of their mission and purpose. Hospitals care for the sick and injured, regardless of their ability to pay and the net cost to the hospital. Charity care results from a hospital's policy to offer health care services free of charge or on a discounted fee schedule to individuals who meet predetermined financial criteria. As the number of uninsured and underinsured grows, so does the need for charity care. Also, despite the fact hospitals are reimbursed at a rate below their costs to care for Medicare and Medicaid patients, hospitals welcome Medicare and Medicaid patients and provide the same quality care they do for all patients.

Nebraska's hospitals are always there when needed, from prenatal care to helping patients and families at the end of life. Often, the extent of how much hospitals contribute to the betterment of their communities and the state is neither recognized nor understood. Regardless of awareness, Nebraska's hospitals are committed to addressing the critical and necessary needs of their communities in a responsible, considerate and compassionate way.

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CORE SERVICE AREAS.

Influential Voice/Advocacy

Goal: Position the NHA as the most respected, knowledgeable and influential resource for the development of health care policy by providing strong leadership, communicating effectively and strategically collaborating with policymakers, members and other stakeholders.

Quality & Patient Safety

Goal: Facilitate a learning environment for NHA members to assist them in providing care that is free from medical error, utilizes and shares evidence-based best practices, is customized to meet patient specific expectations and values, and sets the standard in Nebraska for service excellence.

Health Data & Information

Goal: Provide reliable and comprehensive health data and information about health care services, health care trends, clinical outcomes and their impacts and implications on Nebraska health care providers and the communities they serve.

Education

Goal: Offer educational programs to assist hospitals with leadership development and competencies of their management, clinical staff and board members using a variety of educational tools, providing high-quality content and learning opportunities.

Communication

Goal: Enhance members' collective ability to improve public trust in Nebraska's hospitals by playing a strong, influential role in the development of public awareness and confidence. Inform hospital members of relevant news and promote communication and collaboration among members, public officials, other health care organizations and those interested in improving health care in Nebraska.

Member Services

Goal: Stay in contact with NHA members on a personal level, develop opportunities for member involvement in the Association and serve as a positive conduit to review issues, enabling members to network in a collegial and involved environment. Increase revenue through the Affiliate Membership Program and sponsorship of Association events.

Governance

Goal: Strengthen and improve the Association's governance processes and procedures to ensure strong, focused and representative leadership. Maintain financial viability in the face of change.

Finance: Reimbursement & Regulation

Goal: Provide expertise to NHA members regarding financial policy issues by analyzing and communicating all significant reimbursement regulations and their impact, collaborating extensively with Nebraska's congressional delegation, Centers for Medicare & Medicaid Services (CMS), Nebraska Department of Health and Human Services (DHHS) and other agencies/organizations as appropriate to influence financial policy and achieve reimbursement fairness.

NHA Research & Educational Foundation

The NHA Research & Educational Foundation, a nonprofit subsidiary of the NHA, was started in 1968. The Foundation's mission is to provide quality on site educational programs and a wide variety of other services such as web-based programs, webinars, training products and publications to assist health care providers in meeting state and federal regulations, maintaining quality delivery of patient care and improving health.

NHA Services, Inc.

NHA Services, Inc., a for-profit, wholly-owned subsidiary of the NHA, was started in 1992. A collaboration among the NHA, member hospitals and other Nebraska health care organizations and providers, NHA Services helps providers find cost-effective, appropriate solutions to their operational challenges. NHA Services Preferred Business Partners provide direct financial support to all NHA programs.

Bio-Electronics

Bio-Electronics, a for-profit, wholly-owned subsidiary of the NHA was started in 1976. Bio-Electronics provides expert, cost-effective maintenance, repair and equipment management of medical equipment to health care facilities in Nebraska and surrounding states.

FROM THE HOMEFRONT TO THE FOREFRONT.

The Nebraska Legislature adjourned sine die on April 18, 2018. 469 bills were introduced. 83 bills identified as "of interest" to NHA members. NHA members decided to monitor 48 bills, support 30 bills, oppose four bills and be neutral on one bill. 27 bills of interest became law. The NHA provided in-person testimony before the Nebraska Legislature on 15 bills and submitted written testimony on eight bills before 7 of the 14 standing committees. 107 Legislative Interim Studies were introduced and were 12 identified as of interest by our members.

BILLS SUPPORTED

LB701 - Provide for telehealth practice by physicians and physician assistants

Introduced by Sen. Mark Kolterman, LB701 defines telehealth and telemonitoring under the Uniform Credentialing Act, and under the Medicine and Surgery Practice Act, specifies that a physician or physician assistant may establish a provider-patient relationship through telehealth and may prescribe a patient drug to a patient to whom he or she is providing telehealth service.

LB913 - Change provisions relating to assault with a bodily fluid against a public safety officer to include a health care professional

Introduced by Sen. Mike McDonnell, LB913, under a bill passed in 2011, any person who knowingly and intentionally strikes a public safety officer with a bodily fluid is guilty of a Class I misdemeanor assault, which carries a penalty of up to one year imprisonment, a \$1,000 fine or both.

The charge is upgraded to a Class IIIA felony if the person committing the assault strikes a person's eyes, mouth or skin and knows that the fluid is infected with HIV, Hepatitis B or Hepatitis C at the time the assault is committed.

LB931, LB933, and LB934 Opioids

Introduced by Sen. Sara Howard, **LB931** limits opiate prescriptions for a patient younger than 18 to no more than a 7-day supply. A medical practitioner will be required to discuss the risks associated with opiates with the patient's parent or guardian. Exceptions to the 7-day limitation can be made for chronic pain, cancer diagnosis or palliative care.

LB933, introduced by Sen. Brett Lindstrom, requires medical practitioners to notify patients, or a parent or guardian of a patient under 18, of the risk of addiction and overdose when prescribing opiates and other Schedule II prescription medications. The notification is required prior to the initial prescription and again before issuing a third prescription. A medical practitioner must make note of such discussion in the patient's medical record.

LB 934, introduced by Sen. John Kuehn, requires a person picking up an opiate prescription to provide valid photo identification unless the pharmacist has an established relationship with the patient and can positively identify him or her. A driver's license, operator's license, Nebraska state identification card, military identification card, alien registration card or passport are considered acceptable forms of identification.

A patient, resident or employee of a licensed health care facility is exempt from this provision if identification procedures are in place for the receipt and administration of controlled substances at the facility.

LB1035 - Change provisions relating to the Stroke System of Care Act

Introduced by Sen. Merv Riepe, LB1035 amends the Stroke System of Care Act with a technical change to add "designated thrombectomy-capable stroke centers."

Introduced by Sen. Joni Albrecht, **LB1040** requires a health care practitioner who attends or diagnoses a nonviable birth, or his or her designee, to advise the patient that they can request a certificate of nonviable birth.

The certificate will be issued by the Nebraska Department of Health & Human Services within 60 days of request for a fee not to exceed the cost of issuing the certificate.

The commemorative certificate will not result in the registration of a live birth or be used to calculate live birth statistics. The certificate also cannot be used in support of a civil action seeking damages for injury or wrongful death.

INFLUENCING STATE & FEDERAL POLICY.

BILLS OPPOSED

LB 68 - Change helmet provisions, change passenger age limits, and require eye protection for operators of motorcycles and mopeds

Introduced by Sen. John Lowe, LB368 would have removed a helmet requirement for riders older than 21 and prohibited children age six or younger from being passengers on motorcycles. The bill failed on a cloture vote of 30-15; 33 votes were needed.

Telehealth

The NHA recognizes the need for uniform access to health care across the state of Nebraska. Telehealth provides the opportunity for alternative effective delivery of care and cost-saving opportunities for plans, providers, and beneficiaries. Considering the shortage of doctors and practitioners throughout the state, telehealth is even more important in assuring timely and effective delivery of health services particularly in rural areas. Telehealth is a viable option to ensuring comprehensive patient care in all communities throughout our state.

A telehealth survey was sent to our members this past summer requesting feedback about important issues. As a result, an ad hoc telehealth committee has been formed. The committee will focus on current issues relating to telehealth and act as a quick response to any bills or amendments in the legislature.

Housing

Rural workforce housing has long been an urgent problem for Nebraskans. The NHA continues to support initiatives that create affordable workforce housing in our communities.

Workforce

There are substantial gaps in the distribution of health professionals across Nebraska, particularly in north central Nebraska, which has virtually no occupational therapists, speech language pathologists or medical nutrition therapists. Thirteen counties do not have a primary care physician and 18 of 93 Nebraska counties have no pharmacist. Nearly one-fifth of physicians in Nebraska are more than 60 years old and will be retiring soon. Our facilities also experience shortages in lab technicians, nursing, cafeteria workers and housekeepers.

Workers' Compensation

An ad hoc workers' compensation committee has been formed. The committee will focus on current issues relating to workers' compensation and act as a quick response to any bills or amendments in the legislature.

Medicaid Expansion

Nebraska voters approved expanding Medicaid in November. The state will now provide Medicaid coverage to an estimated 90,000 more low-income Nebraskans, as allowed under the federal Affordable Care Act. Medicaid expansion covers single people making up to \$16,753 a year or \$34,638 for a four-person household. By most standards, these are not living wages that can sustain a family in today's economy, let alone make it possible to afford health insurance.

The Nebraska Hospital Association collaborated with a campaign called *Insure the Good Life* that coordinated the collection of over 85,000 signatures—at least 7% of voters needed to come from 38 of 93 Nebraska counties, so Medicaid expansion could be placed on the 2018 General Election ballot.

The Nebraska Legislature will need to provide funding during the 2019 legislative session. The law may not go into effect until next summer, or later, as the Department of Health & Human Services will need to revise rules and regulations.

Ninety percent (90%) of the costs will be funded by the federal government with the remainder coming from the State of Nebraska. The number of individuals who enroll in the program will determine the costs to the state. A study by the University of Nebraska at Kearney found that Nebraska will need to come up with approximately \$25.7 million over the next three years to fund the program.

Other states that have expanded Medicaid have seen a boost to local economies and an increase in jobs in their communities. Expanding Medicaid in Nebraska would bring in over \$1 billion of federal funding and create and sustain over 10,000 new jobs. Ensuring that everyone has access to health insurance is vital to the well-being of our state. All Nebraskans deserve the chance to be healthy and have equal access to health insurance coverage.

ADVOCATING FOR HEALTH CARE FOR ALL.

2018 Election

24 out of the 49 senators were up for election in November 2018. 16 of the seated senators faced re-election. 2 senators did not seek re-election, 6 senators were term limited out of office and 2 current senators sought other offices.

There will be 12 new senators when the Legislature convenes on January 9, 2019. Ten new senators were elected. Governor Pete Ricketts will appoint senators from Districts 1 and 49 before the Legislature convenes in 2019. 30 senators, more than 60% of the body, will begin the session with less than 2 years of experience as a state legislator.

Gov. Ricketts was re-elected with 59.37% of the vote, defeating Sen. Bob Krist who carried 40.63% of voters.

2019 Nebraska Unicameral Legislature by District

**Indicates new Senator*

Bold text indicates Senator has served for less than 2 years

District	Senator
1	Soon to be Appointed*
2	Clements, Robert
3	Blood, Carol
4	Hilkemann, Robert
5	McDonnell, Mike
6	Cavanaugh, Machaela*
7	Vargas, Tony
8	Hunt, Megan*
9	Howard, Sara
10	DeBoer, Wendy*
11	Chambers, Ernie
12	Lathrop, Steve
13	Wayne, Justin
14	Arch, John*
15	Walz, Lynne
16	Hansen, Ben*
17	Albrecht, Joni

18	Lindstrom, Brett
19	Scheer, Jim
20	McCollister, John
21	Hilgers, Mike
22	Moser, Mike*
23	Bostelman, Bruce
24	Kolterman, Mark
25	Geist, Suzanne
26	Hansen, Matt
27	Wishart, Anna
28	Pansing Brooks, Patty
29	Bolz, Kate
30	Dorn, Myron*
31	Kolowski, Rick
32	Brandt, Tom*
33	Halloran, Steve
34	Friesen, Curt
35	Quick, Dan
36	Williams, Matt
37	Lowe, John
38	Murman, Dave*
39	Linehan, Lou Ann
40	Gragert, Tim*
41	Briese, Tom
42	Groene, Mike
43	Brewer, Tom
44	Hughes, Dan
45	Crawford, Sue
46	Morfeld, Adam
47	Erdman, Steve
48	Stinner, John
49	Soon to be Appointed*

ADVOCATING FOR HEALTH CARE FOR ALL.

NHA PAC

A Political Action Committee (PAC) is an organization whose purpose is to raise and distribute campaign funds to candidates seeking political office. The NHA PAC promotes the legislative and political interests of the NHA and provides members with another means to ensure that the needs of NHA membership are met.

The NHA would like to thank the **more than 200 individual NHA members from 46 hospitals who contributed a total of over \$40,000 to the NHA PAC** this year.

Nebraska State Senator John Stinner was the recipient of the 2018 *Health Care Advocate* award that was presented at the NHA Annual Convention Awards Banquet in October. The Health Care Advocate award is reserved for a recipient that not only portrays an acute interest in improving health care, but invests countless hours in the pursuit of increased access to quality health care across Nebraska.

Sen. Stinner is currently working with the NHA in exploring ways to fund Medicaid expansion. He understands that many of our hospitals operate on a very thin margin. Any time the state tries to implement cuts to Medicaid provider rates, it impacts our bottom line, which impacts the services hospitals can provide. Because of his great relationship with Regional West Medical Center, Sen. Stinner understands this dilemma.

Membership Dues

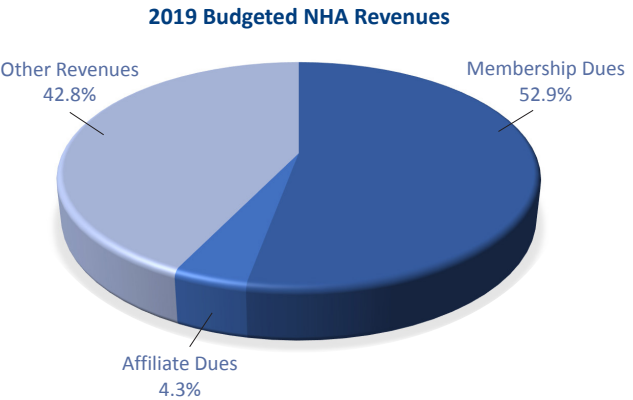
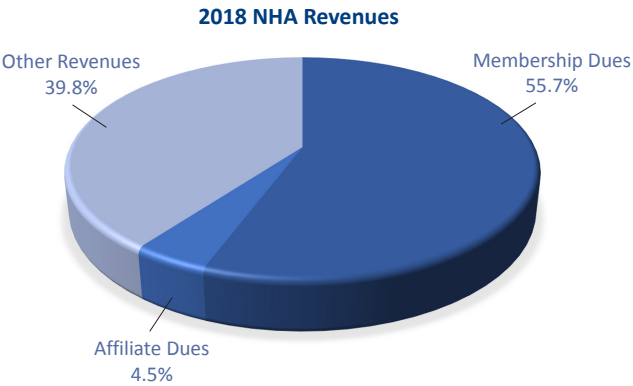
Member dues are an important part of the revenues generated by the NHA. Member dues represented 55.7% of the revenues generated in 2018. Ensuring that the membership receives value for the dues is important to us.

The following graphs show the breakdown of the revenues generated by the NHA.

Each year the NHA looks for new ways to generate revenues so we can reduce the reliance on member dues.

Other revenues generated by NHA primarily consist of:

- Quality Improvement grants and services
- Management services for NHA subsidiaries
- Survey revenues
- NHIS report revenues
- Advocacy revenues
- Advertising revenues
- Rent revenues from Bio-Electronics
- Investment income
- NHA Services



MAKING AN IMPACT. TAKING THE LEAD.

Federal Advocacy

The NHA advocates on behalf of our member hospitals in many ways at the federal level, some of which include the following:

- The NHA led a visit to Capitol Hill in May to meet with Nebraska's congressional delegation. NHA staff and 15 members hospitals met with delegates and staff. Members had an opportunity to discuss issues that are important to Nebraska hospitals. Some of the issues included:
 - Access to behavioral health services
 - Critical Access Hospital payment policies
 - 340B drug pricing program
 - Telehealth services/broadband access
 - Workforce shortages
- Advocacy alerts sent to members requesting action specific legislation and regulations:
 - Off-Campus Provider-Based payment cuts
 - Price Transparency
 - 340B regulatory cuts and program stewardship
- Communications with congressional delegations in Washington regarding legislative and regulatory issues:
 - CAH 96-Hour Rule
 - Rural Emergency Medical Center Act
 - Off-Campus Provider-Based payment cuts
 - 340B regulatory changes
- Participated in national meetings within several specialty areas with state hospital association colleagues from around the country.
- Submitted comment letters to CMS on proposed regulations and rule updates.
- Met quarterly with the CMS Regional Office in Kansas City:
 - Coordinated a rural road show with the CMS Regional Office. CMS and NHA representatives met with hospitals and physicians in ten communities across the state.

NHA staff provides impact analyses to member hospitals on regulations proposed by CMS, as well as analysis of final regulations issued by CMS. These analyses help hospitals better understand the financial impact of federal legislative and regulatory changes.

State Advocacy

The NHA actively communicates with Nebraska's state legislators and with the Nebraska Department of Health & Human Services, which includes the Division of Medicaid and Long-Term Care.

- Met regularly with members of the state legislature and staff to keep them apprised on issues important to our members.
- Facilitated the introduction of legislation.
- Served on the Medical Assistance Advisory Committee and the Administrative Simplification Committee.
- Testified at various legislative and DHHS hearings regarding Heritage Health.
- Worked with DHHS to set up workgroups to review proposed updates to APR-DRGs for inpatient services and the proposed implementation of Enhanced Ambulatory Patient Groupings (EAPGs) for outpatient services for Non-CAH hospitals.
- Worked collaboratively with DHHS to address issues with the implementation of Heritage Health.

Commercial Insurance Advocacy

- Worked collaboratively with Blue Cross Blue Shield of Nebraska to address concerns over two new billing policies they had intended to implement regarding Drug Reimbursement and services and supplies that were expected to be inclusive in facility fees billed to the insurer.
- Working with UnitedHealthcare (UHC) to set up a opportunity for member hospitals to meet face-to-face with UHC claims personnel to resolve claims issues. UHC calls this service a Mobile Service Center.

ADVANCING HEALTHCARE EDUCATION.

We know the definition of commitment is "a pledge, a promise." The meaning of the word commitment for the NHA Research and Educational Foundation speaks to the dedication to our mission to provide educational opportunities that enable NHA members to remain current and respond to advances in health care.

Commitment reinforces an acceptance of responsibility to be a leader always driving to innovate and improve. The NHA Foundation embraces this leadership role as we commit ourselves to providing the highest-quality health care education that is affordable and accessible.

We continue to partner at the federal and state level with other health care educational organizations to find new ways to improve the health care delivery system.

The NHA Foundation Board of Directors, Education Advisory Group and staff continue to guide, support and advance our educational mission and the missions of our member hospitals and health systems.

In March 2018, the Foundation reconvened its Education Advisory Group. Consisting of staff from various managerial positions within NHA member hospitals from each of the five districts and key organizational partners, including the Nebraska Chapter of the Healthcare Financial Management Association (HFMA), American College of Healthcare Executives (ACHE), Nebraska Healthcare Marketers (NHM), Nebraska Hospital Human Resource Professionals, Nebraska Healthcare Information Systems Society (HIMSS) and Nebraska Association for Healthcare Quality, Risk & Safety (NAHQRS), this group assisted the NHA staff to identify the most relevant and high-quality educational offerings and the most appropriate methods of delivery.

The group identified over two dozen individual breakout sessions for both the NHA Spring Forum and the Annual Convention, along with face-to-face educational offerings felt to be most beneficial to member hospitals.

Educational Programming

In 2018, the Foundation offered or co-sponsored 17 individual educational programs for NHA member hospitals and their staff. New this year was a one-day workshop focused on 340B education made possible by one of our NHA Services partners, SUNRx. As always, there were the signature events such as the NHA Annual Convention, Nebraska Critical Access Hospitals Conference on Quality, Advocacy Day, Administrative Professionals Conference, Spring Forum and the Western Regional Trustee Symposium.

Along with these live events, NHA offered webinars to our members. Webinars and distance learning are a popular delivery method the association has of providing education to the membership. The NHA works with peer state associations across the country to offer these webinars at affordable costs with topics that are relevant to our members and their needs. With our new Impexium member management system, members can now purchase and self-enroll.

Hospital Trustee Education Certification Program

Sixteen hospital boards comprised of nearly one hundred individual hospital trustees enrolled in the Hospital Trustee Community Accountability Education Certification Program. These boards and individual board members dedicated the time and effort to governance practices and participated in the quality governance education programs offered by the NHA Foundation and others to ensure governance community accountability.

Western Regional Trustee Symposium

Nebraska hospital trustees attended the 22nd Annual Western Regional Trustee Symposium (WRTS). Hospital board members from Arizona, Idaho, Montana, Nebraska, Nevada, New Mexico, Utah and Wyoming gathered this past June in Omaha for this annual event. The program is geared primarily to smaller, rural hospital boards and provides tools and strategies trustees need to navigate the increasingly complex health care environment. Galen Wiser, member of the Board of Trustees at Providence Medical Center in Wayne completed his seventh year as Nebraska's trustee representative to the WRTS Planning Committee in 2018. The 23rd Annual Symposium will be held in Missoula, Montana in June of 2019.

GROWING OUR OWN LEADERS.

Health Care Career Scholarship Program

During the past 19 years, the Foundation has awarded nearly \$575,000 in scholarships – supporting nearly 350 employees of NHA member hospitals in their efforts to earn a high-quality education. Four additional scholarships were made available due to a generous donation from NHA Services and NHA Affiliate Members Focus One and Aureus Medical Group.

Leadership Institute

Class XV (16) of the NHA Leadership Institute held their opening retreat January 19-20, 2018. Participants completed their final session at the NHA Annual Convention on October 24. This brings the total number of Leadership Institute alumni to 394. This NHA Foundation initiative continues to be the premiere leadership development program in the state, serving the unique needs of health care employees.

Leadership Institute participants benefit from interactive learning with guidance from faculty in various departments from Bellevue University, including business, management and health care administration. Participants gain a great deal from continuous learning and networking due to the strong bonds they develop throughout the 10 month program. The Institute is not only a gateway to career-long professional development, but also provides a solid base of knowledge to help individuals position themselves as health care leaders.

The NHA Research and Educational Foundation remains strong and viable and will continue to offer quality educational offers and services to NHA member hospitals.

Stay Connected with the NHA



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"The Nebraska Hospital Association staff is always available to provide me with needed resources and connections. In addition to the formal offerings of the NHA, the informal networking resources that are fostered by the NHA and available to me and my team have proven to be instrumental in assisting in the conduct of the day-to-day business of my organization. The collaboration between hospitals in Nebraska is exemplary and I attribute this to the efforts of the NHA staff and leadership."

Manuela Wolf, CEO
Memorial Community Hospital
& Health System, Blair

"The NHA has provided MyVitalz with unparalleled access to Nebraska's hospitals and health systems... where we have the opportunity to present cutting-edge telemonitoring solutions for their patients in near realtime, providing patient empowerment and critical cost reduction for health care providers."

The NHA also has provided MyVitalz and other critical services providers with a myriad of data, educational content, conferences, meetings, forums and venues designed to support Nebraska's health care industry's infrastructure. We are grateful to be strategic partners in this endeavor."

Justus M. Decher, Founder
MyVitalz, LLC, Omaha

PREFERRED BUSINESS PARTNERSHIPS.



NHA Services, Inc., is a subsidiary organization of the NHA. Designed to reduce expenses for NHA-member hospitals, NHA Services is a collaboration among the NHA, NHA member hospitals and preferred business partners. NHA Services' successful volume aggregation model is key to achieving best value for all members. The NHA Services Board of Directors lead the organization's vetting and contract decision-making process.

NHA Services helps providers find cost-effective, appropriate solutions to their operational challenges. Using NHA Services Preferred Business Partners provides direct financial support directly back to the Association.

During 2018, NHA Services focused on seven priority areas:

1. **Operational Restructuring.** Staff continued to evaluate current and new partnerships to reach the goal of having the hospital association national average of between 20-25 active agreements. Currently, NHA Services has 21 active agreements.
2. **Education Services.** To assist Preferred Business Partners in being successful, staff has continued this year to identify opportunities to educate member hospitals and other health care providers about the service lines from partner organizations.
3. **Membership Value.** NHA Services believes it must work diligently to maintain and grow opportunities to support both the member hospitals and the association. An overarching goal of NHA Services is to help Nebraska hospitals enhance their financial strength through improved operating margins and cash flow by offering discounted contracts for products and services used by hospitals for daily operations.

The NHA Services Board of Directors and staff continue to identify distinctive service lines not included in portfolios of national, regional or other state GPOs, and specialized portfolios of products and services supporting other hospital initiatives such as supplier diversity, environmentally friendly preferable purchasing and clinical collaboratives.

4. **Communications and Marketing.** In collaboration with the communications and marketing staff of the NHA, NHA Services continues to enhance the visibility and exposure of Preferred Business Partners through effective public relations, marketing and using integrated communications and delivery tools. The goal is to enhance the information members receive about activities of NHA Services and increase value for Preferred Partner organizations.
5. **Collaboration.** We continue to work closely with members, state hospital associations and other health care stakeholders within the state to share in developing solutions through NHA Services for providers across the state.
6. **Financial Stewardship.** There is a continual focus of NHA Services identifying cost-saving efficiencies for member hospitals and serving as a source of non-dues revenue to the NHA. NHA staff and the NHA Services Board of Directors make thoughtful strategic choices that ensure sufficient financial resources are available for the future. Estimated revenue NHA Services will be returning directly to the NHA for 2018 is \$40,000 for the affiliate membership program dues and an additional \$50,000 in dividends for a total of \$90,000 in non-dues revenue for the Association.
7. **Board of Directors.** The Board has reaffirmed their fiduciary responsibilities to the subsidiary and continues to steer the organization toward a sustainable future by adhering to sound, ethical and legal governance, and financial management resources, as well as making sure the subsidiary has adequate resources to advance its guiding principles in support of NHA members and the Association. The Board sets the expectation for staff to run the day-to-day management activities and the Board provides foresight, oversight and insight.

STRENGTHENING HEALTH CARE.

The NHA Services Board of Directors will have approved an anticipated nine new partnerships, creating a total of 21 active agreements. These 21 partners represent 29 individual service lines available for NHA member hospitals:

- 340B Pharmacy Benefits Plan Administration
- Access to National Group Purchasing Pricing
- C-Suite/Director/Professional Staff Recruitment
- CFO/Controller/Accounting Staff Recruitment
- Chargemaster Review
- Class Action Settlement Recovery Service
- Cost Reporting & Reimbursement
- Employee Background Checks
- Employee Dental/Vision Benefits
- Employee Education Assistance Matching Funds Program
- Enterprise IT, Radiology, PACS, RIS & Cardiology Reports
- Health Care Accounting & Financial Management
- HIPAA-HITECH Gap Assessments
- HR Online Assistance for Policy & Regulatory Compliance
- Managed IT Services
- Natural Gas Discount Pricing
- Physician Recruitment
- Population Health & Data Management Services
- Provider Compensation Structures
- Provider Enrollment & Licensure
- Remote Patient Monitoring
- Revenue Cycle Service

- Supply Chain Management
- Temporary Health Professional Staffing
- Therapy Program Management & Development Services
- Therapy Recruiting
- Therapy Services (Physical, Occupational and Speech Language Pathology)
- Voluntary Worksite Benefits
- Workers Compensation/Liability Coverage

This has been an exciting and re-invigorating year for the subsidiary and it is on track to meet its ambitious goals and uphold its guiding principles. By doing so, all NHA member hospitals will see the benefits.

"FocusOne Solutions has been a business partner of the NHA since 2010 and since that time we've grown our base of customers significantly by helping Nebraska hospitals with their staffing needs for contingent and direct hire positions. We have found the relationships with the NHA, along with its credibility among its members, to be very valuable to attract and retain our clients.

In recent years, we've expanded upon our relationship with the NHA to help Nebraska nurses reach their continuing education goals. FocusOne Solutions and our sister company Aureus Medical help fund scholarships through the NHA Health Care Career Scholarship Program to help students obtain degrees in health care. Seeing the impact these scholarships have had on the recipients has been very rewarding.

The leadership, staff and resources that the NHA provides to its member hospitals and their business partners is very impressive and we look forward to being a partner of the NHA for many years to come."

**Dan Nordstrom, Business Development Executive
FocusOne Solutions, Omaha**

KEEPING YOU INFORMED. KEEPING YOU PREPARED.

The NHA strives to provide our members with the latest news and information to keep you current and up-to-date on trends and developments in the health care industry. The communications inform you on a broad range of issues, including state and federal legislation, quality, health data, education and emergency preparedness.

Newslink

This weekly e-mail newsletter highlights current industry news and our member hospitals' news, as well as featured stories that have interest and/or impact our members.

NHA Website

The NHA website offers a convenient, easy to navigate, go-to resource for NHA hospital members, state and federal lawmakers, the media and the general public. The site also features online event registration, as well as a mobile-friendly user interface.

Legislative Wrap-Up

This annual publication highlights key state and federal issues that impact hospitals and the health care industry. From health care reform to state legislative races, Legislative Wrap-Up covers a wide breadth of issues, keeping you up-to-date on the latest issues, developments and changes in the legislative arena.

e-Bulletin

"e-Bulletin" is a monthly electronic newsletter that provides accurate information and resources relating to health care education and events.

Emergency Preparedness News

"Emergency Preparedness News" (EP News) informs members of existing or potential issues that have resulted in mass emergencies, from pharmaceutical shortages to the emergence of the Ebola virus. EP News provides the latest information on disaster readiness for hospitals and health care facilities.

Healthier Nebraska

"Healthier Nebraska" is a quarterly publication that provides a comprehensive overview of current stories and issues pertaining to hospitals and health care providers in Nebraska. Each edition features a member hospital, the challenges and opportunities it faced and the positive changes and improvements made.

Nebraska Hospitals Community Benefits Report

The annual "Nebraska Hospitals Community Benefits Report" contains information about the contributions member hospitals made to the state and their respective communities during the previous fiscal year. The report also features stories focusing on the impact those contributions are having on patients, communities and the hospitals themselves.

365 Mobile App

The NHA recently launched a mobile app to replace the event mobile app that has traditionally been utilized only for the NHA Annual Convention. The 365 app will be available year-round for members to use and includes many new features and quick access to the NHA website, education, events and news.

LEADERS IN QUALITY.

The NHA informs members of evidence-based best practices to improve quality, makes information available to improve patient experiences and outcomes, and provides education and information to help reduce avoidable patient harm.

CAH Conference on Quality

The NHA convened the 16th Annual CAH Conference on Quality. This conference provides a forum for our Nebraska CAHs to come together to discuss issues of importance, share best practices with their peers and hear from national experts.

Quest for Excellence Award

Together with the Nebraska Association of Healthcare Quality, Risk & Safety (NAHQRS), Great Plains QIO-QIN and the Nebraska Department of Health & Human Services, the NHA sponsors the *Quest for Excellence* award. One Critical Access Hospital and one large hospital are selected each year to receive this prestigious award. All applicants for the *Quest for Excellence* award generously agree to share their expertise and the lessons learned with others throughout the state. The 2018 recipients are Bryan Health in Lincoln and Henderson Health Care in Henderson.

Quality Improvement Initiatives

Nebraska hospitals continue their journey to improve quality of care using resources made available through participation in national quality initiatives such as the Hospital Improvement Innovation Network (HIIN), by sharing with their peers through the NHA Quality Committee, and by partnering with stakeholders such as the Nebraska Health Care Association and the Department of Health & Human Services.

Highlighted quality improvement activities included:

- “Bridging the Gap: Workforce Issues” conference on May 2, co-sponsored with the Nebraska Health Care Association.
- “3Rs of Sepsis: Recognize, Receive Treatment & Recover” for Sepsis Awareness month.
- “Infection Prevention Workshop” in three locations in April.
- “Wound Care Education” conference on June 19, 2018, with focus on assessment and documentation for skin ulcers and bariatric patients, co-sponsored with Great Plains QIN.

- Professional development scholarships for Nebraska Infection Preventionists to attend the national Association for Professionals in Infection Control and Epidemiology (APIC) Conference in July.
- Professional development scholarships for three hospitals to attend Patient Family Engagement Bootcamp in Colorado.

NHA Opioid Steering Council

In January, the NHA Board of Directors authorized the formation of the NHA Opioid Steering Council. The 16 member Council included representatives from hospitals and health systems throughout Nebraska. In addition, representatives of the Nebraska Medical Association, Nebraska Pharmacists Association, Bryan College of Health Sciences and the Department of Health & Human Services participated in Council discussions. The Council was charged with developing a toolkit to address:

- Recommendations regarding appropriate prescribing to reduce the risk of abuse/misuse.
- Develop recommendations regarding screening and appropriate treatment for those who are misusing.
- Address appropriate expectations on the part of the public regarding opioid use.

The toolkit can be found at nebraskahospitals.org/quality_and_safety/addressing-the-opioid-epidemic.html.

NHA Council on Human Trafficking

At the NHA Board of Director’s meeting on October 23, 2018, the Board authorized the formation of a Council on Human Trafficking. That Council is charged with developing a concise toolkit for hospitals and providers based on easily operationalized steps in addressing: the role of hospitals and providers in identifying trafficking victims; providing education related to indicators of human trafficking, identifying state resources for intervention and referral of human trafficking victims; and to provide implementation tools and a decision tree for providers to quickly reference and operationalize. The Council will begin meeting in January of 2019.

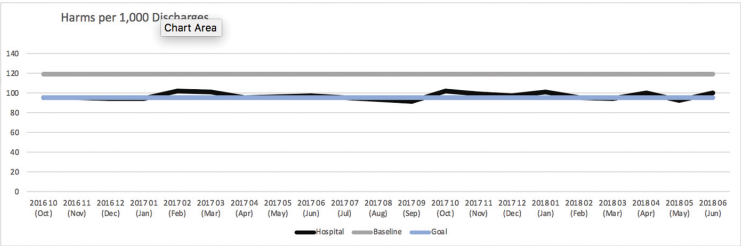
IMPROVING PATIENT EXPERIENCES.

AHA HRET HIIN

The HIIN’s goal is to achieve a 20% decrease in overall patient harm and a 12% reduction in 30-day hospital readmissions as a population-based measure (readmissions per 1,000 people) from the 2014/2015 baseline. Efforts focus on consistently providing high quality care to the individuals in each community in Nebraska.

During the first year of the HIIN (October 2016 to October 2017), Nebraska’s 69 participating hospitals demonstrated improvement in reducing patient harm including an estimated:

- 3,672 patient harms prevented
- 310 lives saved
- \$27.3 million in cost avoidance



In September, Nebraska met milestone 8 Tier 2, which was the top level to be achieved for the end of HIIN 3.0. Nebraska is currently meeting the 20% reduction in four individual measures, representing three areas of harm and making progress in four additional areas of harm, though we have not achieved/sustained the 20% reduction goal. (Information based on most current Nebraska Improvement report of data through April 2018 for Readmissions and May 2018 for all other harm measures).

CMS set aggressive requirements for the HIIN 3.0 extension. By March of 2019, Nebraska hospitals will be required to:

- Achieve 100% of hospitals submitting monthly and complete data into the CDS for applicable measures.
- Meet improvement goals on 70% of applicable measure.

Through group education and individual guidance, the HIIN continues to work toward decreasing harm events, adverse drug events, falls, catheter use and infections, central line use and infections, Clostridium difficile (C-difficile) rates, MRSA, pressure ulcers, surgical site infections, post-op pulmonary embolism or deep vein thrombosis rates and ventilator-associated conditions.

Hospitals are also working towards increasing patient and family engagement metrics, and health and disparity metrics.

Nebraska graduated seven fellows from the HIIN Quality Fellowship program.

Four hospitals worked on specific Healthcare Disparities projects:

- Lexington Regional Health Center, Butler County Health Care Center in David City, Henderson Health Care and St. Francis Memorial Hospital in West Point. Activities included working on a Pediatric Therapy program, focusing on diabetic populations, planning resources for Advanced Directives and healthy lifestyle to promote losing weight.
- CDI (C-difficile) Improvement Sprint opportunity for fall 2018 registered seven hospitals. The purpose of the CDI sprint is to assist participants in using quality improvement techniques to assess root causes and themes of healthcare-onset of C-difficile and the impact of culturing practices.

AHRQ/AHA Quality Initiative: Reducing CLABSI & CAUTI

The AHRQ Safety Program for ICUs: Preventing CLABSI and CAUTI is a 12 month program designed to reduce or eliminate central line-associated bloodstream infections and catheter-associated urinary tract infections. The program aims to achieve these goals by fostering the implementation and adaption of CUSP metrics and evidenced-based practices. The NHA is working with three state ICUs on this program.

Nebraska Quality Committee

The NHA Quality Committee is comprised of CEOs, physicians and CNOs. The goal is to be a learning lab for the state, try best practices and share them with other hospitals to spread improvement from the top down. The committee has focused on readmissions, CLABSI, CAUTI and EED.

Rural QI Steering Committee

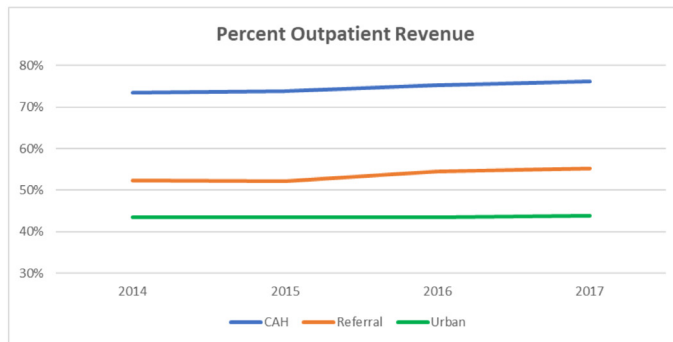
The NHA continues to host the Rural Quality Improvement (QI) Steering Committee in collaboration with Nebraska Office of Rural Health, NAHQRS, Great Plains QIN, UNMC Capture Falls, Nebraska Network Coordinators and CAH hospitals. The Committee began work on development on a 10 month New Quality Personnel Residency Program. The residency program is scheduled to roll out in March of 2019.

PROVIDING RELIABLE & COMPREHENSIVE HEALTH DATA.

Nebraska Hospital Information System

The NHA continues to provide reliable and comprehensive health data and information about health care services, health care trends, clinical outcomes and their impact and implications on Nebraska health care providers and the communities they serve.

The Nebraska Hospital Information System (NHIS) is a signature resource of reliable hospital inpatient and outpatient data. The NHIS is the successful result of a coordinated effort between the NHA, Nebraska's community hospitals, Blue Cross Blue Shield of Nebraska, and the Nebraska Department of Health & Human Services (NDHHS). Blue Cross Blue Shield of Nebraska and the Nebraska Department of Health & Human Services continue their financial sponsorship of the NHIS.



Reports and information continue to be of critical value to Nebraska hospitals. In addition, the NHIS generates non-dues revenue. NHA staff distributed NHIS reports in the prior 12 months for non-dues revenue of \$253,455. Of this revenue, \$168,655 was from non-member organizations including financial sponsors and research.

The NHA continues to work with clearinghouses used by member hospitals to refine the claims data submission process. Partnering with claims clearinghouses to submit claims data on behalf of Nebraska hospitals is an effective method for collection. NHA currently works with ten clearinghouses on behalf of members.

The NHA supports a web portal for Nebraska Department of Health & Human Services to collect the monthly hospital statistical information (1310 report). Participation by hospitals through 2018 continued to increase with 135 user accounts.

NHA staff compiles Hospital Improvement Innovation Network (HIIN) reporting measures for 69 HRET participating Nebraska hospitals. Additional reports on quality and patient outcomes for the Clinical Outcomes Measurement System (COMS) were generated from the IBM/Watson CareDiscovery data. NHIS data is also loaded to the NHA Care Compare (NHACareCompare.org) public web portal.

As a benefit to participating hospitals, NHA continued to provide monthly data to the NDHHS on behalf of Nebraska hospitals for both monthly and annual reporting mandates. Data reporting mandates include the following:

- External Cause of Injury (Neb. Rev. Stat. 71-2078 to 71-2082)
- Head, Brain & Spinal Injury (Neb. Rev. Stat. 81-653 to 81-661)
- Ambulatory Surgical Center (Neb. Rev. Stat. 81-6,111 to 81-6,119)
- Communicable Diseases (Neb. Rev. Stat. 71-532)
- Parkinson Disease Registry (Neb. Rev. Stat. 81-697 to 81-6,110)
- Cancer Registry Early Case Capture (Neb. Rev. Stat. 81-642 to 81-650)
- Contagious, Infectious, or Poisoning (Neb. Rev. Stat. 71-503)

Health Information Technology

NHA staff participates in Nebraska Health Information Initiative (Nehii) to further develop the Nebraska health information exchange and EHR interoperability (Electronic Health Record). Current positions include Vice President of the Nehii Board member and chair of the Data Governance Committee.

IMPROVING PATIENT CARE.

Prescription Drug Monitoring Program (PDMP) has been a significant focus of Nehii for that past several years. The Nebraska DHHS received several grants to enhance the existing PDMP and is working with Nehii on updates. In 2018, all medications dispensed are reported to the PDMP. The PDMP also implemented additional functions such as MME (Milligram Morphine Equivalent) and enhanced patient look-up query.

Nehii had a significant push to add CAHs through Federal Fiscal Year 2018 with Nebraska Office of Rural Health support and Office of National Coordinator (ONC) grants.

NHA staff served on the Nebraska Information Technology Commission (NITC) eHealth Council and also participated in a Data Governance subcommittee formed under the eHealth Council.

NHA staff continue to serve in leadership roles with the Nebraska Chapter for the Health Information and Management Systems Society (HIMSS). Activities included a Proclamation signed by Gov. Ricketts declaring Oct. 8-12, 2018, as Nebraska Health Information Technology week.



Bio-Electronics

Since its inception 42 years ago, Bio-Electronics continues to provide preventive maintenance, repair, equipment sales and medical equipment management to more than 200 healthcare organizations in Nebraska and its surrounding states.

Bio-Electronics is a wholly owned subsidiary of the Nebraska Hospital Association and is financially independent with revenue generated through contracted service agreements, repairs, and equipment sales.

This past year has been all about reorganization, realignment of personnel and planning for the future of Bio-Electronics. The average years of experience in the biomed field for Bio-Electronics staff is 20+ years and several technicians are planning their upcoming retirement. As a result, hiring and training of new personnel has been a high priority this year.

Because there is an increasing shortage of biomedical technicians across the country, Bio-Electronics is making a concerted effort to focus on succession planning throughout the company.

Bio-Electronics' customer base has continued to grow with the addition of 13 new contracted customers since January and one in-house customer expanding its service from three to five days per week. With 19 technicians, Bio-Electronics serves the entire state of Nebraska, as well as parts of Kansas, Iowa, Colorado, Wyoming and South Dakota.

Other highlights of 2018 include:

- Bio-Electronics has become the local service representative in Nebraska and the surrounding states for Boule Medical's Medonic M-Series Hematology Analyzer. We will be providing preventive maintenance and repairs, as well as installations for this equipment.

IMPROVING FACILITY PRODUCTIVITY.

- Enhancements continue to be made to the Bio-Electronics “Computerized Maintenance Management System.” Bio-Electronics is in the process of implementing a methodology for managing risks associated with the utilization of networked devices to identify cybersecurity risks.

Progress toward that goal includes:

- Expansion of Bio-Electronics’ data collection to include a facility’s networked medical equipment information.
 - Development of risk-based criteria to determine cybersecurity vulnerability risks of equipment.
 - Collection of a facility’s networked medical equipment information.
 - Periodically performing security network analysis.
- Bio-Electronics has recently developed several new radiology service/sales program options for our clients which include:
 - Equipment sales.
 - Full service maintenance contracts.
 - Drop insurance program to help clients cover costly repairs on DR plates.
 - In the near future, short-term rental services for portable and C-Arm systems to reduce equipment down time.

The development of this expanded program was especially timely, as Bio-Electronics was able to provide a number of facilities with proposals for their recent Helmsley radiology grant applications.

- Through its partnership with Mediserve, Bio-Electronics is continuing to market its Contract Management Program. The goal of this program remains the same:
 - To provide Bio-Electronics’ customers with a way to reduce their overall maintenance expense associated with managing manufacturer contracts.
 - Ability for member hospitals to choose their preferred service providers for corrective and preventive maintenance service.
 - Consolidation of a multitude of equipment service agreements into one comprehensive maintenance service agreement.

Several customers are in the process of coming on board, and our savings pool continues to increase. This is hard dollar savings to our customers. Those facilities who are currently using this program continue to realize an average 15% reduction in what they were originally paying to the manufacturer while continuing to use the existing manufacturers’ service personnel.

- The Bio-Electronics website is currently being modernized, making it more user friendly and more accessible for our customers to access their equipment information. The new site is scheduled to go live before year-end 2018.

Whether you need service for existing equipment, assistance with new equipment purchases, or if you are wanting help with managing your manufacturer contracts, Bio-Electronics can help. The staff would welcome the opportunity to visit with you about its medical equipment service program and how it can benefit your facility.

For those who are already a contracted customer of Bio-Electronics, we appreciate your continued business.

"The Nebraska Hospital Association is an excellent partner and supporter of industry trade groups like the Nebraska Chapter of the Healthcare Financial Management Association (HFMA). This relationship has allowed HFMA to better meet its mission of delivering high quality financial education to Nebraska hospitals and providers. Other state HFMA chapters have told us how envious they are of our strong relationship with the NHA and we acknowledge that this relationship is certainly a strategic advantage. This relationship delivers excellent value to both the Nebraska Chapter of HFMA and ultimately the Nebraska hospitals that rely on it for continuing professional education of their staff."

**Sean Wolfe, VP and Programing Chair
Nebraska Chapter of HFMA**

OUR VALUED MEMBER HOSPITALS & HEALTH SYSTEMS.

Annie Jeffrey Memorial County Health Center, Osceola
Antelope Memorial Hospital, Neligh
Avera Creighton Hospital, Creighton
Avera St. Anthony's Hospital, O'Neill
Beatrice Community Hospital & Health Center, Beatrice
Boone County Health Center, Albion
Box Butte General Hospital, Alliance
Boys Town National Research Hospital, Omaha
Brodstone Memorial Hospital, Superior
Brown County Hospital, Ainsworth
Bryan Health, Lincoln
Bryan Medical Center, Lincoln
Butler County Health Care Center, David City
Callaway District Hospital, Callaway
Chadron Community Hospital & Health Services, Chadron
Chase County Community Hospital, Imperial
Cherry County Hospital, Valentine
CHI Health, Omaha
CHI Health CUMC Bergan Mercy, Omaha
CHI Health Good Samaritan, Kearney
CHI Health Immanuel, Omaha
CHI Health Lakeside, Omaha
CHI Health Midlands, Papillion
CHI Health Plainview, Plainview
CHI Health St. Elizabeth, Lincoln
CHI Health St. Francis, Grand Island
CHI Health St. Mary's, Nebraska City
CHI Health Schuyler, Schuyler
Children's Hospital & Medical Center, Omaha
Columbus Community Hospital, Columbus
Community Hospital, McCook
Community Medical Center, Inc., Falls City
Cozad Community Health System, Cozad
Crete Area Medical Center, Crete
Dundy County Hospital, Benkelman
Faith Regional Health Services, Norfolk
Fillmore County Hospital, Geneva
Franklin County Memorial Hospital, Franklin

Friend Community Healthcare System, Friend
Genoa Medical Facilities, Genoa
Gordon Memorial Health Services, Gordon
Gothenburg Health, Gothenburg
Great Plains Health, North Platte
Harlan County Health System, Alma
Henderson Health Care, Henderson
Howard County Medical Center, St. Paul
Jefferson Community Health & Life, Fairbury
Jennie M. Melham Memorial Medical Center, Broken Bow
Johnson County Hospital, Tecumseh
Kearney County Health Services, Minden
Kearney Regional Medical Center, Kearney
Kimball Health Services, Kimball
Lexington Regional Health Center, Lexington
Madonna Rehabilitation Hospitals, Lincoln & Omaha
Mary Lanning Healthcare, Hastings
Memorial Community Health, Aurora
Memorial Community Hospital & Health System, Blair
Memorial Health Care Systems, Seward
Merrick Medical Center, Central City
Methodist Fremont Health, Fremont
Methodist Women's Hospital, Omaha
Morrill County Community Hospital, Bridgeport
Nebraska Medicine - Bellevue, Bellevue
Nebraska Medicine, Omaha
Nebraska Methodist Health System, Omaha
Nebraska Methodist Hospital, Omaha
Nebraska Spine Hospital, Omaha
Nemaha County Hospital, Auburn
Niobrara Valley Hospital, Lynch
Oakland Mercy Hospital, Oakland
Ogallala Community Hospital, Ogallala
OrthoNebraska, Omaha
Osmond General Hospital, Osmond
Pawnee County Memorial Hospital, Pawnee City
Pender Community Hospital, Pender
Perkins County Health Services, Grant

OUR VALUED AFFILIATE MEMBERS.

Phelps Memorial Health Center, Holdrege
Providence Medical Center, Wayne
Regional West Garden County, Oshkosh
Regional West Health Services, Scottsbluff
Richard H. Young Hospital, Kearney
Rock County Hospital, Bassett
St. Francis Memorial Hospital, West Point
Saunders Medical Center, Wahoo
Select Specialty Hospital, Lincoln
Select Specialty Hospital, Omaha
Sidney Regional Medical Center, Sidney
Syracuse Area Health, Syracuse
Thayer County Health Services, Hebron
Tri Valley Health System, Cambridge
Valley County Health System, Ord
Webster County Community Hospital, Red Cloud
West Holt Medical Services, Atkinson
York General, York

Affiliate Member Hospitals

VA Nebraska-Western Iowa Health Care System
- Omaha, Grand Island, Lincoln

NHA Affiliate Members

The NHA Affiliate Membership Program is designed to build and strengthen alliances and partnerships with companies that serve our hospital members by providing a wide variety of products and services. Through this membership opportunity, companies not only support the NHA through this non-dues revenue source, but also support the hospitals in their missions with these valuable services. There are several different types and levels of Affiliate Membership that allow our partners to align their marketing strategies with an affordable dues commitment.

This program continues to grow each year and we are proud to have 130 Affiliate Members currently enrolled, including 57 Advanced Level Affiliates (Bronze, Silver and Platinum), as well as 69 Partner Level Affiliates and four Patron Level Affiliates, combined collecting over \$350,000 in Affiliate Membership dues this year. Our esteemed 2018 Affiliate Members include:

Platinum Affiliate Member

LMC Insurance & Risk Management

Silver Affiliate Members

Altus Architectural Studios, Inc.
COPIC
Creighton University
MMIC
SilverStone Group
Union Bank & Trust Co.

Bronze Affiliate Members

American National Bank
Ameritas Investment Corp.
Ameritex Services
athenahealth, Inc.
Aureus Group
Avera eCARE
Baird Holm LLP
BD Construction, Inc.
Beckenhauer Construction, Inc.
BenefitEd
Blue Cross and Blue Shield of Nebraska
Cline, Williams, Wright, Johnson & Oldfather LLP
Community Hospital Consulting
Coverys
Credit Management Services, Inc.
Darland Construction Co.
DLR Group
Eide Bailly LLP
Evident
First National Capital Markets
Five Nines
FocusOne Solutions
The Graham Group
The Harry A. Koch Co.
H4 Technology
Hausmann Construction, Inc.
HDR

BUILDING STRATEGIC ALLIANCES.

HighPoint Solutions
Infor
Innerface Architectural Signage, Inc.
InSPIRe Rehabilitation
JE Dunn Construction
Lutz
Marco Technologies
Marcotte
MCAG
Medefis, Inc.
Midwest Medical Transport &
Midwest MedAir
MyVitalz, LLC
Nebraska Community Blood Bank
Nebraska Total Care
The Olson Group
Prairie Health Ventures, LLC
RadSource Imaging Technologies
RehabVisions
Sampson Construction
Spectrum Enterprises
3WON, LLC
Valley Hope
Wipfli LLP

Partner Affiliate Members

Accurate Background
Acute Care, Inc.
ASI Signage Innovations
Associated Imaging Services
Aureus Medical Group
Bellevue University
Best Card
BKD CPAs & Advisors
BWBR Architects
Calvin L. Hinz Architects, PC
CMBA Architects
Constellation Energy

Courtyard by Marriott Lincoln
Downtown/Haymarket
D.A. Davidson & Co.
Davis Design
Dicon Corporation
Docs Who Care
Dohman, Akerlund & Eddy, LLC
Electronic Contracting Co.
Electronic Sound, Inc.
Erickson & Sederstrom, P.C., L.L.O.
EZ Way, Inc.
General Collection Co.
Great Plains Communications
Great Plains Health Alliance, Inc.
Hoefer Wysocki Architecture
Holland Basham Architects
Hub International
ICE Technologies, Inc.
IdeaBank Marketing
Intellicom
ITPAC Consulting, LLC
Jablonski Physics Services
Jackson Physician Search
Kiewit Building Group Inc.
KTECH Project Services
Lincoln Regional Center
Mazzuca & Associates
Medi-Waste Disposal, LLC
MedPro Group
Merritt Hawkins
MetaCat Risk Management by MetaLogic, Inc.
Midlands Choice, Inc.
Midwest Alarm Services
The Mohawk Group
Nebraska Department of Education-
Nebraska Career Education
Nebraska Organ Recovery System
NRC Health

One Source The Background Check Co.
Premier Specialty Network
ProAssurance
Professional Associates, Ltd.
Purdue University Global
RDG Planning & Design
Risk Administration Services (RAS)
Ryder Rosacker McCue & Huston
Schemmer
Seim Johnson, LLP
Shannon Specialty Floors
Signature Performance, Inc.
Staff Care, Inc.
Stat Staff Professionals
TSP
Unidine
UnitedHealthcare
UNMC Health Services & Research Admin.
VA NE-Western IA Health Care System
VTI Security
WoodRiver Energy, LLC

Patron Affiliate Member

Great Plains Quality Innovation Network

Patron Advanced Affiliate Members

Nebraska Association of Nurse Anesthetists
Nebraska Health Information Initiative
Pediatric Cancer Action Network



MISSION

The mission of the Nebraska Hospital Association (NHA) is to serve its members by being the trusted leader to improve the health, well-being and quality of life of all Nebraskans.

VISION

The NHA's vision is to be the state's most influential, trusted and respected voice in health care policy and advocacy, a valued resource for information and knowledge, and a leader in patient safety.

STRATEGIC FRAMEWORK

The Nebraska Hospital Association has been the guiding force of its members since 1927. The NHA serves as the influential voice of its members in the health care legislative and public arenas, promoting delivery of quality health care and influencing public opinion of hospitals and health networks. Members depend on the Association for information, advice, education and changes in health care regulations, legislation, trends and other issues.

To accomplish its mission and serve its members, the NHA has developed a strategic framework that consists of four pillars: Advocacy & Policy; Information & Knowledge, Strategic Collaboration and Quality & Safety.

To uphold these pillars, the NHA builds on a secure values-based foundation comprised of Integrity, Transparency and Accountability. Everything the NHA does is designed to assist our members in their quest to provide quality care to Nebraska's patients, families and communities.



The influential voice of Nebraska's hospitals

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