



# 2026

IOWA HOSPITAL ASSOCIATION

## STRATEGIC INITIATIVES

### Our Purpose

*We reimagine health care in Iowa for life-changing outcomes.*

### Strategic Priorities

Thought Leadership

Drive Innovation

Collaboration

### Contact Us

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## Financial Strength

Pursue initiatives to strengthen the financial position of Iowa hospitals and protect Iowans' access to care.

### Quality

- Invest resources to support hospitals' Directed Payment Program (DPP) quality initiatives
- Position IHA as a quality resource for member hospitals

### Directed Payment Program (DPP)

- Secure CMS approval of SFY27 preprint
- Provide policy advocacy and education to ensure the DPP remains robust and responsive to hospital needs

### Rural Health Transformation Program (RHTP)

- Position IHA as both a navigator and amplifier of the state's RHTP

## Workforce

Collaborate with Iowa hospitals to strengthen workforce environments through innovative recruitment and retention strategies.

### Strengthening the healthcare talent pipeline

- Position the Iowa Healthcare Education Portal for growth by expanding its health care career offerings and modernizing the portal to drive increased interest in health care careers
- Drive greater school and student participation in Health Sciences Career Day
- Develop a targeted communications strategy that positions Iowa hospitals as critical to advancing the future of Iowa

### Securing and developing hospital talent

- Launch CEO cohorts that encourage shared learning and boost member engagement
- Deliver strategic tools and resources that strengthen hospital workforce development and retention

## Health Care Innovation

Accelerate hospital and statewide health care innovation by advancing artificial intelligence (AI) solutions, guiding strategy, and strengthening collaboration and education.

### Advance AI

- Identify AI solutions to address clinical, operational, financial, and workforce challenges by leveraging the Innovation Council and engaging preferred partners

### Convene and Educate

- Establish emerging health care technology educational opportunities and provide other IHA resources to support AI education, governance and policy development

