

2018-2020 Strategic Plan

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

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


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	September 2, 2020	 Completed
<i>2.2 Objective:</i> Coordinate the Nebraska Rural Health Clinics Conference.	Conference Committee Executive Director	September 2, 2020	 Completed
Conduct an additional coding and billing workshop.			 Cancelled due to Covid-19
<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	 Defer to 2021



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 Kendra Brown	May 2020	 Completed
<i>3.2 Objective:</i> Grow and diversify membership by increasing total members by 5%.	Board Executive Director	January 2020 – December 2020	 Not Completed

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	July 2020	 Not Completed

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

August 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

Responsibility

Timeline


Status

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.

Rural Health
Innovation Steering
Committee

Executive Director

February 15,
2020

 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

Responsibility

Timeline

Status

5.1 Objective: Meet the 2020 budget

Executive Director

January 2020

 Not Completed

5.2 Objective: Produce a net margin of 5%.

Executive Director

December 2020

 Not Completed