



Iowa Community HUB Charter

October 2021
Revised 01-19-2023

I The Iowa Community HUB

The name of the organization is *The Iowa Community HUB, aka HUB*. It has been in existence since Feb. 2020.

Mission Statement:

Support community partners to initiate, expand, and sustain health and wellness programs and services that address important health issues facing our communities.

Purpose:

The HUB ensures individuals have equitable access to statewide resources available across Iowa and that community-based organizations receive ongoing support for their programs and services through a membership relationship with the HUB that also promotes quality practices through translational research and science-based applications.

Operations: The operational design of the HUB has three strategic areas that is coordinated and managed by the HUB Manager (CHPcommunity) to achieve success. See Addendum 3.

1. Access
2. Member Support
3. Quality

II Overall Strategic Plan 2021-2025

Objective #1 – Create a HUB model that connects individuals of all ages, abilities, and incomes to programs and services that address the social determinants of health and decreases the occurrence or severity of chronic disease in Iowa. (Access)

Objective #2 – Provide support to community-based organizations (CBOs) in their implementation, expansion, and sustainability of quality programs and services through a membership relationship that strengthens the mission and culture of CBOs. (Support)

Objective #3 – Design the HUB to share data securely and effectively with community-based partners spanning multiple programs and services boosting statewide health initiatives and community care coordination. (Care Coordination)

Objective #4 – Partner with translational research scientists to ensure optimal effectiveness and implementation of community programs and communications between HUB stakeholders. (Quality)

Objective #5 – Establish a financial plan braiding public and private funding sources for a sustainable infrastructure for the HUB intended for the continuous efforts to improve the health of Iowans. (Sustainability)

II HUB Advisory Group

The HUB Advisory Group provides non-binding strategic advice to the development and management of the HUB. It consists of community partners who are accomplished experts with decades of experience in their respective industries. The HUB Advisory Group creates a “learning forum” around the HUB model and helps advance the purpose of the HUB in Iowa.

Role of an Advisory Group member:

- Attend Advisory Group meetings and provide an independent source of information and advice in areas such as strategic planning, development, and management of the statewide HUB.
 - HUB Advisory Group meets every other month for one hour.
- Review HUB materials and provide guidance in the development of these materials.
- Read minutes, reports, and other documents to keep abreast of HUB activities.
- Disseminate relevant information to organizational members or employees, partner organizations, and/or community members through list serves, websites and newsletters as appropriate.
- **Subcommittees** – option to participate in subcommittees that align with group member’s passion and/or professional work and time commitment.

A current list of HUB Advisory Group members: see Addendum 1

III HUB Manager Responsibilities – CHPcommunity

- Manage the HUB operations, partner and vendor relations, and membership services for the successful achievement of the HUB strategic plan.
- Work with leadership of the Board of Directors to develop, direct, and evaluate the 5-year strategic plan of the HUB.
- Lead the development and maintenance of the HUB charter.
- Organize and manage HUB Advisory Group meetings including developing agendas and sending out meeting summaries.
- Achieve CDC DPRP full recognition and maintain recognition status in good standing on behalf of CBOs.
- Enroll with CMS as a MDPP supplier, with CBOs registered as administrative locations, to facilitate claims submission and reimbursement.
- Enter into data sharing agreements with vendors, health care system partners, and community-based organizations to enable secure exchange of personal health information.
- Enter into Master License Agreement including data sharing agreements and end user license agreements with a single source vendor selected for billing services. The contract will enable access of a proprietary cloud-based claim processing service for the purposes of tracking CBO

participant programmatic or customer service data and insurance coverage information and submitting claims on behalf of CBOs.

- Enter into Master License Agreement including data sharing agreements and end user license agreements with Workshop Wizard, the single source vendor selected as the database management platform. The contract with Workshop Wizard enables statewide data and referral management, bidirectional feedback, and reporting program outcomes.
- Enter into contractual relationships with “Connector” partner organizations to enhance statewide system synergy for the purpose of optimally connecting individuals with the programs and services that address social care needs.
- Direct the development of, and subsequently operate, a sustainable HUB model in partnership with the Board of Directors, Medical Advisory Board, and community stakeholders to support the mission and purpose of the Iowa Community HUB.
- Convene regular check-ins with CBOs to report on progress, identify and resolve challenges, provide feedback on experiences, review reports on claim’s reimbursement, and discuss new opportunities for enriching the CBO-HUB partnership.
- Convene quarterly meetings with healthcare system and state agency partners to report on progress, identify and resolve challenges, provide feedback on experiences, and discuss new opportunities for enriching the partnership.

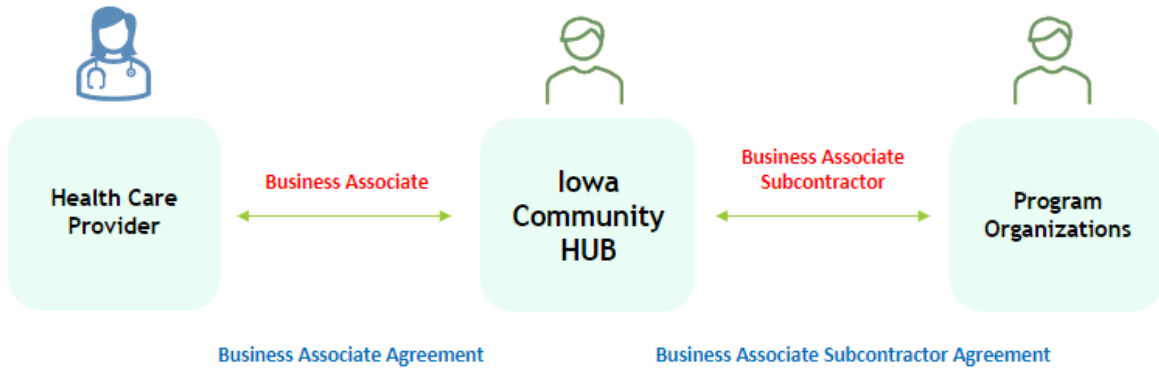
IV Membership: see Addendum 2

VI Translational Science

Using translational science within the HUB model not only provides support for CBOs across the state with their delivery of EBPs at a scale needed to see public health impact, but it also has the potential to allow researchers to study implementation processes and program sustainability, so that continual optimization and enhanced implementation of EBPs through HUB members occurs. In addition, using behavioral science principles and methods leads to optimum program effectiveness for participants and valuable communications back to the medical team (s) for enhancing patient care.

VII Compliance with HIPAA

The HUB will conduct business with honesty and integrity and in compliance with all applicable federal, state, and local laws. As a covered entity, the HUB is committed to protecting the confidentiality of personal health information (personal, medical, financial and insurance) in compliance with all aspects of the Health Insurance Portability and Accountability Act, 42 U.S.C. 1320d *et seq.* and its associated regulations (“HIPAA”).



All confidential information shared within the HUB or with its Business Associates (BA) will be the minimum necessary to accomplish the task or project and meet a documented need for the confidential information. The HUB will enter into Data Sharing Agreements that enable the secure exchange of personal health information.

Workshop Wizard is the software utilized by the HUB and is owned and developed by PAC Software, Inc. The data is backed up daily and encrypted in transit using HTTPS and at rest by using AWS EBS encryption (AES-256). The data are stored in a different city than the backups; both within the United States. Amazon Web Services hosts the servers and provide physical security and firewall protection. The servers are protected by WebRoot anti-virus software. Workshop Wizard websites are built to prevent SQL injection.

For more information:

www.iacommunityhub.org

<https://www.facebook.com/chpcommunityiowa/>

ADDENDUM 1

List of Members of the HUB Advisory Group – 01-19-2023

Organization	Contact and Role
Iowa Department of Health Human Services	<i>Ali Grossman, Referral-Based Intervention Coordinator</i>
National Association of Chronic Disease Directors	<i>Ali Jaglowski, Public Health Consultant</i>
Iowa State University	<i>Alison Phillips, Associate Professor of Psychology</i>
Iowa Department of Health Human Services	<i>Andrew Minear, Diabetes Primary Prevention Coordinator</i>
Iowa Department of Health Human Services	<i>Angela Doyle Scar, Executive Officer - Office of Healthcare Transformation</i>
MercyOne Des Moines	<i>Angela Shanahan, RN Case Manager</i>
Iowa State University	<i>Ashley Scudder, Research Scientist</i>
Findhelp	<i>Art Lopez, VP, Sales and Business Development</i>
Primary Health Care	<i>Bery Engebretsen, Chief Visionary</i>
Telligen	<i>Brian Feist, Senior Quality Improvement Facilitator</i>
Iowa Healthcare Collaborative	<i>Cari Seddon, Director Community Quality Initiatives</i>
Iowa Falls Prevention Coalition	<i>Carlene Russell, Dietitian</i>
University of Iowa	<i>Colette Galet, Associate Research Scientist</i>
Iowa Chronic Care Consortium	<i>Deb Kazmerzak, CHW Program Director</i>
VA Central Iowa	<i>Denise Behrends, Director of Therapy Services</i>
National Association of Chronic Disease Directors	<i>Elizabeth (Lisa) Erck, Public Health and Worksite Wellness Consultant</i>
Iowa State University	<i>Greg Welk, Professor of Research, Director of U-TuRN</i>
National Association of Chronic Disease Directors	<i>Heather Murphy, Public Health Consultant</i>
Primary Health Care; HUB Board of Directors	<i>Jennifer Groos, Lead Faculty for COPC Quality Improvement</i>
Iowa Hospital Association	<i>Jennifer Nutt, Vice President, Nursing and Clinical Services</i>
Iowa Department of Health Human Services	<i>Jill Myers-Gadelmann, Bureau Chief</i>
CynHealth	<i>Joy Doll, Vice President, Community Programs</i>
Iowa Primary Care Association	<i>Julie Baker, Director of Clinical Consulting</i>
Iowa Medical Society	<i>Kady Reese, Director Education and Engagement</i>
National Association of Chronic Disease Directors	<i>Katherine (Katie) Cachel, Public Health Communications Specialist</i>
Iowa Chronic Care Consortium	<i>Kathy Kunath, Training and Partner Relations</i>

University of Iowa	<i>Kathy Lee, Adult Injury Prevention Coordinator</i>
Iowa Department on Aging	<i>Kent Ohms, Community Living Director</i>
Findhelp	<i>Kristin Bennett, Customer Success Manager</i>
Iowa Association of Area Agencies on Aging	<i>Linda Hildreth, Executive Director</i>
Iowa Department on Aging	<i>Liz Fridley, Health Promotion Director</i>
Iowa Department of Health Human Services	<i>Maggie Ferguson, Brain Injury and Disability Manager</i>
National Association of Chronic Disease Directors	<i>Mari Brick, Public Health Consultant</i>
Iowa Department of Health Human Services	<i>Marilyn Jones, Program Planner 2</i>
Above and Beyond Cancer	<i>Mary Van Heukelom, Program Director</i>
Unite Iowa	<i>Megan Middaugh, Community Engagement Manager</i>
Iowa Primary Care Association	<i>Megan Westerly, Clinical Quality Consultant</i>
United Way	<i>Melissa McCoy, Director 211</i>
Telligen	<i>Michael Boyson, Program Specialist, Federal Health Solutions</i>
Iowa State University	<i>Michael Dorneich, Associate Professor</i>
Iowa Compass	<i>Michael Lightbody, Program Manager</i>
Iowa Total Care	<i>Paul Mulhausen, Chief Medical Director</i>
DM Supportive Housing; HUB Board of Directors	<i>Sarah Wigen, Director of Impact</i>
Amerigroup	<i>Shelby Sharp, Community Relations Representative</i>
Iowa Department of Health Human Services	<i>Shelley Horak, Executive Officer/Project Manager</i>
Milestones Area Agency on Aging	<i>Sonita Oldfield-Carlson, Evidence-based Programs Coordinator</i>
Happy at Home Consulting	<i>Sydney Marshman, Chief Executive Officer</i>
Iowa Primary Care Association	<i>Tiffany Conroy, Integrated Health Consultant</i>
Moline Healthcare of Iowa	<i>Tim Gutshall, Chief Medical Officer</i>
Easterseals Iowa	<i>Tracy Keninger, Rural Solutions & Assistive Tech Program Director</i>
Findhelp	<i>Vickie Walsh, Community Engagement Manager</i>
Iowa Alliance of YMCAs	<i>Wade Riedinger, Executive Director</i>
Broadlawns Medical Center	<i>Yogesh Shah, CMO and VP of Medical Affairs</i>

ADDENDUM 2



Community HUB Tiered Membership

We invite you to join our mission-aligned partner network to expand Iowa's capacity to initiate, grow, and sustain evidence-based programming.

The Community HUB is a nonprofit organization providing healthcare systems with the ability to extend beyond the walls of the clinic joining community partners in better managing chronic disease in Iowa.

As a member of the HUB, you can pursue program sustainability and achieve scale because HUB arrangements demonstrate network adequacy and greater collective impact.

HUB Basics	HUB Essential	HUB Complete	HUB Specialty
<ul style="list-style-type: none"> • Access Statewide Referral Network • Statewide Program Promotion • Resources for Program Management • Disability Resources for Inclusive Programming 	<p>HUB Basics included</p> <ul style="list-style-type: none"> • Referral Management • Participant Enrollment • Certification & Trainings • Professional Development & Networking 	<p>HUB Basics included</p> <p>HUB Essential included</p> <ul style="list-style-type: none"> • Program Management Database • Full Participant Navigation + Retention Support • Screening for Social Determinants of Health • Program Report Generation • Referral Correspondence • Reporting to National Funders 	<p>HUB Basics included</p> <p>HUB Essential included</p> <p>HUB Complete included</p> <ul style="list-style-type: none"> • Sustainable Reimbursement • Attain DPRP Full Recognition Status from the HUB • Operate as a single Medicare Supplier • Support for DPRP reporting requirements • Coverage under HUB Payer Contracts • Billing + Claims Reimbursement

ADDENDUM 3

Three strategic areas of HUB Operations

