







# KHA Strategic Plan: 2020-2021



**Mission:** The Kentucky Hospital Association will be the leading voice for Kentucky health systems in improving the health of our communities.

**Vision:** To transform the health landscape to make high quality care more affordable and accessible for the people of Kentucky.

Goals:	Advocacy & Policy Development 	Safety, Quality Service 	Preserve Access 	Economic Success 	Member Engagement 	Organizational Excellence 
Objectives:	<ul style="list-style-type: none"> <li>• Fund Medicaid/preserve expansion</li> <li>• Successful State Advocacy</li> <li>• Advocate for CON program</li> <li>• Federal Advocacy</li> <li>• Reduce administrative burden</li> <li>• Transparency</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce preventable health care associated patient and employee harm</li> <li>• Through members, improve health care outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Assure adequate workforce for the future</li> <li>• Improve behavioral health services access</li> </ul>	<ul style="list-style-type: none"> <li>• Successfully implement UPL program</li> <li>• Enhance payment adequacy and accuracy</li> <li>• Preserve 340B Prescription Program</li> </ul>	<ul style="list-style-type: none"> <li>• Restructure Board</li> <li>• Invest / expand KHA data program</li> <li>• Enhanced member educational programs</li> <li>• Improve member satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>• Increase non-dues revenues</li> <li>• Fiscal responsible well-run organization</li> <li>• Workplace culture of excellence and accountability</li> </ul>
COVID-19	<ul style="list-style-type: none"> <li>• Financial Relief</li> <li>• Waivers</li> <li>• Guidance/Policy Recommendations</li> <li>• Liability Protection</li> </ul>	<ul style="list-style-type: none"> <li>• Clinical Guidance</li> <li>• CMO Calls</li> <li>• Website COVID Toolkit</li> </ul>	<ul style="list-style-type: none"> <li>• PSAs</li> <li>• Social Media</li> </ul>	<ul style="list-style-type: none"> <li>• HRIP Full Pay Out</li> <li>• Testing Partner</li> <li>• ASPR Grants</li> </ul>	<ul style="list-style-type: none"> <li>• Streamlined Data Reporting</li> <li>• COVID Dashboards</li> <li>• Daily Update</li> <li>• Remdesivir Distribution</li> <li>• PPE Exchange</li> </ul>	<ul style="list-style-type: none"> <li>• COVID Huddles</li> <li>• Managed Expenses</li> </ul>
Actions	<ul style="list-style-type: none"> <li>• Educate lawmakers on KHA Platform</li> <li>• CHFS Collaboration</li> <li>• Influence key issues</li> <li>• D.C. Focus</li> <li>• Collaborate with allies</li> <li>• Use Social Media</li> </ul>	<ul style="list-style-type: none"> <li>• Improve star ratings</li> <li>• Sepsis Consortium</li> <li>• SOS</li> <li>• Next Phase of KHIIN</li> <li>• Workplace Violence</li> </ul>	<ul style="list-style-type: none"> <li>• Workforce Data</li> <li>• Telehealth</li> </ul>	<ul style="list-style-type: none"> <li>• HRIP</li> <li>• New MCOs</li> <li>• MCO Performance</li> <li>• Pharmacy Committee</li> <li>• Medicare Advantage</li> </ul>	<ul style="list-style-type: none"> <li>• Data Dashboards</li> <li>• COVID-19 Data</li> <li>• Quarterly Reports</li> <li>• Town Halls</li> <li>• Measure Satisfaction</li> <li>• ROI Report</li> </ul>	<ul style="list-style-type: none"> <li>• Staff Huddles</li> <li>• Plan to increase non-dues revenue</li> <li>• Link staff performance to strategic plan</li> <li>• Dashboard on KPI</li> </ul>