



KHA Strategic Plan: 2021-2022



Mission: The Kentucky Hospital Association will be the leading voice for Kentucky health systems in improving the health of our communities.

Vision: To transform the health landscape to make high quality care more affordable and accessible for the people of Kentucky.

Goals:	Advocacy & Policy Development 	Safety, Quality Service 	Preserve Access 	Economic Success 	Member Engagement 	Organizational Excellence 
Objectives:	<ul style="list-style-type: none"> • Fund Medicaid/preserve expansion • Successful State Advocacy • Federal Advocacy • Advocate for CON • Reduce administrative burden • Transparency 	<ul style="list-style-type: none"> • Reduce preventable health care associated patient and employee harm • Through members, improve health care outcomes 	<ul style="list-style-type: none"> • Improve behavioral health services access • Assure adequate workforce for the future 	<ul style="list-style-type: none"> • Successfully implement UPL program • Enhance payment adequacy and accuracy • Preserve 340B Prescription Program 	<ul style="list-style-type: none"> • Restructure Board • Invest / expand KHA data program • Enhanced member educational programs • Improve member satisfaction 	<ul style="list-style-type: none"> • Grow non-due revenues • Fiscal responsible well-run organization • Workplace culture of excellence and accountability
Actions:	<ul style="list-style-type: none"> • Use research to back positions • Develop reports, on-going infographics • Relationships with LRC, CHFS, KGA staff • Increase COF Giving • Establish Federal PAC • Form Issues Committee • PR Resources to support image and influence issues • Hire Federal Lobbyist • CON Modernization • Collaborate with allies 	<ul style="list-style-type: none"> • IQuality Committee • Support achievement of HRIP Goals : <ul style="list-style-type: none"> • High Performance Training • Quality Academy for Front line staff • Clinical Expertise • Improve Coding • Peer to Peer Learning • HQIC • Continue Rising Stars, SOS, Sepsis Consortium, Community Coalitions 	<ul style="list-style-type: none"> • Workforce Committee <ul style="list-style-type: none"> • KHA Workforce Plan • Workforce Data • Workplace violence • Behavioral Health Resources • Telehealth • Patient Transport Issues 	<ul style="list-style-type: none"> • HRIP Continuation • Medicare Advantage • MCO Prior Authorization • White Bagging • Medicaid Single PBM 	<ul style="list-style-type: none"> • Data Dashboards • Physician Data • Out of State Data • More Data Enhancements • Town Halls • Measure Satisfaction • ROI Report 	<ul style="list-style-type: none"> • Develop plan to increase non-dues revenue • Credentialing alliance • Link staff performance to strategic plan • Staff Huddles