

Strategic Plan

2024-2026

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INTRODUCTION

Nebraska hospitals continue to face challenges from many fronts. Workforce continues to be the leading issue for most if not all of our hospitals. Financial pressures have shown some improvement, but continue to pose challenges to our facilities in terms of overall fiscal outlook.

Just as we did in August of 2022, the NHA Board of Directors and NHA Senior Leadership again met to gather input and create an updated three-year strategic plan for the association.

In addition to discussing the most pressing challenges for our member hospitals, we also discussed how the NHA can best serve our members and maximize our strengths for the good of the association as a whole. With this input, we revised our four strategic pillars and laid out a plan of how our team strengths will be integral in supporting these pillars.

We will continue to update this document on an annual basis with input from our NHA Board and our membership at large. Our association will continue to work hard on behalf of our member hospitals, and we look forward to being your trusted source and influential advocate for years to come.

NHA STRATEGIC PILLARS



FINANCIAL STABILITY

- Advocate for improved reimbursements to Nebraska hospitals that keep pace with health care inflation, are paid in a timely manner, and allow for the sustainability of hospital services across Nebraska.
- Strengthen post-acute treatment pathways and improve statewide behavioral health resources.
- Collaborate with payers to reduce administrative burdens and improve overall wellness; challenge payers on unnecessary barriers to medically necessary health care.
- Improve analysis, member engagement, and advocacy on state and federal hospital regulations.
- Protect important federal programs, such as the 340B Drug Pricing Program for Critical Access and Disproportionate Share Hospitals.

WORKFORCE DEVELOPMENT

- Lead efforts to develop a statewide health care workforce plan based on current and future health care workforce needs, in partnership with higher education.
- Advocate for expansion of nursing, allied health, and clinical support education programs and expanding physician residency and nurse clinical training sites in rural Nebraska.
- Share best practices for new staffing models and collaborate with higher education to align education models to current hospital operations.
- Reach K-12 and nontraditional students to promote health care career opportunities and financial support available to pursue a health care career.
- Partner with Nebraska's business community to strengthen workforce housing and childcare investments.

DATA-DRIVEN IMPROVEMENT

- Strengthen data capabilities to empower members to identify gaps and disparities in care and improve overall health outcomes.
- Expand data partnerships with DHHS, public health, and academic institutions.
- Continue to improve CMS hospital and clinic quality measures through education, performance improvement cohorts, coaching, and benchmarking.
- Establish a unified quality metric that all Nebraska hospitals will work to improve.

TRUST AND CONFIDENCE

- Grow unity among member hospitals to speak with one voice about the high-quality health care provided by Nebraska hospitals.
- Promote messaging that Nebraska hospitals are essential for a strong Nebraska, provide care 24/7 throughout the state, and care for all who enter our doors.
- Take a leadership role in health care policy and be the convener of the health care community in Nebraska.
- Communicate to the public and opinion leaders about current hospital challenges.

STRENGTHENING NHA PILLARS



NHA IN ACTION

ADVOCACY & COMMUNICATION

Proactively advocate for Nebraska hospitals. Strengthen relationships between hospital leaders and public officials. Train new hospital leaders on how to effectively advocate.

MEMBER ENGAGEMENT & KNOWLEDGE EXCHANGE

Foster member collaboration and knowledge exchange. Work together to develop ideas and solutions impacting the future of health care in Nebraska. Bring hospital leaders together to share best practices.

EDUCATION & TRAINING

Provide accessible educational opportunities for hospital staff on current topics of interest. Expand high demand leadership development programs. Promote beneficial educational programs offered by other peer organizations.

DATA & RESEARCH

Enhance decision-making by making data easily accessible for hospital leaders. Be the trusted source of data for public officials. Build partnerships in academia to advance health research.

COLLABORATION & PARTNERSHIPS

Collaborate with partner organizations in health care, higher education, business, and non-profits. Better understand what needs are met by others and what gaps NHA can and should fill.

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