

2021 MEMBER VALUE REPORT

NEBRASKA HOSPITAL ASSOCIATION

The influential voice of Nebraska's hospitals



TO OUR VALUED NHA MEMBERS



Laura J. Redoutey, FACHE
NHA President

In April of this year, I announced my retirement from the NHA after serving as your president for 21 years. For a variety of reasons, I felt this was the right time and I wanted to provide our board of directors with plenty of time to make the right hire for my successor.

I'm happy to say that Jeremy Nordquist will serve the membership well into the future. He brings extensive advocacy experience, including two terms as Nebraska State Senator, chief of staff for two U.S. Representatives and, most recently, his role of Government Affairs Director for Nebraska Medicine.

As I look back on the two plus decades with the NHA, I'm proud of the work we have done on behalf of our member hospitals.

Among the NHA's many accomplishments:

- Instrumental in passing Medicaid Expansion, ensuring access to health care for thousands of Nebraskans.
- Protecting our health care workers by addressing workplace violence in our hospitals.
- Built awareness around human trafficking.
- Created a toolkit for hospitals to treat and manage opioid addiction, which has become a helpful tool nationally.
- Partnered with state agencies and became a leading voice for hospitals in dealing with the pandemic.
- Made quality and patient safety a priority by helping hospitals improve care for patients.

As the pandemic continued well into 2021, we continued to stay in close contact with Nebraska DHHS and the Governor's office. Our Advocacy team worked closely with Dr. Gary Anthonie to maintain communications and solve problems as they arose. From securing PPE to navigating vaccine distribution, we worked hard to make sure our members had all of the information they needed to navigate the public health crisis. It has continued to be an all-hands-on-deck effort.

In terms of finances, we continued to assist our members in understanding the complicated waters of federal and state aid, helping them obtain funding to offset the losses from the prior year. From how the money would be used to how it should best be distributed, our Finance team met regularly with our member CFOs throughout 2021.

From a quality and data perspective, we continued to work closely with DHHS and the Governor's office to ensure data was being managed and updated in accordance with federal and state guidelines. We worked hard to bring back a new and improved COVID-19 Dashboard, a key tool for our members in tracking the pandemic. Of course, quality continues to be a priority for the NHA and we've launched several learning cohorts for our members. These are proving to be very effective in helping our members meet their quality objectives.

Earlier this year, our data team signed an agreement with the Iowa Hospital Association to have their team manage our data. The IHA has a successful track record in helping several other state associations with their data needs. We feel this will be a successful partnership that will provide a plethora of value added services to our members over the coming years.

Much like 2020, we made the difficult decision to move all of our face-to-face events to virtual meetings. Although not ideal, we successfully pivoted using online technologies to deliver educational programs and opportunities. Both our Spring Forum and Annual Convention garnered positive feedback and strong attendance and engagement.

As we look forward to 2022, we will continue to work and advocate on your behalf. Whatever the issue, know that our team will be out front, doing whatever we can to best serve our members' needs. I'm confident your new president will lead with confidence and will strive to be the influential voice of our member hospitals.

It has been my pleasure to work on your behalf. Thank you and I wish you all the best.

Sincerely,
Laura J. Redoutey, FACHE
President

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President and Chief Executive Officer
Bryan Health
Lincoln

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Chief Executive Officer
Lexington Regional Health Center
Lexington

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Nebraska Medicine
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Kearney

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Nebraska City

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Sidney

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Valley County Health System
Ord

District V Chair

Treg Vyzourek, MBA
Chief Executive Officer
Brodstone Memorial Hospital
Superior

Ex-Officio

Laura J. Redoutey, FACHE
President
Nebraska Hospital Association
Lincoln

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.

STRATEGIC FRAMEWORK

- Advocacy & Policy
- Information & Knowledge
- Strategic Collaboration
- Quality & Safety

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.

MEMBERS

92

CRITICAL ACCESS HOSPITALS

64

URBAN HOSPITALS

15

RURAL HOSPITALS

10

REHABILITATION HOSPITALS

2

LONG-TERM ACUTE CARE HOSPITAL

1

2021 Revenue Sources

MEMBER DUES

57.9%

AFFILIATE MEMBER DUES

3.9%

OTHER SOURCES*

38.2%

***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 the following:**

- Advertising revenues
- Advocacy revenues
- Event sponsorship revenues
- Hosted and co-hosted educational webinars
- Investment income
- Management services for NHA subsidiaries
- NHA Services, Inc.
- NHA Data report revenues
- Quality Improvement grants and services
- Rent revenues from Bio-Electronics
- Survey revenues

AFFILIATE PARTNERS

124

NHA PAC DONORS

155

PREFERRED BUSINESS PARTNERS

30

Engaging policy makers

Advocacy Day

This past March, NHA virtually hosted our annual Advocacy Day, a half-day workshop that provides hospital CEOs, advocacy team members, trustees, key hospital staff, state senators and their staff, leaders of DHHS and other state health care advocates with important information about state and federal legislative issues.

COVID-19 Response

With COVID-19 still impacting our hospitals and health care systems in 2021, our NHA Advocacy Team continued to look for new and innovative ways to engage, inform and assist our members.

These activities included:

- Weekly calls with Gary Anthonie, MD, Chief Medical Officer for the State of Nebraska, to effectively and efficiently coordinate with the State and DHHS.
- Frequent calls with members to discuss DHHS operations – specifically with regard to the COVID-19 global pandemic.
- Friday afternoon member calls with NHA staff to provide updates on relevant COVID-19 information, state and federal regulatory changes as well as an opportunity for open dialogue on the challenges our members faced.
- Bi-weekly calls with our hospital CFOs to provide information and assistance in navigating federal and state aid opportunities as well as grant assistance.
- A weekly COVID-19 Update e-newsletter was launched to provide updated information and important resources.

TOTAL ATTENDEES

117

TOTAL STATE SENATORS AND STAFF

10

TOPICS DISCUSSED

- Medicaid Reimbursement Rates
- 340B Program
- Nebraska Student Loan Repayment Program
- Crisis Standards of Care
- Telehealth Pay Parity
- COVID-19 Lessons Learned Panel

Difficult to Place Patients

The NHA is working with the Nebraska Health Care Association to determine strategies to best manage care for individuals that have delays to their discharges and are in hospitals for extended stays. These patients often receive higher levels of care so Medicaid does not reimburse providers appropriately, or at all. If placement is found for these patients, sometimes it is hundreds of miles from the patient's residency.

We are collecting information from our members so we can have further conversations with DHHS to help find solutions for difficult to place patients. This issue will be a priority for the advocacy team in 2022.

The Budget

The Legislature passed a two-year \$9.7 billion budget this session which limits the annual budget growth to 1.7% per year. The budget will deliver \$1.45 billion in direct property tax relief over the biennium and includes \$1 billion annually in state aid to K-12 education. It also includes \$100 million being transferred into the rainy day/cash reserve fund.

The budget also lays the groundwork for a new \$230 million prison, devoting \$15 million to planning, design and site selection for a prison but without committing the state to the project. It also sets aside \$15 million for prison alternatives and programs.

Of importance to the NHA, the budget includes a 2% provider rate increase for each of the next two years for a total of \$90 million.

The Nebraska Student Loan Repayment Program

The Nebraska Student Loan Repayment Program assists rural communities in recruiting and retaining primary care health professionals by offering state matching funds for repayment of health professionals' educational debt. There are 52 applicants on the waiting list with the average wait time of 21 months.

There are substantial gaps in the distribution of health professionals across Nebraska as our hospitals struggle with attracting and retaining physicians, nurses and other healthcare professionals. There are 66 Nebraska counties that have been deemed medically underserved. Funding must be provided to the state loan repayment program to assist in the recruitment and retention of health care providers or rural areas will be negatively impacted in the foreseeable future. Rural health incentive programs provide access to health care to over 900,000 Nebraskans living in underserved areas.

Telehealth Pay Parity

Telehealth provides the opportunity for alternative delivery of care and cost-saving opportunities for plans, providers and beneficiaries. Considering the shortage of doctors and practitioners throughout the state, telehealth has been more important in assuring timely and effective delivery of health services, particularly in rural areas during the pandemic.

Nebraska's vulnerable and underserved populations rely on telehealth to safely receive care. The delivery of telehealth services for Medicaid and CHIP beneficiaries rose 2,600% between March and June 2020.

Nebraska needs to provide the same reimbursement for clinically necessary services whether delivered via telehealth or in person by passing pay parity legislation. Providers must be fairly compensated for their time and the infrastructure necessary to build telehealth care programs. Payment parity is needed to ensure that telehealth programs are stable well into the future, especially for specialty services.

American Rescue Plan Act (ARPA) Funding Request

When the COVID-19 pandemic cases escalated in March of 2020, Nebraska hospitals sprang into action to respond to this deadly global pandemic. Throughout this crisis, Nebraska hospitals and health systems have continued to work around-the-clock to provide high quality patient care to communities across the state. As a result of the impacts of COVID-19 and certain Direct Health Measures, our hospitals have seen a significant decrease in revenues and without continued aid this financial crisis will force hospitals to make difficult decisions about how to continue to provide care to their communities.

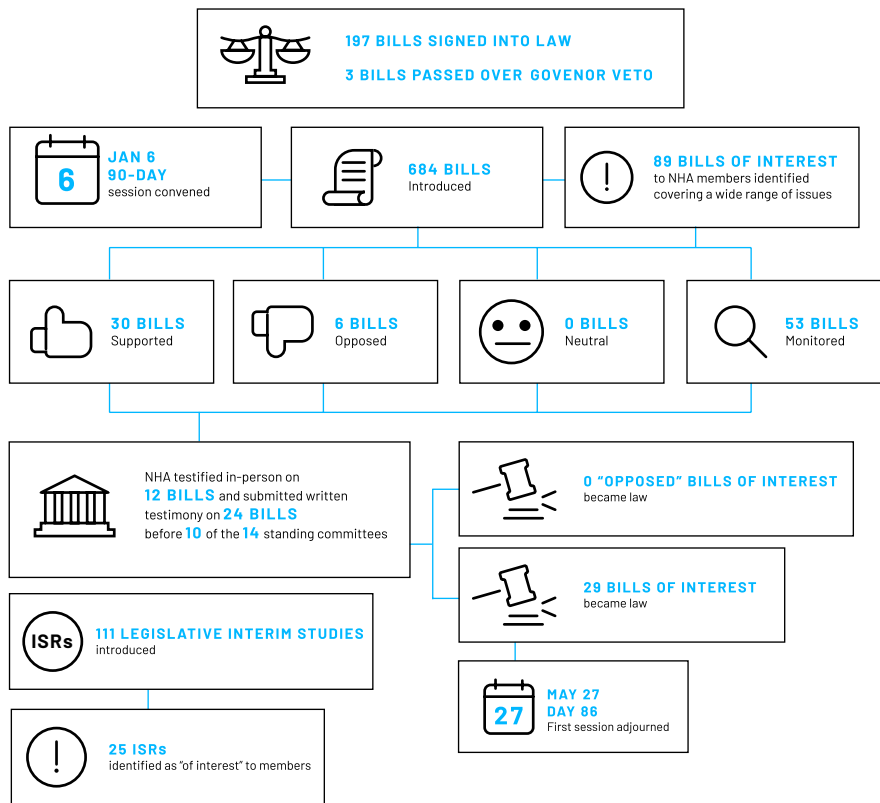
As we continue to face the challenges of COVID-19, Nebraskans cannot afford the cost of closed hospitals and restricted access to life saving treatment. 24 Nebraska rural hospitals are considered “high risk” of closing their doors and services. Action is urgently needed to support Nebraska’s hospitals and health systems and the heroes we employ. Nebraska hospitals must be able to continue to provide necessary medical treatments. Front-line health care personnel need help to be able to provide top quality patient care. The NHA urges the state to fund needed healthcare services.

340B

The 340B Program allows certain hospitals to stretch limited federal resources to reduce the price of outpatient pharmaceuticals for patients and expand health services to the communities they serve. Hospitals can achieve average savings from the 340B program of 25% to 50% in pharmaceutical expenses. There are 64 hospitals in Nebraska participating in the 340B program, including 58 of Nebraska’s 64 Critical Access Hospitals.

Hospitals use 340B savings to provide free care for uninsured patients, offer free vaccines, provide services in mental health clinics and implement medication management and community health programs. If hospitals are unable to utilize 340B this could mean the difference in whether a Critical Access Hospital stays open. The 340B Program helps these facilities continue to provide care to all patients, regardless of their ability to pay.

2021 Nebraska Legislative Summary

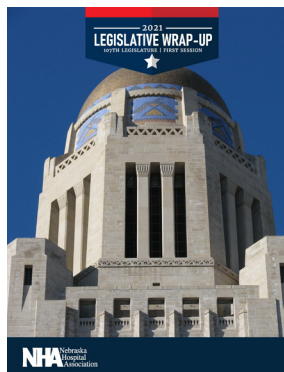


TOTAL TIMES NHA SUBMITTED WRITTEN TESTIMONY

24

TOTAL TIMES NHA PROVIDED IN-PERSON TESTIMONY

12



Read the NHA 2021 Legislative Wrap-up for more details at nebraskahospitals.org

2021 Nebraska Unicameral

REPUBLICANS

32



DEMOCRATS

17



District	Senator	City
1	Julie Slama	Peru
2	Robert Clements	Elmwood
3	Carol Blood	Bellevue
4	Robert Hilkemann	Omaha
5	Mike McDonnell	Omaha
6	Machaela Cavanaugh	Omaha
7	Tony Vargas	Omaha
8	Megan Hunt	Omaha
9	John Cavanaugh	Omaha
10	Wendy DeBoer	Bennington
11	Terrell McKinney	Omaha
12	Steve Lathrop	Omaha
13	Justin T. Wayne	Omaha
14	John Arch	La Vista
15	Lynne Walz	Fremont

District	Senator	City
16	Ben Hansen	Blair
17	Joni Albrecht	Thurston
18	Brett Lindstrom	Omaha
19	Mike Flood	Norfolk
20	John S. McCollister	Omaha
21	Mike Hilgers	Lincoln
22	Mike Moser	Columbus
23	Bruce Bostelman	Brainard
24	Mark Kolterman	Seward
25	Suzanne Geist	Lincoln
26	Matt Hansen	Lincoln
27	Anna Wishart	Lincoln
28	Patty Pansing Brooks	Lincoln
29	Eliot Bostar	Lincoln
30	Myron Dorn	Adams
31	Rich Pahls	Omaha

District	Senator	City
32	Tom Brandt	Plymouth
33	Steve Halloran	Hastings
34	Curt Friesen	Henderson
35	Raymond Aguilar	Grand Island
36	Matt Williams	Gothenburg
37	John S. Lowe	Kearney
38	Dave Murman	Glenvil
39	Lou Ann Linehan	Elkhorn
40	Tim Gragert	Creighton
41	Tom Brieese	Albion
42	Mike Groene	North Platte
43	Tom Brewer	Gordon
44	Dan Hughes	Venango
45	Rita Sanders	Bellevue
46	Adam Morfeld	Lincoln
47	Steve Erdman	Bayard
48	John P. Stinner	Gering
49	Jen Day	Omaha



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 legislative and political interests of the NHA and provides members with another means to ensure that the needs of NHA membership are met.

PAC Activities

The NHA thanks the more than 150 individual NHA members from 36 hospitals who contributed a total of over \$34,400 to the NHA PAC this year.

With the PAC donations, the NHA advocacy team attended over 20 fundraisers for elected officials and new candidates. The Advocacy team also conducted 10 PAC appeals and legislative updates to member hospitals and affiliations across the state.

NHA PAC Health Care Advocate of the Year

The NHA Health Care Advocate Award is presented each year to an individual who portrays “an acute interest in improving health care and invests countless hours in the pursuit of increased access to quality health care across Nebraska.”

This year’s recipient is Senator John Arch, who serves as chairman of the Health & Human Services Committee.

Senator Arch has worked with the NHA on several important bills during the pandemic. Senator Arch introduced legislation this year expanding telehealth services and pay parity for telehealth for mental health.

Senator Arch has been a valuable partner to our hospitals and has provided tremendous leadership during this crisis. Congratulations Senator Arch on this award.

PAC DONATIONS

\$34,400

DISTRIBUTED TO SENATORS & CANDIDATES

\$30K+

HOSPITALS REPRESENTED

36

INDIVIDUAL DONORS

155

Nebraska is home to healthy communities where hospitals are known as leaders of quality initiatives. Health care sets the standard for service excellence and Nebraska's hospitals foster innovation. Working from this set of shared values, health care has come to be the industry of choice in the state. Nebraskans are assured access to health care and that there is full coverage and a fair payment system in place.

CAH & RHC Conference on Quality

The NHA convened the 19th Annual CAH/RHC Conference on Quality in November. To better serve our rural communities, we again opened up the Conference on Quality to include Rural Health Clinics as well as Critical Access Hospitals. Due to COVID-19 restrictions, we conducted this conference virtually.

Quest for Excellence Award

Together with the Nebraska Association of Healthcare Quality, Risk & Safety (NAHQRS), COPIC, Great Plains QIO-QIN and the Nebraska Department of Health & Human Services Office of Rural Health, the NHA sponsors the Quest for Excellence award. One Critical Access Hospital, one large hospital and one Rural Health Clinic 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 2021 recipients were Providence Medical Center in Wayne, Crete Area Medical Center RHC and CHI Health Lakeside in Omaha.

Quality Improvement Initiatives

NHA works collaboratively with several quality stakeholders including; Nebraska Department of Health & Human Services, Telligen, TFM QIO, Nebraska Perinatal Quality Improvement Collaborative, Nebraska Health Care Association, Nebraska Coalition for Patient Safety, Nebraska Rural Health Association and Buffett Early Childhood Institute.

2021 Quality Improvement Achievements

- Continual updates of the NHA Quality & Patient Safety website.
- Recruitment of 73 rural hospitals to participate in CMS HQIC Quality Improvement project
- Collaborated with DHHS to host bi-weekly COVID-19 clinical guidance webinars.
- Awarded professional development scholarships for ten Nebraska hospitals to attend upcoming APIC, IHI or AHA Leadership Conferences.

2021 Behavioral Health Summit

In August 2021, the NHA hosted a virtual Behavioral Health Summit. This event focused on:

- Understanding Nebraska state resources available for hospitals in seeking comprehensive treatment options for behavioral health patients.
- Showcasing existing best practices Nebraska hospitals have employed locally.

This inaugural event had over 100 attendees

Rural QI Steering Committee

NHA continues to host the Rural QI Steering Committee in collaboration with Nebraska Office of Rural Health, NAHQRS, UNMC Capture Falls, Nebraska Coalition for Patient Safety, Nebraska Network Coordinators and CAH hospitals. In 2018 the committee began work on development of a 10-month new Quality Personnel Residency Program. The residency program graduated 19 novice hospital quality leaders in March 2021. The third residency year will begin in March 2022.

In 2021, the Rural QI Steering Committee:

- Partnered with NAHQRS to develop a mentorship between experienced quality leaders and novice leaders participating in the Rural Quality Residency program.
- Updated, expanded and published the Nebraska Model Quality & Performance Improvement Plan and An Orientation Guide for the New Quality Improvement Professional.
- Partnership with iVantage to provide quarterly quality outcomes reports and coaching for rural hospitals.
- Recognized improved hospital improvement through annual iVantage CAH Quality Award, NHA Quest for Excellence award and State Office of Rural Health Community star.

Age-Friendly Health System Collaborative

The NHA is working with the AHA and IHI in implementing Age-Friendly initiatives into Nebraska Hospitals. An “Age Friendly Health System” is ensuring a continuum of care that anticipates needs and engages older adults and their families in health care planning. In many cases, it will mean deploying a mix of care solutions with personalized support services aimed at ensuring a better health care experience for older adults with chronic conditions. Specifically, this work will focus on guiding hospitals through a self-assessment of the 4M Model: What Matters, Medication, Mentation and Mobility.

Nebraska now has 15 hospitals nationally recognized as an “Age Friendly Health System.” Ten additional Nebraska hospitals are working toward this achievement in 2021.

CMS HQIC & Telligen Partnership

The Nebraska Hospital Association along with its partner, Telligen, was selected by CMS as a Hospital Quality Improvement Contractor (HQIC). We were one of nine national contracts awarded.

This work will address the most challenging healthcare issues facing hospitals and communities including:

- Improving Behavioral Health outcomes, with a focus on decreased opioid misuse;
- Increasing Patient Safety with a focus on reduction of harm as well as readmissions; and
- Increasing the Quality of Care Transitions to achieve high quality outcomes in the acute care setting and across the care continuum.

The NHA is committed to working with all eligible Nebraska rural hospitals on this quality work over the next four years.

In 2021, the NHA offered Rapid Cycle Improvement Cohorts based on IHI’s Model for Improvement on these quality metrics.

- NHSN
- Falls
- Sepsis
- Antibiotic Stewardship

Additionally, HQIC participants were offered a quality financial acumen course.

NHA Health Information and Data Council

In October of 2019, the NHA Board of Directors voted to create the Health Information and Data Council with the purpose of advising the NHA on the information needs of our members to guide the nature and frequency of the data we collect. The Council provides guidance on the format of data to be routinely disseminated to the membership and provides input on activities of organizations that impact members' data reporting activities, such as accrediting bodies and various state and federal regulatory agencies.

The Council has been instrumental in selecting our new Data Vendor 'Iowa Hospital Association'. The IHA will bring their Data Collection and Analysis expertise to provide quality and timely data to NHA hospitals. The Council will help shape the data reports and analyses available from IHA in the coming years.

NHA Data

In 2021, NHA partnered with a new vendor, IHA, to create a new platform for submitting and analyzing claims data. IHA currently works with several other states to collect and analyze claims data and will bring their experience and resources to NHA data.

The NHA data collection tool IPOP (Inpatient/Outpatient) is a web-based program designed to allow for hospital's ease of use to submit, edit and verify claims data submission. Introduced in 2003, IPOP has undergone multiple enhancements aimed at removing data reporting burden for submission of all hospital-based claim information improving data accuracy and completeness.

The IPOP program is considered one of the premier discharge data programs in the U.S. As a result, this program has 14 other state hospital associations that currently use the IPOP program or have acquired the IPOP software for data collection in their states.

NHA will also offer an Internet-based data analytics site called Dimensions. Dimensions provides easy access to analyze market share, perform patient services assessment, plan hospital services, benchmark with peers and assess community needs. NHA members would have access to documentation and statewide pre-built reports through this portal.

There are three components to the Dimensions program:

Dimensions – Discovery Datalytics is a suite of interactive dashboards that provides users the opportunity to visually analyze hospital and health care data in support of strategic planning and operational decision making. Tableau serves as the platform for these dashboards.

Dimensions – Slice & Dice is a customized software package used to build reports and charts in a user-friendly "slice and dice" environment. This flexible reporting tool allows you to select only the elements you need to see on your report in a layout of your choosing.

Dimensions – Point & Click is an easy-to-use tool providing standard report layouts that you can customize to analyze both Inpatient and Outpatient markets. An intuitive report wizard guides you through the process, letting you quickly produce ready-to-use reports based on your selections.

In 2022, all NHA hospitals will have access to both the IPOP submission site and the Dimensions Analytic Program. In addition, NHA will create a Pricing Guide that will allow hospitals to look at outpatient charges by CPT code. NHA will continue to update the number of available reports in the future.

Data Governance Guide

In 2021, the NHA Data Governance Council published the NHA Data Governance Guide. This toolkit was developed to walk hospitals through the development of a comprehensive data governance plan.



RESEARCH AND EDUCATIONAL FOUNDATION

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 of our mission to provide educational opportunities. Our goal is to enable NHA members to remain current and respond to advances in health care.

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.

Hospital Trustee Education Certification Program

Due to COVID-19 and the lack of trustee educational offerings, NHA waived all requirements for this program in 2020 and 2021. We look forward to resuming this program in 2022 with normal requirements.

Educational Programming

In March 2021, 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 and Bellevue University, this group assisted the NHA staff to identify the most relevant and high-quality educational offerings and the most appropriate methods of delivery.

Leadership Institute

The 2020/2021 Class of NHA Leadership Institute is scheduled to complete their coursework by the end of 2021. We look forward to meeting in person in 2022.

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 this program.

The Leadership 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.

Health Care Career Scholarship Program

During the past 22 years, the Foundation has awarded over \$600,000 in scholarships – supporting more than 350 employees of NHA member hospitals in their efforts to earn a high-quality education. Four additional scholarships were possible due to a generous donation from NHA Services and NHA Affiliate Members, FocusOne Solutions and Aureus Medical Group.

In 2021, we awarded 22 undergraduate and graduate scholarships totaling \$48,000 and representing 19 of our member hospitals.

NHA Virtual Events

In 2021, Advocacy Day, Spring Forum and the NHA Annual Convention were all conducted virtually via ZOOM for our members. This difficult decision was made due to the continued impacts of COVID-19 across the state. Although not ideal, all of these events provided educational opportunities and received positive feedback from attendees. We look forward to hosting these events in person in 2022.



For 28 years, NHA Services, Inc., has been an essential partner to Nebraska Hospital Association members. We help hospitals and health care providers across the state strengthen their operational and financial performance, improve quality and outcomes, transform infrastructure, and prepare for the future.

We offer unparalleled opportunities for addressing the business challenges facing health care organizations. Utilizing our services supports the NHA and benefits all NHA members.

NHA Services is committed to be the first resource Nebraska health care providers turn to for access to workable, cost-effective solutions. Our partners undergo a strategic vetting process and approval by the NHA Services Board of Directors to ensure they provide the right products and services needed to respond to the changing health care landscape. Our preferred business partners have passed our highest standards for quality and service.

NHA Services is all about connecting hospitals and providers with the right companies to enhance efficiencies, lower costs and deliver exceptional health care quality. We work hard to find the best business solutions in the marketplace, so our member hospitals can focus on doing what they do best – delivering exceptional, quality care.

In 2021, the preferred business partners continued to have their monthly partner roundtable meetings virtually. This continues to provide them the opportunity to network, exchange ideas and keep informed on issues affecting Nebraska's hospitals.

Despite the many continued challenges because of the pandemic, staff again worked with existing preferred business partners in helping them make appropriate connections with member hospitals. This was accomplished through member surveys, webinars, focus groups and personal phone calls and introductions.

Since the 2021 NHA Annual Business Meeting, the NHA Services Board of Directors has approved seven additional preferred business partners, bringing the total to twenty-nine.

The new seven include:

- Federal Funding Group
- Pershing, Yoakley and Associates or "PYA"
- Vivid Energies
- ETC Group
- Symphony Workforce
- Jackson Physician Search
- Access Systems

These twenty-nine partnerships represent over sixty-five unique service lines for NHA member hospitals.

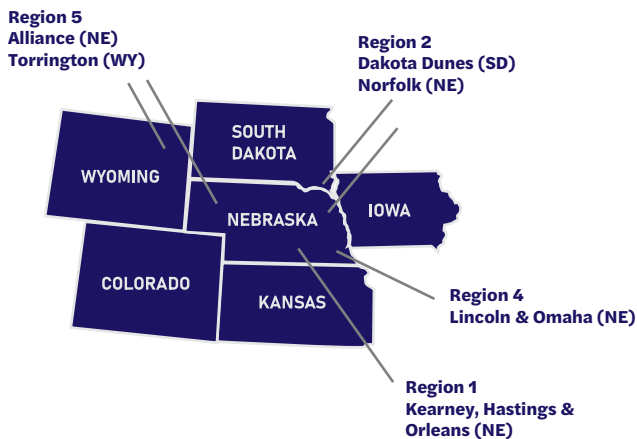
In 2021, NHA Services is projecting to provide the NHA nearly \$325,000 in non-dues revenue. This revenue is provided by an annual dividend paid by NHA Services to the NHA and additional revenues generated by the preferred business partners for the NHA Affiliate Membership program and management fees paid to the association.

2021 has been a challenging year for the subsidiary but the board and staff have taken actions to aid the preferred business partners as they individually navigate the continued unprecedented circumstances of the pandemic. All NHA member hospitals will continue to see the benefits from the subsidiary. We encourage you to use NHA Services as your trusted guide when making product and service line choices.



As a wholly-owned subsidiary of the Nebraska Hospital Association for the past 45 years, Bio-Electronics continues to provide preventive maintenance, repair and medical equipment management to numerous healthcare organizations in Nebraska and its surrounding states. All revenue is generated through contracted service agreements, repairs, non-contracted service and equipment sales.

Currently, Bio-Electronics has service contracts with over 300 healthcare facilities which include 60 hospitals, (5 of which are in-house programs), 100+ clinics, clinical laboratory research facilities, ambulance services, physical therapy/rehab facilities, long-term care facilities, colleges, and other healthcare organizations.



Highlights of 2021 include:

- Bio-Electronics has continued to navigate the persisting pandemic. Bio-Electronics has focused on completing service due to delays caused by Covid-19 with adherence to each facility’s protocols. Additionally, staff has responded to the trend of increasing medical equipment inventory across the service regions.
- Training for specialty equipment has been a focus for technician staff, with an emphasis on ventilator, radiology and diagnostic imaging, as well as laboratory equipment cross training.
- Bio-Electronics’ customer base has continued to grow with eight new contracted accounts including an additional in-house program since December 2020.
- Bio-Electronics’ maintenance programs continued to assure high levels of regulatory compliance in meeting The Joint Commission, DNV, Medicare and Medicaid Certification, as well as State and Federal radiological health inspection standards.
- 2021 has brought a restructuring of the company, relating to staffing and modernizing the legacy database reporting system platform.
 - With many staff retirements in early 2021, new administrative and technician field staff have been welcomed to the team.
 - Bio-Electronics fully migrated to the new cloud-based database reporting system in early October, providing real-time reporting to customers with digital report access to enhance biomedical and specialty equipment maintenance tracking.

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 Nebraska Heart, Lincoln
 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

Franciscan Healthcare, West Point
 Franklin County Memorial Hospital, Franklin
 Friend Community Healthcare System, Friend
 Genoa Medical Facilities, Genoa
 Gordon Memorial Health Services, Gordon
 Gothenburg Health, Gothenburg
 Grand Island Regional Medical Center, Grand Island
 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
 Madonna Rehabilitation Hospitals, 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 Medical Center, Bellevue
 Nebraska Medicine - Nebraska Medical Center, Omaha
 Nebraska Methodist Health System, Omaha
 Nebraska Methodist Hospital, Omaha
 Nebraska Spine Hospital, Omaha
 Nemaha County Hospital, Auburn
 Niobrara Valley Hospital, Lynch
 Ogallala Community Hospital, Ogallala
 OrthoNebraska, Omaha
 Osmond General Hospital, Osmond

NHA MEMBER HOSPITALS

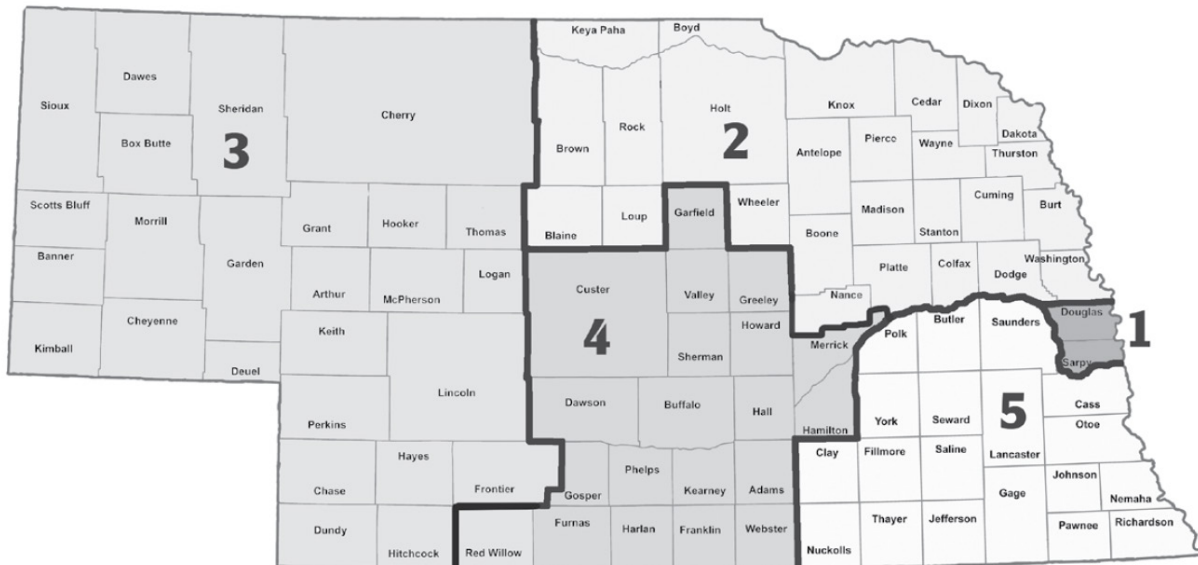
Pawnee County Memorial Hospital, Pawnee City
 Pender Community Hospital, Pender
 Perkins County Health Services, Grant
 Phelps Memorial Health Center, Holdrege
 Providence Medical Center, Wayne
 Regional West Garden County, Oshkosh
 Regional West Health Services, Scottsbluff
 Richard H. Young Hospital, Kearney
 Rock County Hospital, Bassett
 Saunders Medical Center, Wahoo
 Select Specialty Hospital, Omaha
 Sidney Regional Medical Center, Sidney

Syracuse Area Health, Syracuse
 Thayer County Health Services, Hebron
 Tri Valley Health System, Cambridge
 Twelve Clans Unity Hospital, Winnebago
 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 Membership Districts



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.

Platinum Affiliate Member

LMC Insurance & Risk Management

Gold Affiliate Member

USI

Silver Affiliate Members

COPIC
Creighton University

Bronze Affiliate Members

(ACE) Public Alliance for Community Energy
Altus Architectural Studios
Ameritex Services
Aureus Group
Avera eCARE
Baird Holm LLP
Bamboo Health
BD Construction, Inc.
Beckenbauer Construction, Inc.
Bellevue University
Blue Cross and Blue Shield of Nebraska
BWBR Architects
Cline Williams Law Firm
CMBA Architects
Community Hospital Consulting
Credit Management Services, Inc.
Darland Construction Co.
Data Destruction, LLC
DLR Group
Eide Bailly LLP
ETC Group, LLC
Evident
Federal Funding Group
First National Capital Markets

Five Nines
FNIC
The Graham Group
Hausmann Construction, Inc.
HDR
Healthcare IP
Hospital Pharmacy Management
Idea Translations
InSPIRe Rehabilitation
INSPRO
Intalere
IP Pathways
JE Dunn Construction
Kidwell
Leo A Daly
Lutz
MCAG
Medefis, Inc.
Medical Solutions
Midwest Medical Transport & Midwest MedAir
MMIC
MyVitalz, LLC
Nebraska Community Blood Bank
Nebraska Total Care

The Olson Group
paymerang
Prairie Health Ventures
Professional Finance Company, Inc.
Psychiatric Medical Care
PYA, P.C.
ruralMED Management Resources
Sampson Construction
Schneider Electric
Sound Physicians
Symphony Workforce
TorchStone Global
UNANIMOUS
Unidine Corporation
Union Bank & Trust
Vivid Energies
VTI Security

NHA AFFILIATE MEMBERS

Partner Affiliate Members

Accurate Background
Acute Care, Inc.
American National Bank
ASI Signage Innovations
Aureus Medical Group
BKD CPAs & Advisors
Chief Construction
Constellation Energy
D.A. Davidson & Co.
Davis Design
Docs Who Care
Dohman, Akerlund & Eddy, LLC
Douglas County Community Mental Health Center
Electronic Sound, Inc.
EZ Way, Inc.
First American Healthcare Finance
General Collection Co.
Great Plains Communications
Healthcare Compliance Testing
Holland Basham Architects
Intellicom
Jablonski Physics Services
Lincoln Financial Group
Lincoln Regional Center
Live On Nebraska
Medi-Waste Disposal
MedPro Group

Merritt Hawkins
MetaCat by MetaLogic, Inc.
Midlands Choice, Inc.
Midwest Alarm Services
One Source The Background Check Co.
Pathway Design Group
Professional Associates, Ltd.
ProMed Logistics
Providers Plus, Inc.
RDG Planning & Design
Regional Care, Inc.
RehabVisions
The Rhino Group, Inc.
Risk Administration Services (RAS)
Ryder Rosacker McCue & Huston
Schemmer
Secure Enterprise Assest Management, Inc.
Seim Johnson, LLP
Seven Citadels Consulting, LLC
Signature Performance, Inc.
SilverStone Group/HUB
Staff Care, Inc.
TEKNOFLOR
TruBridge
UnitedHealthcare
VA Nebraska-Western Iowa Health Care System

Patron Advanced Affiliate Members

CyncHealth
Nebraska Association of Nurse Anesthetists

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.

Safety Matters

The NHA Safety Matters e-newsletter is a quarterly publication that provides a means of communicating vital workplace safety-related information, including but not limited to: announcing new safety practices and guidelines, raising safety awareness, reviewing safety resources available for hospitals and sharing regulatory and compliance updates.

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 COVID-19. EP News provides the latest information on disaster readiness for hospitals and health care facilities.

e-Bulletin

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

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.

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.

Quality Matters

Each month, this e-newsletter is delivered to Nebraska's quality leaders to provide information and resources regarding issues that impact hospital quality, educational opportunities and the latest updates on HQIC.



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