

# 2018-2020 Strategic Plan

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The vision of the  
Nebraska Rural Health  
Association is to be the  
leading advocate for  
the improved health of  
rural Nebraskans.



NEBRASKA RURAL HEALTH ASSOCIATION

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2020 STRATEGIC OBJECTIVES

Our Mission is to bring  
together diverse interests  
and provide a unified voice  
to promote and enhance  
the quality of rural health.



## 1.0 - Representation and Advocacy

**Goal:** To empower our individual and collective members to effect positive change in rural health through grassroots advocacy efforts at the state and national levels. To give voice to rural Nebraska about health care policies that will protect and enhance accessibility, affordability and quality of health care.

<u>Strategy Objective</u>	<u>Responsibility</u>	<u>Timeline</u>	<u>Status</u>
<i>1.1 Objective:</i> Promote legislation at the state level that will enhance rural health.	Board Executive Director	Ongoing	
<i>1.2 Objective:</i> Support Medicaid Expansion in Nebraska that will benefit rural areas of the state.	Board Executive Director	Ongoing	
<i>1.3 Objective:</i> Promote legislation at the federal level that will enhance rural health.	Board Executive Director	Ongoing	

## 2.0 - Education Services

**Goal:** To provide educational opportunities, including the annual rural health conference, to our membership to allow them to acquire tools and resources to help them advance rural health in their communities.

<u>Strategy Objective</u>	<u>Responsibility</u>	<u>Timeline</u>	<u>Status</u>
<i>2.1 Objective:</i> Coordinate the Nebraska Rural Health Conference.	Conference Committee Executive Director	April 9, 2020	 In Process
<i>2.2 Objective:</i> Coordinate the Nebraska Rural Health Clinics Conference.	Conference Committee Executive Director	April 9, 2020	 In Process
Conduct an additional coding and billing workshop.		September 2020	
<i>2.3 Objective:</i> Explore opportunities to partner with other organizations to create a new rural health conference that will attract other participants for 2020 and beyond.	President Executive Director	December 2020	

## 3.0 - Membership Services

**Goal:** To have an energized, engaged, empowered, diverse and growing membership base with programs and services that provide value and benefit to rural Nebraska.

<u>Strategy Objective</u>	<u>Responsibility</u>	<u>Timeline</u>	<u>Status</u>
<i>3.1 Objective:</i> Convene the Ad Hoc Committee on Membership to develop a strategy to communicate benefits of membership, expanding student membership and recruitment of additional members.	Executive Director <u>Ad-Hoc Membership Committee:</u> Terri Lannan, Kristie Srickland and	March 2020	
<i>3.2 Objective:</i> Grow and diversify membership by increasing total members by 5%.	Board Executive Director	January 2020 – December 2020	 In Process

## 4.0 - Operational

**Goal:** To ensure that our infrastructure is sufficient to achieve our mission through efficient financial policies, governance, staff, office operations and technology.

<u>Strategy Objective</u>	<u>Responsibility</u>	<u>Timeline</u>	<u>Status</u>
<i>4.1 Objective:</i> Review and Approve the Administrative Policy Manual	Board Executive Director	January 2020	 COMPLETED
<i>4.2 Objective:</i> Enhance the website to include additional links to information, data and other organizations dealing with rural health in Nebraska	Executive Director	December 2020	

## 5.0 – Community Engagement

**Goal:** To provide a forum for the exchange and distribution of ideas, information, research, and methods for improvement of rural health and assist with the development of solutions to rural health problems which are applicable at the community, county, state, regional and national levels.

### Strategy Objective

**5.1 Objective:** Complete Implementation of the campaign titled “I Love Nebraska Rural Health” to raise awareness and visibility statewide to highlight the value of rural health in the state including:

Develop a central website to build a brand and to help promote the spread the “I Love Nebraska Rural Health” message to ignite conversations statewide

Develop tools for engage communities and healthcare providers at the local level in Nebraska to understand the issues and future of rural health.

Develop tools to educate the public on changes and issues in rural health care (state and federal level), particularly in Nebraska though telling stories!

### Responsibility

Board  
Executive Director

### Timeline

April 2020

August 2020

September  
2020

### Status

 In Process

 In Process

 In Process

## 6.0 – Rural Health Innovation Coalition

**Goal:** To find new approaches and organizational frameworks improve health outcomes, control costs, and improve population health in rural Nebraska.

### Strategy Objective

*6.1 Objective:* Continue to lead the effort develop a new model for Nebraska that moves us towards the goal of testing new payment and service delivery models that may reduce cost, while also providing care of similar or higher quality. Submit a grant application to the Sherwood Foundation.

### Responsibility

Rural Health  
Innovation Steering  
Committee

Executive Director

### Timeline

February 15,  
2020

### Status

 Grant  
Application  
Submitted

## 7.0 - Financial Stewardship

**Goal:** To sustain the Association’s long-term viability to deliver on our mission with thoughtful strategic choices that ensure we have sufficient financial resources for the future.

### Strategy Objective

*5.1 Objective:* Meet the 2020 budget

*5.2 Objective:* Produce a net margin of 5%.

### Responsibility

Executive Director

Executive Director

### Timeline

January 2020

December 2020

### Status