



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: Grow and strengthen strategic partnerships for advancing community health.
<u>Action Step A:</u> Engage the HUB Advisory Group to strengthen statewide collaboration, aiming for representation from at least 70% of Iowa's counties by Year 3.
<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 biannual joint Board and staff meetings with team-building activities to foster a collaborative internal culture.



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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: Expand the quarterly HUB newsletter to feature print-ready resources, success stories, and video storytelling, and collect annual feedback through a brief survey.

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 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 each year 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 all 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 20+ 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 20+ Diabetes Prevention Program (DPP) subsidiaries with centralized billing by the end of Year 3.



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