



Iowa Community HUB Charter

Section 1: Purpose and Overview of the Iowa Community HUB

CHPcommunity is a nonprofit organization doing business as the Iowa Community HUB (Iowa HUB), a statewide Community Care Hub (CCH) established in February 2020. The Iowa HUB serves as a backbone organization that organizes, supports, and strengthens a statewide network of community-based organizations and partners working together to improve whole-person health across Iowa.

Consistent with the [Partnership to Align Community Care](#) framework and Community Care Hub strategies, the Iowa HUB works collaboratively across healthcare, public health, social care, and community sectors to address health-related social needs and expand access to evidence-based programs and services that help prevent and manage chronic disease. The Iowa HUB supports coordinated clinic-to-community connections, navigation services, referral systems, community engagement, and shared infrastructure that enhances collaboration, improves efficiency, and strengthens the capacity of community partners to serve Iowans.

Purpose: The purpose of the Iowa HUB is to prevent and manage chronic disease across Iowa by connecting individuals of all ages, abilities, incomes and lived experiences, to community health programs and support, ensuring everyone has access to resources and opportunities to lead healthy lives.

Vision: A healthy Iowa where all people have access to the programs, resources, and support they need to thrive.

Mission: We exist to help people live healthier lives by improving access to community programs, resources, and support services.

Section 2: Strategic Action Plan (2026–2028)

The Iowa HUB Strategic Action Plan serves as a guiding framework for organizational priorities, decision-making, partnership development, and long-term sustainability. The plan reflects the Iowa HUB's commitment to strengthening community-based systems of care, improving access to evidence-based programs and services, and advancing health equity across Iowa through collaboration, innovation, and shared accountability.

The following strategic goals will guide the work of the Iowa HUB during the 2026–2028 planning period:

Goal #1: Position the Iowa HUB as a statewide leader in advancing healthy communities by building strategic partnerships that strengthen collaboration, support programs, and expand services to meet community needs.

Goal #2: Increase awareness of the Iowa HUB's value, impact, and collaborative work by effectively communicating with stakeholders, partners, and the broader community.



Goal #3: Diversify and strengthen funding streams that support community organizations, expand value-based partnerships, and reinvest in innovation to improve community health outcomes.

Goal #4: Strengthen the Iowa HUB's information systems and operational infrastructure to support efficient, compliant, and sustainable management of contracts, billing, data, and partner collaboration.

The Strategic Action Plan will be reviewed regularly by HUB leadership and the Board of Directors to monitor progress, evaluate priorities, and ensure the Iowa HUB continues to respond to evolving community needs and opportunities across Iowa.

Section 3: HUB Advisory Group

The HUB Advisory Group is made up of representatives from healthcare, public health, academic, and community-based organizations across Iowa. The group provides a space for shared learning, collaboration, and open discussion about opportunities and challenges in connecting community-based services with healthcare systems. This work supports stronger clinic-to-community linkages across Iowa. The HUB Advisory Group meets virtually every other month for one hour.

Role of a HUB Advisory Group Member

- Participate in Advisory Group meetings and contribute input, insight, and guidance to support a collaborative network of partners working to connect healthcare and community-based services. This includes advancing efforts to address upstream drivers of health, reduce avoidable costs of care, and support long-term sustainability to improve whole-person health outcomes.
- Review meeting materials, reports, and updates to stay informed about collective activities, initiatives, and progress across the network.
- Provide feedback on shared tools, resources, and materials to support their ongoing development, improvement, and use across partners.
- Share relevant updates and information within your organization, professional networks, and community as appropriate (e.g., newsletters, listservs, meetings, or websites) to support awareness and engagement across the broader system.
- Participate in optional subcommittees. Five subcommittees meet between Advisory Group meetings. Members may join based on their interests, expertise, and availability to support deeper collaboration and focused work areas.

HUB Advisory Group Subcommittees

Health Systems Partnership Committee: The Health Systems Partnership Committee strengthens connections between the Iowa HUB and health system partners to improve patient access to community-based programs and resources. The Committee supports efforts to advance coordinated care and improve clinic-to-community linkages. The Committee focuses on:

- Increasing awareness of the Iowa HUB among health system partners
- Promoting education on chronic disease prevention and management programs
- Supporting screening to identify individuals at risk for chronic conditions and/or falls
- Strengthening referral pathways between clinical and community settings through the Iowa HUB



- Advancing secure, efficient data sharing and interoperability
- Strengthening bidirectional communication between healthcare and community partners

The Committee is guided by the HUB Board of Directors to ensure alignment with organizational strategy and priorities.

Healthy Communities Committee: The Healthy Communities Committee, led by the Iowa Community HUB, brings together partners from across Iowa to strengthen local systems of care and improve community health. The Committee supports Communities of Care initiatives by promoting collaboration, building partner capacity, and advancing community-based approaches to referral, navigation, and care coordination. Through shared learning and technical assistance, the Committee helps connect partners to needed resources while supporting sustainable improvements in community health across Iowa.

Lived Experience Action Council: The Lived Experience Action Council serves as a collaborative advisory group that ensures the Iowa Community HUB's programs, services, and partnerships are informed by the voices and expertise of individuals with lived experience. By translating community feedback into meaningful action and fostering collaboration with organizations across Iowa, the council helps strengthen equitable access to community resources and improve health outcomes for all Iowans.

Compliance and Data Integrity Committee: The Compliance and Data Integrity Committee ensures the Iowa Community HUB operates in compliance with all applicable federal, state, and local regulations, follows ethical standards, and maintains the accuracy, security, and appropriate use of data across HUB systems and partnerships. The Committee provides guidance on policies, procedures, and practices that promote transparency, accountability, and trust among partners and participants. The HUB's legal team, Compliance Officer, Director of Operations, and contracted Chief Information Security Officer (the "Internal Compliance Team") develop formal compliance and data governance policies, which the Committee reviews and provides feedback on to ensure they are practical, effective, and aligned with the HUB's mission and operations.

Section 4: Membership and Partner Engagement

Membership in the Iowa HUB is designed for program delivery organizations that participate in the HUB network to build capacity for initiating, expanding, and sustaining evidence-based programs that improve health and address health-related social needs. Member organizations receive structured support through the Iowa HUB to strengthen program delivery, improve coordination with healthcare and community partners, and support long-term sustainability. Through membership, organizations are connected to infrastructure, tools, and support that strengthen program delivery, coordination, and sustainability.

Agreements and Onboarding Requirements

Membership participation requires execution of a Memorandum of Understanding (MOU), a Data Sharing Agreement, and where applicable, a Business Associate Subcontractor Agreement. These agreements define roles, responsibilities, data use expectations, and compliance requirements within the HUB network.



Membership Engagement and Support

The Iowa HUB supports ongoing engagement with member organizations through a Membership Committee that convenes monthly as open office hours. These sessions provide a forum for program delivery organizations to share successes, challenges, barriers, and best practices, and to learn from subject matter experts, network partners, and HUB board/staff. The Membership Committee also serves as a space to share information on available resources, tools, and system updates that support program delivery, coordination, and continuous improvement across the network.

Iowa Community HUB Responsibilities to Members

The Iowa HUB provides infrastructure, systems, and partnership support that enables member organizations to effectively deliver, expand, and sustain evidence-based programs across Iowa. Through these supports, the HUB helps streamline program operations, improve access to participants, and strengthen long-term program sustainability.

Core member supports include:

- **Access to Program Management Database.** Provide access to the HUB's program management database for participant tracking, data collection, and reporting, and for generating claims for reimbursement for eligible programs.
- **HUB Navigation Services.** Support participant intake, enrollment, and screening for health-related social needs (SDOH), connect participants to community resources, and provide post-program follow-up and data collection to support engagement and improve program retention.
- **Referral Management and Communication.** Assist with managing participant referrals, including tracking, coordination, and ongoing communication to support successful connection to services and program retention.
- **Program Promotion.** Promote member programs through the HUB's program locator, statewide referral and partner network, and HUB Navigation services to increase visibility and participant engagement.
- **Training Opportunities.** Provide access to required training information and support member organizations in completing HIPAA training, database system training, and coordinating program delivery training through network partners to support effective and compliant program delivery.
- **Technical Assistance.** Offer ongoing support in using the HUB database, including participant management, workshop listings, data entry, and secure communication tools.
- **Data Preparer and Reports.** Provide assistance with reporting processes, including preparing data to meet reporting requirements (such as DPRP) and supporting the submission of claims on behalf of member organizations for eligible programs.
- **Diabetes Prevention Recognition Program (DPRP):** Maintaining CDC DPRP full recognition and MDPP supplier status on behalf of community partners to support sustainable funding
- **Contracts.** Executing and managing MOUs and data-sharing agreements with community-based organizations to ensure secure data exchange, strong data stewardship, and support for future healthcare payment contracting opportunities.
- **Governance and Partner Engagement Structure.** Coordinating key stakeholder groups and creating multiple pathways for partner input through the Board of Directors, Advisory Group, and subcommittees.

In addition to members, the Iowa HUB also engages other partner types, including healthcare systems,



state agencies, vendors, and connector organizations, through grants, contracts, and other formal agreements. These partnerships may include distinct roles and responsibilities specific to the scope of work outlined in each agreement.

Section 5: Compliance, Data Governance, and Contract Integrity

Purpose: The Compliance and Data Integrity Committee ensures the Iowa HUB operates in compliance with applicable federal, state, and local regulations and upholds ethical standards in all activities. The Committee provides guidance on the integrity, security, accuracy, and appropriate use of data across HUB systems and partnerships. The Committee reviews and provides feedback on policies and procedures developed by the HUB's Internal Compliance Team, which includes Legal Counsel, the Compliance Officer, the Director of Operations, and the contracted Chief Information Security Officer. The Internal Compliance Team is responsible for implementation and enforcement.

Compliance Oversight

- Review compliance activities related to HIPAA, 42 CFR Part 2, FERPA, and applicable privacy laws
- Provide input on compliance policies, training, and risk mitigation strategies
- Review high-level compliance and financial audit summaries and provide recommendations

Contract Compliance

- Review contracts for alignment with legal, regulatory, and HUB requirements
- Identify risks and provide recommendations related to vendor and partner agreements
- Monitor key contract deliverables and renewal requirements

Data Integrity and Security

- Provide guidance on data accuracy, quality, and appropriate use across systems
- Review of data governance practices and high-level audit findings
- Advise on ethical data use, including consent, sharing, and de-identification

Reporting and Transparency

- Review annual compliance and data integrity summaries for the Board and Advisory Group
- Provide guidance on transparency and accountability in data and partner reporting

Data Governance Principles

The Iowa HUB follows the Principles for Health Data Governance as a guiding framework for the responsible, secure, and ethical use of health data across its network. Data collected, shared, or exchanged through the HUB is used to support care coordination, improve program effectiveness, strengthen clinic-to-community linkages, and advance whole-person health outcomes. All data practices are grounded in principles of privacy, security, transparency, equity, and appropriate consent, with emphasis on minimum necessary use and responsible stewardship. The Iowa HUB and its partners share responsibility for maintaining accurate, timely, and high-quality data to support reporting, reimbursement, evaluation, and continuous improvement. Data governance practices are designed to ensure compliance with applicable federal and state regulations while also supporting interoperability, sustainability, and trust across the network. Through adherence to established health data governance principles, the Iowa HUB promotes secure and ethical data use that strengthens collaboration across healthcare and community partners and supports long-term improvements in population health.



Section 6: Equity and Community Voice

The Iowa HUB is committed to helping people live healthier lives by improving access to community programs, resources, and support, particularly for individuals who face greater obstacles to health. The HUB recognizes that lived experience is essential to designing effective services and making informed decisions. Individuals and communities with lived experience are intentionally engaged across HUB governance, advisory groups, and partner networks to help shape priorities, strategies, and implementation. The Iowa HUB values participation from communities across rural and urban Iowa and strives to ensure its programs, services, and partnerships are responsive to the needs of people of all ages, abilities, incomes, backgrounds, and lived experiences, including individuals with disabilities. Through this approach, the HUB strengthens trust, improves the quality and relevance of its services, and supports healthier outcomes for Iowans.

For more information:

Website: www.iacommunityhub.org

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

LinkedIn: <https://www.linkedin.com/company/iowa-community-hub>



ADDENDUM 1

Definitions

The following definitions apply throughout the Iowa Community HUB Charter:

Clinic-to-Community Linkage

The coordinated process of connecting individuals from healthcare settings to community-based programs, services, and supports that address identified health and social needs.

Community Care Hub (CCH)

A backbone organization that coordinates a network of community-based organizations and partners to support delivery of evidence-based programs, address health-related social needs, and strengthen connections between healthcare and community services.

Data Sharing Agreement

A formal agreement that governs the secure, compliant, and appropriate exchange of data between the HUB and partner organizations.

Delivery Organization

An organization responsible for implementing and delivering evidence-based programs and services to participants, often in coordination with the HUB and other network partners.

Evidence-Based Programs

Health promotion interventions for chronic disease prevention and management that have been rigorously tested and shown to be effective. These programs are designed to prevent disease onset, slow or delay progression, and support individuals in managing long-term conditions such as diabetes or heart disease. They focus on skill-building, healthy lifestyle changes, and coordinated support to empower individuals to improve and maintain their health over time.

Health-Related Social Needs (HRSN)

Non-medical factors that influence health and well-being, such as food insecurity, transportation, housing instability, social isolation, and access to community resources.

Health System Partner

Hospitals, health systems, clinics, health plans, healthcare payers, and other healthcare organizations that collaborate with the HUB to support referrals, care coordination, and clinic-to-community linkages. These partners are typically covered entities within the healthcare system.

Member Organization (Member)

A program delivery organization that participates in the HUB network to deliver evidence-based programs and receive HUB infrastructure, operational, and capacity-building support.

**MOU (Memorandum of Understanding)**

A formal agreement outlining roles, responsibilities, and expectations between the HUB and partner organizations participating in the network.

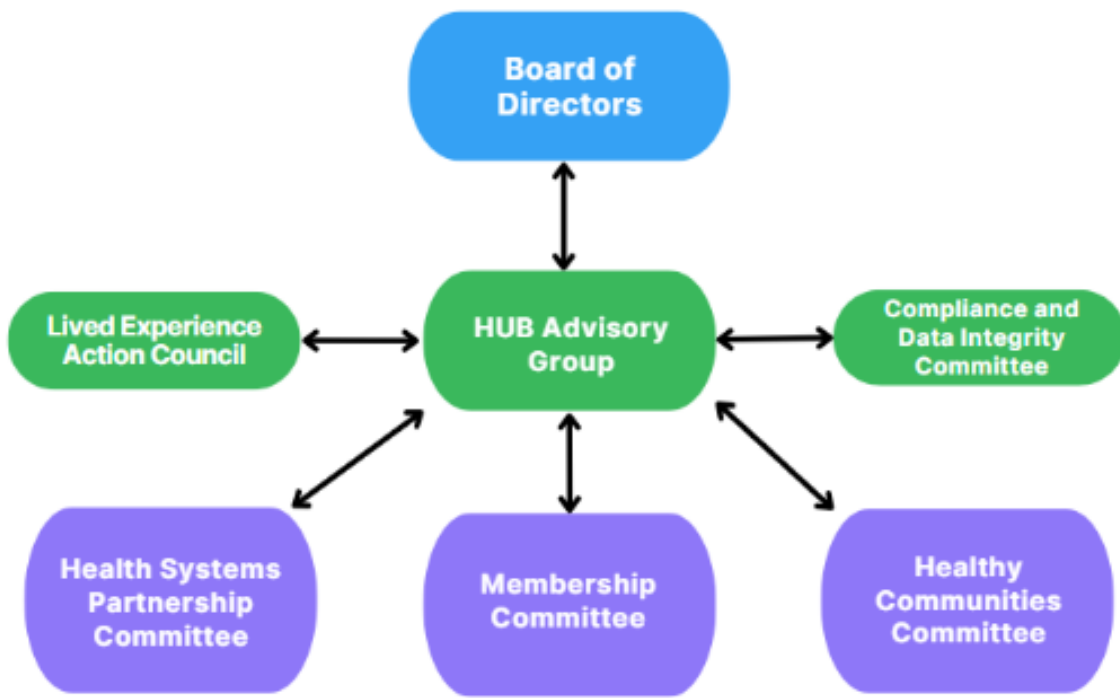
Navigation Services

Support provided to individuals to help them access, enroll in, and remain engaged with appropriate community-based programs and resources.

ADDENDUM 2



Iowa Community HUB Organizational Chart



ADDENDUM 3

Health Data Governance Principles

