



Iowa Community HUB

2024 End of Year Report

Financial Outlook

<i>Outlook</i>	<ul style="list-style-type: none">• Financially stable with positive operating income and reserves• Priorities include refining pricing strategy, improving cost management, and strengthening data systems.
<i>Grants & Contracts</i>	<ul style="list-style-type: none">• 221% increase (2024) vs (2023)• 5 national grants• 1 state funder supporting HUB navigation• 3 state funders supporting food• 7 contracts (3 national, 4 state)
<i>Labor Cost</i>	<ul style="list-style-type: none">• Largest overall expense• Continue to work to expand the HUB Navigation team

Grant and Contract Project Progress

<i>CDC Arthritis Grant</i>	<ul style="list-style-type: none">• 1102 total participants enrolled in an AAEBI since July 2023• 85 total workshops delivered since July 2023• 350 total referrals to an AAEBI since July 2023• 49 total instructors trained to deliver AAEBIs• Landscape Analysis Report Finalized HERE
<i>Year 1 Arthritis Care Model</i>	<ul style="list-style-type: none">• Built CCH-PHC partnership infrastructure<ul style="list-style-type: none">○ Business and data arrangements with PHC○ Software changes for e-referral○ Workflow identification and modification○ EHR modifications• Training for care teams was developed• Site visit by NACDD team
<i>Sole Source – DPP Project</i>	<ul style="list-style-type: none">• Iowa Community HUB participates in CDC office hours and tech meetings to advance the multidirectional e-referral system and Umbrella HUB Arrangement.• Presented for the national Diabetes Match Initiative Sprint Series: “Sprint 3: Implementing the UHA Business Plan”• Onboarded & supporting 3 new orgs to deliver NDPP and BCBH<ul style="list-style-type: none">○ Knoxville Hospital for NDPP○ Mary Greeley Hospital for NDPP○ Avera Health for BCBH



<p><i>ACL Falls Prevention Grant</i></p>	<ul style="list-style-type: none"> • Supporting 6 organizations’ Tai Chi for Arthritis program • Supporting 3 organizations’ Stepping On program • 121 total participants since July 2024 • Planning underway for training instructors to provide Pisando Fuerte
<p><i>USAgging COE CCH Grant</i></p>	<ul style="list-style-type: none"> • Engaging in monthly national learning communities focused on CCH work to enhance expertise in healthcare payment contracting. • Collaborating with a payer partner to develop a healthcare payment contract for falls prevention efforts—currently in the draft phase • Established relationship with national SME for contracting
<p><i>DASH Incubator Project</i></p>	<ul style="list-style-type: none"> • Empower individuals with lived experience to build expertise and drive policy change • We hired the following independent contractors: Jimmy Reyes (Board Chairman), Ben Grauer (Co-Chair), and Keesha Ward (Community Member Representative)
<p><i>Iowa Falls Prevention Coalition</i></p>	<ul style="list-style-type: none"> • 3-Year Action Plan summary of work in 2024 - HERE • New 3-Year Action Plan developed - HERE • 2024 HUB Landscape Assessment Report for Falls - HERE • ASTHO Project Action Plan - HERE • Supported efforts to develop the first local falls prevention coalition in Story County • Proclamation Signed - HERE • Supported and help manage the referrals for the Iowa Falls Screening Program - HERE
<p><i>Community Fresh Produce Program</i></p>	<ul style="list-style-type: none"> • The Iowa Community HUB’s (HUB) Produce Box Program was created to address gaps in Iowa’s Produce Prescription Program (PPP) • Since February 2024, we have had 342 individuals receive at least one home-delivered, fresh produce box. • We thank our current and past funders: Farm Credit, United Way of Central Iowa, Prairie Meadows, Iowa HHS contract, USAgging Grant
<p><i>SNAP-Ed HEAL Grant</i></p>	<ul style="list-style-type: none"> • We support low-income residents in the 50314 area eligible for SNAP-Ed, improving access to healthy food and nutrition education. • We formed a local coalition of seven community leaders driving PSE strategies for healthy eating and active living in 50314. • Our Community Advisory Group (CAG) includes four residents who have engaged with Grace Fitness programs + HUB Produce Box Program, providing insights to guide our work for the next three years.
<p><i>ACL National Learning Communities 2021-2025</i></p>	<ul style="list-style-type: none"> • 2024 Capacity Assessment – Summary <ul style="list-style-type: none"> ○ Iowa CCH has strong expansion potential, with solid community and healthcare partnerships. ○ Clear mission and growth-focused strategy. ○ Partner engagement is through advisory groups, MOUs, and data-sharing agreements.

- **Formalize a value proposition for sustainable revenue generation for long-term financial health**
- **To drive revenue growth, focus on showcasing outcomes, improving healthcare communication, and aligning performance with contract expectations.**
- **Enhancing interoperability, billing, and communications will be essential for long-term sustainability.**

HUB Major Milestones

<p>General Milestones</p>	<ul style="list-style-type: none"> ● ~550 healthcare providers have made referrals to the HUB ● 3500+ individuals have enrolled in a program within the HUB partner network in 225 workshops ● 30 onboarded program provider organizations ● Secured a legal counsel agreement for ongoing legal support ● Obtained 3M in cyber security
<p>Staffing Structure</p>	<ul style="list-style-type: none"> ● We hired the following new staff: <ul style="list-style-type: none"> ○ Director of Operations ○ Billing and UHA Manager ○ Lead HUB Navigator ○ Marketing and Communications Specialist
<p><i>Technology Expansion</i></p>	<ul style="list-style-type: none"> ● Vega is working with the HUB to establish a multi-directional e-referral system following national data standardizations ● Vega continues to improve the integration of participant data, community resources, and program outcomes. ● Partnered with Launch IT to develop a portal for onboarding partners, managing the partner network, and supporting engagement and programs.
<p><i>Board of Directors</i></p>	<ul style="list-style-type: none"> ● Jimmy Reyes, Board Chairman started in November ● Bylaws updated and approved ● Recruiting new Board members for 2025
<p><i>Cross-Sector Partnerships</i></p>	<ul style="list-style-type: none"> ● HUB Advisory Group <ul style="list-style-type: none"> ○ 85+ member group of community-based orgs across the state ○ Open, welcoming environment for members to discuss challenges, barriers, and successes in bridging health and social care ○ Check HERE for ways community partners can engage ● Arthritis Teams <ul style="list-style-type: none"> ○ HUB manages 6 project teams including a Referral Partner Team, Delivery Organization Team, Statewide Program Coordination Team, Connector Partner Team, Marketing Partner Team, and an Evaluation Team ○ 46+ community partners supporting this effort

	<ul style="list-style-type: none"> • Iowa Falls Prevention Coalition <ul style="list-style-type: none"> ○ HUB co-chairs the coalition with 74+ members from across the state that can be seen HERE
<i>Spotlight</i>	<ul style="list-style-type: none"> • NACDD Spotlight on the Iowa Community HUB - HERE • 2024 Iowa Public Health Association Partner of the Year Award

A Public Health Framework for Collaborative Arthritis Management and Wellbeing

