

**NHA** | NEBRASKA  
HOSPITALS

# Member Services Guide



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# Introduction

Nebraska hospitals face unprecedented challenges: workforce recruitment and retention, financial pressures from high inflation and low reimbursement rates, and barriers to patient transitions. The NHA and its 92 member hospitals must chart a course for the future. As your hospital association, we commit to proactive policy development, advocating for hospitals, training leaders, fostering collaboration, sharing best practices, providing accessible data, and forging partnerships for health research. We offer educational opportunities, expand leadership programs, and promote beneficial programs from other organizations. By collaborating with partners and filling gaps, we aim to strengthen Nebraska hospitals. The NHA will be your trusted source and influential advocate for years to come.

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# Advocacy

The NHA Advocacy Team influences health care policies in Nebraska. They focus on building relationships with policymakers to promote legislation that will positively impact NHA members. Through advocacy, NHA members contribute to effective policies for a health care system that meets the needs of all Nebraskans.

## **Policy Development Committee (PDC)**

The PDC meets five times a year to help guide the NHA advocacy team on important legislative issues. The PDC discusses and recommends legislation to the NHA Board that the NHA will support, oppose, or monitor.

*Staff Contact: Andy Hale*

## **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 legislative and political interests of the NHA and provides members with another means to ensure that the needs of the NHA membership are met. Through the NHA PAC, we support health care champions to protect and advance Nebraska hospitals.

*Staff Contact: David Slattery*

## **Advocacy Action Center**

The NHA's online Advocacy Action Center is your one-stop shop to take action on key state and federal priorities. On this website, you will see the NHA's top priorities and be able to customize a message to your state or federal elected officials. This grassroots reinforcement of our lobbying efforts will be key to advancing our policy priorities.

*Staff Contact: Andy Hale*

## **Hospital Leaders of the Week**

During the legislative session, Nebraska hospital CEOs can sign up to be our Hospital Leaders of the Week and join the advocacy team at the Capitol Rotunda to meet with senators and discuss important legislation.

*Staff Contact: Andy Hale*

## **American Hospital Association (AHA) Annual Conference**

Each April, the NHA travels to Washington, D.C. with our members to meet with our federal delegation to discuss important hospital and health care issues.

*Staff Contact: Andy Hale*

## **NHA Advocacy Day**

Each Spring, NHA members from across the state visit the Nebraska Capitol to discuss important legislation with their elected officials during our annual Advocacy Day event.

*Staff Contact: David Slattery*

## **Legislative Wrap Up**

After the Nebraska Unicameral adjourns sine die, the advocacy team sends members a report on legislation that directly affects hospital procedures.

*Staff Contact: David Slattery*

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# Regulatory Improvement & Emergency Preparedness

The Nebraska Hospital Association is committed to promoting a regulatory environment that fosters innovation, competitiveness and economic growth while ensuring patient safety, security and health. The NHA and member hospitals work to identify regulatory burdens and inefficiencies, propose regulatory reform, and work with NHA advocacy team to advocate for their adoption.

## **De-escalation Training**

The Nebraska Hospital Association offers a certified de-escalation trainer for on-site certification. NHA offers a 1-day Elements course or a 1.5-day Advanced course.

*Staff Contact: Angela Ling*

## **Workplace Violence Task Force**

The purpose of the Workplace Violence Task Force is to re-vamp the "Addressing Workplace Violence in Our Hospitals" toolkit providing easy to use tools and/or information to make Hospitals a safer place.

*Staff Contact: Angela Ling*

## **Regulatory Improvement Council**

The purpose of the NHA Regulatory Improvement Advisory Council is to promote a regulatory environment that fosters innovation, competitiveness and economic growth while ensuring patient safety, security and health. The group works to identify regulatory burdens and inefficiencies, propose regulatory reform and work with the NHA advocacy team to advocate for their adoption.

*Staff Contact: Angela Ling*

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# Workforce & Education

NHA and its members prioritize addressing workforce shortages in health care. NHA will lead efforts in tackling current and projected health care workforce shortages through policy, research, collaboration, and communication. The NHA is committed to providing a myriad of educational opportunities for all disciplines within hospitals and health care systems. We strive to offer in-person as well as virtual education at minimal cost to members. CEUs available when possible.

## Leadership Institute

The NHA Leadership Institute continues to be a great opportunity for our emerging health care leaders to gain leadership skills and competencies through a series of college-style, interactive sessions. In addition, participants in the program develop relationships with peers across the state and see first-hand many of our hospital facilities.

*Staff Contact: Brian Noonan*

## Nebraska Health Careers Pipeline Program

The Nebraska Health Careers Pipeline Program is a standardized health science curriculum for grades 3-12, encompassing nursing homes and assisted living communities. The program offers a seamless path for students, inspiring and equipping them to pursue health science studies in college. The strategy is founded on hands-on, grade-specific exploration curriculum in collaboration with hospitals, clinics, schools, and nursing homes facilities. Real-life experiences are integrated, considering the diverse demographics across Nebraska.

*Staff Contact: Stacey Ocander*

## Preceptor Training

In collaboration with key stakeholders, the NHA Quality Team will be offering clinical preceptor training in six regional meetings throughout 2024. This training will prepare current staff to create an effective and meaningful preceptor experience for newly hired nurses assisting them to find the professional nursing identity and thrive in their career. Additionally, NHA is partnering with collaborators to create a program that allows for hospital staff nurses to serve as student clinical instructors within their own organization thus opening opportunities for additional clinical sites across the state.

*Staff Contact: Margaret Woepfel*

## Educational/Event Calendar

The NHA offers 100+ educational opportunities (including virtual and in-person) for a nominal fee (many are free to members) covering relevant and timely topics such as compliance and regulation, revenue cycle management, price transparency and more.

*Staff Contact: Tiffani Cullin*

## NHA Foundation Health Care Career Scholarship Program

The NHA Research and Educational Foundation offers undergrad and graduate scholarships designed for students interested in a career in health care.

These scholarships assist students who are working toward a career to improve the health and well-being of Nebraska's communities. The foundation has successfully awarded over \$600,000 in scholarships to employees of NHA member hospitals.

*Staff Contact: Brian Noonan*

## Research and Educational Foundation

The Nebraska Hospital Association Research and Educational Foundation (NHAREF) is a nonprofit organization focused on charitable, scientific, and educational endeavors. Their objectives include providing quality onsite and web-based educational programs, publications, and training products to assist health care providers in meeting regulations and delivering quality patient care. NHAREF offers scholarships for students pursuing health care careers, supporting their pursuit of a high-quality education.

*Staff Contact: Brian Noonan*

## Nebraska Health Care Workforce Collaborative

The Nebraska Health Care Workforce Collaborative is a partnership of the Nebraska Hospital Association, Nebraska Rural Health Association, University of Nebraska System, Nebraska State College System, Nebraska Community Colleges, Nebraska Independent Colleges, and Center for Nursing. The Collaborative creates a forum where partner organizations from higher education and health care, as well as other interested stakeholders, can share timely and accurate information about the current health care workforce, future health care workforce needs, and health care education programs in Nebraska.

*Staff Contact: Margaret Woepfel*

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# Communications & Member Engagement

NHA Communications keeps members informed about the latest news and information that impacts their hospitals. The goal is to provide timely updates on legislation, quality improvement, education, and emergency preparedness. Through our many publications, public relations and social media efforts, NHA Communications ensures our members stay informed, make informed decisions, and successfully navigate the evolving, complex health care landscape.

We provide members with opportunities to network with fellow 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.

## Annual Convention

Each October, the NHA hosts the largest health care conference and trade show in Nebraska. This three day event showcases nationally known keynote speakers, an awards banquet and The Caring Kind Awards luncheon, honoring our most revered health care workers across the state.  
*Staff Contact: Brian Noonan*

## Nebraska Rural Health Conference

This annual in-person conference is hosted jointly with the Nebraska Rural Health Association and provides educational and networking opportunities for both hospitals and clinics. An awards luncheon and trade show are part of the conference with a focus on rural health.  
*Staff Contact: Brian Noonan*

## Administrative Professionals Conference

This one day conference is an opportunity for administrative professionals at our member hospitals to learn new skills, network with peers and become rejuvenated.  
*Staff Contact: Tiffani Cullin*

## NHA Messaging and Media Relations

NHA Communications is responsible for the marketing, promotion and public relations of all NHA programs and initiatives. We utilize email, ZOOM and social media to promote messaging to members, policymakers and the general public. We encourage you to like and share our posts on social media, including Twitter, LinkedIn, Facebook and Instagram.  
*Staff contacts: Brian Noonan and Taylor Craig*

## Newslink

A weekly member newsletter delivered on Fridays via e-mail. Every issue includes up-to-date information regarding NHA news, educational opportunities and updates from our different NHA departments.  
*Staff contact: Brian Noonan*

## Healthier Nebraska

Our quarterly print publication helps amplify stories from our members including patient success stories, medical breakthroughs and milestone projects. Advertising space is also available to vendors and partners.  
*Staff contact: Tiffani Cullin*

## CEO Listserv

This email based listserv allows for peer-to-peer communication for hospital CEOs. Contact NHA Communications to be granted access to this tool.  
*Staff contact: Brian Noonan*

## Weekly member calls

These weekly video conference calls provide our members with important updates from our different departments, as well as a forum for discussion on key topics facing our hospitals.  
*Staff contact: Andy Hale*

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# Finance

The NHA Finance Department provides 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), the Nebraska Department of Health and Human Services (DHHS), and other agencies/organizations as appropriate to influence financial policy and achieve reimbursement fairness.

## Revenue Cycle Residency Program

Hospitals face a revenue cycle landscape that is growing in complexity. To address this challenge, we have developed the Revenue Cycle Residency Program. This program is intended to serve as an introductory residency for newer revenue cycle leaders or those interested in working in hospital revenue cycle. It addresses revenue cycle compliance, front office revenue cycle, back office revenue cycle, and best practices.

*Staff Contact: Michael Feagler*

## CFO Calls

A bi-weekly call with CFOs and other people in financial services of our membership. We share what is going on at the state and federal levels, as well as third-party payer organizations in terms of reimbursement and regulatory issues.

*Staff Contact: Michael Feagler*

## All-Payer Advisory Group

The All-Payer Advisory Group assists the NHA in accomplishing its health insurance policy responsibilities. The All-Payer Advisory Group is charged with (1) Implementing the health insurance policy processes within NHA and to make recommendations; (2) implementing a system for identification of those issues advantageous to NHA and its members at the state and federal levels so that the NHA can express its collective opinion through a policy statement or position; and (3) recommending policy positions to the Board of Directors

*Staff Contact: Michael Feagler*

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# Data

The NHA collects and analyzes accurate and reliable Nebraska hospital health care and administrative claims data. The data is used for analysis and decision-making relative to the health care needs of the State of Nebraska and its residents. The NHA Dimensions Portal has various capabilities ranging from at a glance dashboards to the slice and dice tool allowing advanced users full customization by selecting their own elements and report layout. The Nebraska Hospital Association will continue its strategic role as a data aggregator for the NHA and Nebraska hospitals. In 2023, the Nebraska Hospital added the collection and aggregation of Rural Health Clinic claims data, a Predictive Analytics dashboard and a Health Equity – Social Determinates of Health dashboard.

## Analytics

The Dimensions program allows members to select any combinations of claims data for analysis.

Top use cases include, but are not limited to:

- Analyzing Market Share
- Perform Patient Services Assessments
- Plan Hospital Services
- Recruit and Analyze Physicians
- Benchmark with Peers
- Address Community Health Needs
- Predict 3-5 year trends

*Staff contact: Sachi Verma*

## Research

NHA provides approved data to researchers and public health figures to advance the current and future health of Nebraskans.

*Staff Contacts: Sachi Verma*

## DHHS Statute Reporting

NHA provides data to Nebraska DHHS on behalf of Nebraska hospitals for reporting mandates. Includes; External Cause of Injury, Head, Brain & Spinal Cord Injury, Ambulatory Surgical Center, Communicable Diseases, Parkinson Disease Registry, Cancer Registry and Contagious, Infectious or Poisoning.

*Staff contact: Margaret Woeppel*

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# Quality

The NHA Quality Team is dedicated to enhancing patient outcomes and safety in Nebraska's hospitals. They work on efficient processes, partnerships, and workforce development to ensure high-quality care. The team provides resources and services to support cultural changes and safety initiatives. They organize quality conferences, facilitating knowledge sharing and networking among members. Virtual learning cohorts allow interactive discussions on improvement and safety. One-on-one sessions provide personalized education and training. The team assists with quality improvement projects, offering planning and evaluation expertise. Consulting services and interim positions are available for program enhancement. The NHA Quality Team empowers hospitals to improve care, reduce costs, and deliver patient-centered excellence through collaboration and continuous improvement.

## **CMS Quality Care Initiatives**

The NHA Quality Team engages directly with CMS supported quality programming that focuses on decreasing harm in the hospital, specifically in rural organizations. Through this program the quality team collects and analyzes hospital quality data, creates quarterly scorecards to trend performance while supporting hospitals in process improvement and education.

*Staff contact: Dana Steiner*

## **Quality Residency**

In partnership with the Rural QI Steering Council and the State Office of Rural Health, the NHA offers an annual 10-month quality training program. Sessions are focused on state and national quality requirements, building a robust quality program, and best practices for process improvement and sustainability. The NHA team has also developed a Quality Orientation Manual that serves as a reference to many key elements of health care quality programming.

*Staff contact: Dana Steiner*

## **Age-Friendly**

NHA has partnered with the AHA and IHI to bring the Age Friendly Care Model to Nebraska hospitals and communities. This model is focused on the spread of the 4Ms (mentation, mobility, medications & what matters) in the care of elderly patients. National certification is available to hospitals, nursing homes and clinics who complete the implementation process.

*Staff contact: Matt Lentz*

## **Statewide Quality Track**

The NHA is focused on education and performance improvement to allow for peer-to-peer learnings across the state of Nebraska. In partnership with Nebraska Department of Health and Human Services (DHHS) and the three Medicaid Managed Care Organizations, maternal health and safety will be a priority. Focused learnings will center on addressing maternal health deserts and access to care, preventing pre-term births, improving maternal and infant mortality, and addressing health disparities that may indicate increased risk of maternal safety challenges.

*Staff contact: Amber Kavan*

## **Quality Consulting**

NHA offers experienced short-term quality consulting for staffing gaps and/or quality and performance improvement guidance.

*Staff contact: Margaret Woepffel*

## **Nebraska CAH/RHC Conference on Quality**

This annual conference meets the educational needs of health care professionals, including leaders in quality, nursing, pharmacy, CEOs, board members, and providers. It focuses on national and state best practices, fostering intentional thought about the role of CAH Quality in Nebraska's health care future.

*Staff Contact: Margaret Woepffel*



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# Advisory Groups

## Data Council

The purpose of the Health Information and Data Committee is to advise the NHA on the information needs of member hospitals and the data to be collected. It provides counsel 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.

*Staff Contact: Sachi Verma*

## Health Research Committee

The purpose of the Health Research Committee is to work with credible researchers to ensure NHA data is used to advance health care research and improve health outcomes in Nebraska, while protecting the reputation of Nebraska hospitals from research proposals that misrepresent hospital data.

*Staff Contact: Sachi Verma*

## CMS Quality Programming Advisory Council

The purpose of the NHA CMS Quality Programming Quality Advisory Council is to provide guidance on CMS quality grant programming in Nebraska. The Council understands CMS quality requirements and serves as advisors on the execution of grant requirements at participating Nebraska hospitals. The Council guides and supports quality and performance improvement initiatives, evaluates results through engagement of quality data and ensures activities that will drive sustainability of effective changes.

*Staff Contact: Dana Steiner*

## Rural QI Steering Council

Mission: Inspire, mobilize and equip health care providers to improve health outcomes for all. Vision: To lead Nebraska to improved health for all.

*Staff Contact: Margaret Woeppel*

## Age-Friendly Advisory Council

The purpose of The Age-Friendly Advisory Council is to provide essential guidance and recommendations regarding the expansion and sustainability of Age-Friendly within the state of Nebraska. The council focuses on consistent implementation of the 4Ms and looks for opportunities to enhance the quality of care provided to the elderly patient.

*Staff Contact: Matt Lentz*

## Transitions of Care Council

The purpose of the NHA Transitions of Care Council is to provide a forum for better understanding issues surrounding transitions of care and facilitation of improved coordination of care transitions across the health care continuum within Nebraska. The Council guides and supports quality and performance improvement initiatives that will drive improved transitions of care. The Council includes representation from the NHA Board, member hospitals, long term care and assisted living facilities, home health care, Department of Health and Human Services (DHHS) representatives and other stakeholders as identified by the Council.

*Staff Contact: Amber Kavan*

## 340B Advisory Group

The 340B Advisory Group is comprised of NHA members who understand the issues and challenges surrounding the 340B Drug Pricing Program in Nebraska and nationwide. The purpose of establishing the 340B Advisory Group is to improve the performance and coordination in several key areas: (1) timely and accurate identification of issues of interest to the membership; (2) increased involvement of the NHA membership in 340B matters, both in identifying issues and influencing positions to be taken; (3) increased representation of state and national concerns; and (4) improved efficiency in allocation of NHA staff resources.

*Staff Contact: David Slattery*

## Scope of Practice Advisory Group

The Scope of Practice Advisory Group is comprised of NHA members who understand the issues and challenges surrounding scope of practice in Nebraska. The COVID-19 pandemic demonstrated non-physician providers have played a critical role in the health care system. These providers helped lead the public health response through the pandemic and expanded their ability to help fill provider shortages, particularly in rural areas.

This Advisory Group examines ways for licensing boards to consider changes with non-licensed positions. We are looking at steps we can take at the legislature and with regulatory bodies that create and implement the rules and regulations. It is important for scope of practice to reflect a professional's true expertise. We need everyone practicing at the top of their scope.

*Staff Contact: Andy Hale*

## Rural Emergency Hospital Consultations

The NHA and Nebraska Rural Health Association (NeRHA) are utilizing DataGen, Inc.'s Rural Emergency Hospital (REH) analysis to predict the impact of Medicare Fee-For-Service (FFS) payment changes on Critical Access Hospitals and small rural hospitals.

This analysis assesses the potential effect of transitioning from the current payment model to the new Rural Emergency Hospital (REH) payment. The NHA and NeRHA provide regional hospital and community education as requested, contracting with experts as needed. Both organizations act as the intermediary between interested hospitals and the RHRC for hospital-specific analytics and feasibility studies.

*Staff Contact: Jed Hansen*

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# NHA Services

For over 30 years, NHA Services, Inc. has been a for-profit subsidiary company of the Nebraska Hospital Association and a trusted partner for NHA members. We assist health care providers in enhancing operational and financial performance, improving quality and outcomes, and preparing for the future. Our commitment is to provide accessible and cost-effective solutions that address the evolving health care landscape. Through a rigorous vetting process, our preferred business partners meet the highest standards for quality and service. With our one-stop shopping approach and data-driven expertise, we strive to deliver optimal coverage options. As of 2023, NHA Services has contributed over \$1M in non-dues revenue to the Nebraska Hospital Association, further supporting our mission.

## **Educational Solutions**

NHA Services offers a comprehensive suite of health care educational solutions to meet the diverse needs of NHA members. These solutions empower health care professionals to enhance their skills, and deliver exceptional care to patients in Nebraska.

*Staff contacts: Jon Borton and Mike DeLanie*

## **Financial Solutions**

NHA Services provides a robust suite of financial solutions to support the financial needs of its members in the health care industry. These solutions encompass a wide range of services, including group purchasing programs, revenue cycle management, and financial consulting. By leveraging the extensive network and experience of NHA Services preferred business partners, NHA members can optimize their financial operations, streamline costs, and maximize revenue.

*Staff contacts: Jon Borton and Mike DeLanie*

## **Support Solutions**

NHA Services offers comprehensive operational support solutions designed to assist health care organizations in optimizing their operational efficiency and effectiveness. These solutions encompass a broad range of areas, including supply chain management, technology implementation, and quality improvement initiatives. By leveraging their preferred business partners, NHA Services helps members streamline operations, reduce costs, enhance productivity, and drive organizational success.

*Staff contacts: Jon Borton and Mike DeLanie*

## **Workforce Solutions**

NHA Services is committed to addressing the workforce challenges faced by health care providers and provides a range of solutions to support their needs. These workforce solutions include recruitment and staffing services, training and development programs, and workforce planning assistance. NHA Services preferred business partners help members attract, develop, and retain a skilled workforce, ensuring they have the right talent in place to deliver exceptional care and meet the evolving needs of the health care landscape.

*Staff contacts: Jon Borton and Mike DeLanie*

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# Bio-Electronics

For 47 years, Bio-Electronics has provided trusted maintenance, repair, and biomedical equipment management services to health care organizations. As a subsidiary of the Nebraska Hospital Association and the endorsed biomed partner of the Wyoming, Kansas and Missouri Hospital Associations, we prioritize providing cost-effective solutions to maximize equipment uptime coupled with expert customer service. Bio-Electronics serves nearly 300-contracted customers, including hospitals, clinics, laboratories, medical teaching institutions, as well as non-medical facilities across the Midwest. Additionally, we have expertise in dialysis, laboratory and respiratory equipment maintenance. Bio-Electronics' programs ensure compliance with all regulatory accreditation bodies to meet the highest biomed standards.

## **Radiology Solutions**

Bio-Electronics has expanded radiology service line for various clients through an exclusive partnership with Konica Minolta. Our certified radiology technicians provide full-service from installation through end-of-life for portable and stationary radiographic x-ray units, fluoroscopy, DR panels, and diagnostic ultrasound.

*Staff contact: Christine Widman*

## **Asset Disposition**

Bio-Electronics has partnered with Mazree to offer a solution for medical equipment asset redeployment. Mazree is an online medical equipment auction platform in which medical facilities may buy and/or sell used biomed equipment. This solution offers an opportunity to realize dollars for equipment no longer needed while managing equipment inventory.

*Staff contact: Christine Widman*

## **Accreditation Compliance Support**

Bio-Electronics' programs are centered on meeting the strictest accreditation standards. Our customer portal allows for access of all equipment data reports updated 24/7 in real time. Additionally, we provide virtual and in-person audit support to ensure successful survey compliance.

*Staff contact: Christine Widman*

## **Inventory Management**

Bio-Electronics' database offers a comprehensive inventory management solution to account for all testing responsibility, including for Bio-Electronics, manufacturer, and hospital personnel testing in a centralized inventory listing. Bio-Electronics provides two electrical safety in-service trainings annually to contracted facility maintenance staff, designed to help realize cost savings.

*Staff contact: Christine Widman*

## **Scope Repair & Surgical Instrument Service Resource**

Bio-Electronics has partnered with Total Scope, Inc. to provide a cost-effective, high-quality solution with quick turnaround time for endoscope, surgical instrument, and surgical camera repairs. Total Scope, Inc. is ISO: 13485 certified, with a rigorous inspection process, training programs for your facility, and recall systems.

*Staff contact: Christine Widman*

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