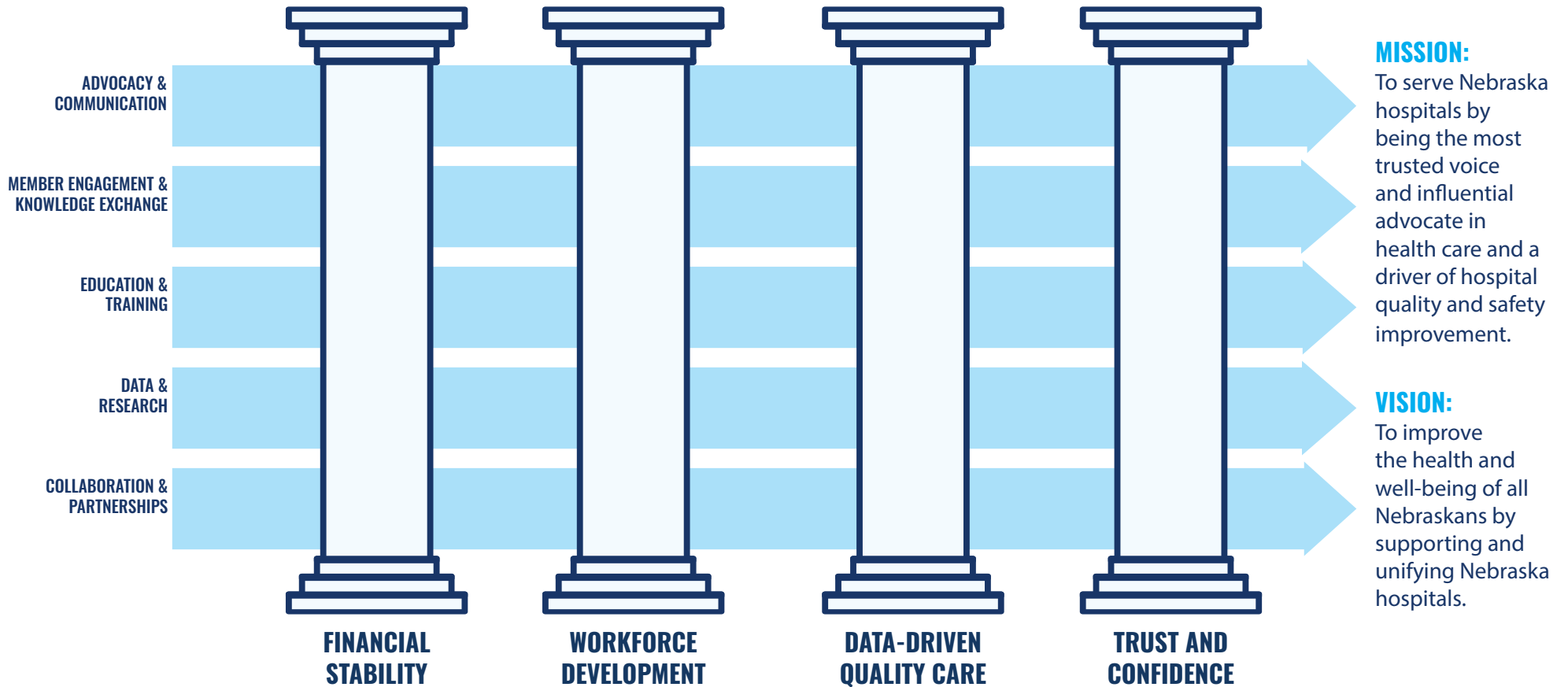


2025 - 2026

NEBRASKA HOSPITAL ASSOCIATION STRATEGIC PLAN



STRATEGIC PILLARS

2025 - 2026 NHA STRATEGIC OBJECTIVES

FINANCIAL STABILITY

- Implement and administer the Medicaid State Directed Payment Program effectively, transparently, and accurately.
- Protect the Medicaid State Directed Payment Program and continue to advocate for improved reimbursements to hospitals that keep pace with health care inflation, are paid in a timely manner, and allow for the sustainability of hospital services across Nebraska.
- Collaborate with payers to reduce administrative burdens and improve overall wellness. Challenge payers on unnecessary barriers to medically necessary health care.
- Strengthen post-acute treatment pathways and statewide behavioral health resources.
- Protect important federal programs, such as the 340B Drug Pricing Program, and improve the Rural Emergency Hospital model.

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 QUALITY CARE

- Ensure Nebraskans receive the highest quality care by supporting all hospitals in their quality improvement journey.
- Lead statewide effort to improve overall health and quality outcomes in Nebraska's Medicaid program.
- Guide continued improvement of CMS hospital and clinic quality measures through education, performance improvement cohorts, coaching, and benchmarking.
- Strengthen data capabilities to empower hospitals to identify gaps and disparities in care and improve overall health outcomes.

TRUST AND CONFIDENCE

- Elevate messaging that Nebraska hospitals are essential for a strong Nebraska, provide care 24/7, and care for all who enter our doors.
- Grow unity among member hospitals to speak with one voice about the high-quality health care provided by Nebraska hospitals.
- Actively communicate with the public and opinion leaders about current hospital challenges.
- Take a leadership role in Nebraska's health care ecosystem and be the convener of the health care community.
- Develop new pathways for hospitals to grow partnerships to improve coverage of emergency, pre-hospital services in Nebraska.