

# ASHNHA Strategic Framework – 2017-18

## CORE SERVICES

Maintain the internal infrastructure to support core services that help to impact the issues important to ASHNHA members.

### Legislative/Regulatory Advocacy

- Maintain capacity to track and respond to issues as they arise
- Proactively advocate on priority issues
- Develop legislative champions and lobbyist relationships

### Communication

- Member database to support communication
- Weekly and quarterly email newsletter
- Board meetings
- Website
- Social media
- Public media – image of hospitals/Nursing homes
- Site visits

### Education

- Annual conference & Legislative fly-in
- In person training based on member priorities
- Webinars/teleconferences

**Collaboration** – Promote dialogue and strengthen relations among members and key stakeholders

- Peer Networks/Committees - EC, CNO, CFO, Small Hospital, LTC, Patient Safety, Workforce
- External coalitions & stakeholders
- Government and private payers

## FOCUS AREAS

The priorities on which we focus resources, staff time, and attention. These are the areas where we provide opportunities for hospital/NH leaders to collaborate on solutions, share knowledge, and increase influence on priority issues.

**Policy Analysis** – Inform and engage members on state and national policy issues impacting health care in Alaska.

**Reform/Innovation** – Advance innovation and payment reform that aligns incentives among providers, payers, and patients.

**Workforce** – Promote initiatives to build a strong healthcare workforce.

**Quality & Patient Safety** – Facilitate comprehensive and collaborative quality improvement strategies.

## PRIORITY MEMBER SUBGROUPS

**Long Term Care** – Support the unique needs of LTC and co-located facilities.

- Payment, regulatory & audit issues
- Swing beds

- Needs of older adults with behavioral problems and dementia
- CNA training & background checks

**Small/Rural Hospitals** – Support small and rural hospitals to improve operational and financial performance and provide high quality patient care.

- Support for CAH specific needs through Flex program funding
- Seek opportunities for group purchases and collaboration to meet needs
- Focus on sustainability and transformation

**Ad Hoc Groups** – Pull together working groups to address common issues such as CON, provider tax, Senior Disability Services, MMIS, Medicaid reform.