



Iowa Community HUB 3-Year Action Plan 2026-2028

Purpose

The purpose of the Iowa Community 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.

Goal #1: Position the Iowa Community 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.

Objective 1.1: Strengthen and diversify strategic partnerships to advance community health statewide.
<u>Action Step A:</u> Build an actively engaged and diverse HUB Advisory Group network of at least 100 statewide, regional, and local partner organizations across 11 key sectors by Year 3, collectively serving all 99 Iowa counties.
<u>Action Step B:</u> Establish a Membership Engagement Coordinator role to implement a membership engagement plan aimed at maintaining at least 80% of members year-over-year.
<u>Action Step C:</u> Launch HUB Membership to formally engage and support program delivery organizations and grow participation to 100 members by the end of Year 3.
Objective 1.2: Build a strong, effective Board that fosters a culture of collaboration.
<u>Action Step A:</u> The Board Development Committee will grow and sustain a board of 15 engaged members.
<u>Action Step B:</u> Hold 1-2 All-Staff Meetings to strengthen collaboration and team culture, with Board members invited to participate in at least one meeting annually.



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Action Step C: Board members will participate in at least one HUB committee or workgroup promoting engagement in collaborative initiatives across Iowa.

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

Objective 2.1: Communicate the value of HUB network activities to drive growth, investment, and sustainable partnerships.

Action Step A: Design and launch a real-time performance dashboard on the HUB website to track and visually display key metrics such as referral management, program growth, partner engagement, counties served, and community impact, providing transparency and insight into network performance.

Action Step B: HUB staff and board members will deliver presentations to statewide or national audiences to showcase HUB network activity and track the number of presentations each year.

Action Step C: Produce and launch a HUB Navigator video to be housed on the website that tells the HUB’s story, highlights services and processes, and engages partners and the community.

Action Step D: Enhance the quarterly HUB newsletter with useful resources and success stories and collect annual feedback on its value and effectiveness.

Action Step E: Increase the HUB’s visibility and engagement on social media by growing the audience to at least 1,000 followers on Facebook and 300 on LinkedIn.

Action Step F: Establish a process to translate core HUB materials (general information, programs, and services) into the most commonly spoken languages in Iowa, and make them available in multiple formats (print, digital, and web-based) to ensure accessibility for diverse communities.

Action Step G: Ensure the HUB website and all electronic materials meet Section 508 accessibility standards, making information about programs and services easily accessible to all users.

Objective 2.2: Incorporate feedback from individuals with lived experience to evaluate and communicate the impact of HUB network activities.

Action Step A: Conduct community engagement activities with individuals who have experienced the full HUB process: referral, navigation, and completion of a partner program to gather feedback and strengthen HUB programs and services (target: 4 activities/year).



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Action Step B: Individuals with lived experience participate in every HUB committee and on the Board of Directors, prioritizing their voices in decision-making and outreach strategies to better engage hard-to-reach populations.

Goal #3: The HUB will diversify and balance funding streams that build support for community organizations, strengthen value-based partnerships, and reinvest in innovation to improve community health outcomes.

Objective 3.1: Ensure the HUB's long-term financial stability through diversified funding and sustainable revenue strategies.

Action Step A: Annually secure at least 5 new funding sources across healthcare contracts, grants, philanthropy, and earned revenue, and report the proportion of total revenue from each stream annually to ensure a balanced, sustainable financial portfolio.

Action Step B: Maintain a financial reserve of 6 months of operating expenses to ensure sustainable operations and enable ongoing investment in innovation.

Objective 3.2: Manage costs to sustain operations and maximize resources for community impact.

Action Step A: Implement an annual budgeting process that ensures 70% of total expenses are dedicated to community support, reinforcing our commitment to directing resources where they make the greatest impact in the community.

Action Step B: Develop and implement a compensation strategy that progressively aligns staff salaries with industry benchmarks, recognizing their contributions, honoring their hard work, and minimizing turnover.

Objective 3.3: Establish and maintain fair, transparent pricing structures that ensure both the HUB and its network partners successfully engage in healthcare payment contracts.

Action Step A: Implement a transparent administrative fee schedule for HUB billing and claims reimbursement to ensure both HUB sustainability and affordability for partner organizations.

Action Step B: Set a standard fee for HUB admin and navigation services under healthcare payment contracts and review it annually to adjust for costs, demand, and partner feedback.

Action Step C: Develop pricing guidelines for core program delivery and review annually to ensure cost recovery for program partners under healthcare payment contracts.



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

Objective 4.1: Strengthen HUB information systems for efficient and interoperable operations.

Action Step A: Implement FHIR-based integration with at least one new partner by Year 3 enabling real-time exchange of patient referral and service data.

Action Step B: Equip HUB Navigators with software that supports efficient tracking, documentation, case management, referral communication, and reporting outcomes of navigation services.

Objective 4.2: Manage contracts efficiently and compliantly to support the sustainability of HUB network services.

Action Step A: Develop a standard workflow checklist for contract review, approval, and execution.

Action Step B: Hold quarterly meetings with legal team to manage contracts and address compliance or related issues, with findings reported to the Board annually.

Objective 4.3: Maintain HUB technology infrastructure and processes uphold all regulatory and organizational compliance requirements.

Action Step A: Provide annual HIPAA and data security training to HUB staff and members, track participation, and maintain completion records for regulatory compliance.

Action Step B: Conduct comprehensive audits of HUB data systems and cybersecurity measures annually, ensuring 100% of identified vulnerabilities are addressed within 90 days to maintain compliance and protect sensitive information.

Action Step C: Establish a 'Compliance and Data Integrity Committee' to promote compliance, quality, and continuous improvement across the HUB.

Objective 4.4: Centralize and expand HUB billing and reimbursement capacity across payers.

Action Step A: Establish and track contracts with 10 payers by Year 3, aligned with HUB service priorities.

Action Step B: Achieve Medicaid-enrolled provider status by the end of Year 3 to enable HUB billing and claims reimbursement for eligible services.

Action Step C: Operate as an Umbrella Hub Organization (UHO) servicing 10 Diabetes Prevention Program (DPP) subsidiaries with centralized billing by the end of Year 3.



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Recommended Key Partner Sectors

1. Healthcare & Behavioral Health – health systems, hospitals, FQHCs, primary and specialty care, rehabilitation, pharmacies, mental health, and substance use providers
2. Aging Services – Area Agencies on Aging, senior services, and aging networks
3. Disability Services – disability organizations, independent living organizations, brain injury services, and other disability supports
4. Public Health & Government – state and local public health agencies and other state and local government partners
5. Social Service Organizations – organizations addressing food access, housing, transportation, social connection, and other social care needs
6. Payers & Health Plans – Medicaid MCOs, Medicare/Medicare Advantage, and commercial health plans
7. Academic & Research – universities, colleges, and research and evaluation partners
8. Community Members & People with Lived Experience – individuals, caregivers, program participants, and others bringing personal or community perspectives
9. Community, Faith-Based & Advocacy Organizations – community and faith-based groups, coalitions, advocacy organizations, and organizations representing specific populations or community interests
10. Workforce & Professional Organizations – professional associations, CHW networks, workforce development, and training organizations
11. Technology & Health Information Exchange – health IT, referral platforms, interoperability, health information exchange, and data-sharing partners

Geographic Reach Categories

- Statewide – serves or represents communities across Iowa
- Regional – serves multiple counties or a defined region of Iowa
- County – primarily serves one county
- Local – primarily serves a specific city, town, neighborhood, or community

Contact: HUB Board Chairman, Dr. Jimmy Reyes at jreyes@chpcommunity.org or HUB President/CEO, Trina Radske-Suchan at tsuchan@iacommunityhub.org for more information.