

# 2019 Plan of Action

Adopted November 29, 2018

L A S V E G A S

HEALS

HEALTH • EDUCATION • ADVOCACY • LEADERSHIP  
of SOUTHERN NEVADA

To achieve our mission and vision, the Las Vegas HEALS organization has 5 strategic goals and one management improvement goal.

Each strategic goal includes several broad objectives, along with specific actions and designated teams and individuals to lead in the implementation process.

## OBJECTIVES

1. Promote medical tourism dollars by specifically targeting out of market medical conferences and conventions
2. Provide information to the local community about these out of state medical conferences and association meetings being conducted in Las Vegas
3. Promote the excellent quality of care by our region's providers and researchers
4. Promote an awareness of the region's medical training centers, academic medical centers and research institutions
5. Promote the region as a profitable site for new and expanding health care companies
6. Promote the region as a new and exciting business hub for Sports Medicine services and research, utilizing our quality partners in the UFC, NFL, NHL, NBA, and Cleveland Clinic Lou Ruvo Brain Center

## ACTIONS

- Utilize the HEALS Public Relations contract with the Ferraro Group to promote the objectives of Goal 1
- Solicit specific news articles on the success and new trials of the Cleveland Clinic Lou Ruvo Brain Center and other local research institutions
- Aggregate healthcare news and distribute via HEALS Headlines
- Utilize the HEALS "Inside Medicine" video broadcasts and bi-weekly newsletter to circulate positive news articles and stories
- Utilize the HEALS website to promote the area as a business re-location or medical office expansion opportunity to out of state businesses
- Create a small, but dynamic, Speakers Bureau of HEALS members to promote the quality of our medical practices and research institutes to internal and external audiences
- Create a formal process where HEALS members can be alerted to attend medical association meetings being held in Las Vegas at a discount or as speakers for their events
- Create a formal process where HEALS members can be alerted and attend educational seminars being held by local medical/health care organizations
- Solicit specific news articles on the national success of the Comprehensive Cancer Centers of Nevada and all other Las Vegas-based medical providers about their clinical trials and medical services

## TEAMS/LEAD INDIVIDUALS

- HEALS Communication Task Force
- HEALS Economic Development Task Force
- Las Vegas Convention and Visitors Authority
- Las Vegas Global Economic Alliance
- The Ferraro Group
- Comprehensive Cancer Centers of Nevada
- Cleveland Clinic Lou Ruvo Brain Center
- Governor's Office on Economic Development
- HEALS Executive Committee
- Clark County Medical Society

## OBJECTIVES

1. Assist in an awareness campaign to educate our region's doctors on the state's new opioid prescription and treatment regulations
2. Create a better awareness of the challenges of the relatively low insurance reimbursement rates in Nevada. A presentation with facts and data to the HEALS Board on the topic will be conducted to encourage an open discussion on the topic. We need to utilize our HEALS insurance providers and Board members to fully discuss our options and strategy of education on this topic.
3. Create an awareness effort to discuss the future of Medicare and Medicaid, in both the costs to our residents and payments to our doctors, along with the availability of state matching dollars to receive the Medicaid federal grants to Nevada.
4. Educate the public, and our elected officials, that the greatest impediment to increasing the number of physicians in the State of Nevada is a lack of residency programs. Funding needs to be increased along with the types of residences.
5. Create a new discussion on the lack of success in expediting physician credentialing in the state. This slow approval process by the state and commercial insurance companies has severely hampered the growth of physicians in the region and the service to our residents
6. Create a new discussion around contracting challenges between providers and commercial insurance companies, as well as the expansion of their panels and approved provider lists
7. The continuum of care (transitional care) for our low-income residents and veterans are of critical concern for our health care providers and a new discussion of community leaders on this topic must occur with the support of the HEALS organization

## ACTIONS

- Utilize the HEALS Public Relations firm of the Ferraro Group to promote and implement the objectives of Goal 2
- Work with Touro University, Roseman University, UNLV, and the Clark County Medical Society in their education and awareness campaigns on opioid regulations
- Work with all parties (providers and insurance carriers) to seek a mutual solution on low provider reimbursement rates for our medical professionals and health centers
- Work with the Governor's Office on Economic Development and Nevada's congressional delegation to discuss the future funding of Medicaid and Medicare payments in Nevada
- Research the exact reasons why physician credentialing takes so long to accomplish in the state and then seek resolutions (political or financial) through the Governor's Office and state legislature
- Establish a credentialing and contracting task force
- A community wide discussion needs to take place on the topic of continuum of care and the leadership of HEALS can help convene this type of collaborating and brainstorming session. A report on recommendations should be the goal of this effort

## TEAMS/LEAD INDIVIDUALS

- HEALS Communication Task Force
- Doug Geinzer, CEO, HEALS
- The Ferraro Group
- Anthem/Blue Shield of Nevada
- Silver State Summit Insurance
- Touro University
- HealthInsight
- HealthSouth Rehabilitation Hospital/Henderson
- VA Medical Center
- HEALS Legislative Task Force
- Governor's Office on Economic Development
- Clark County Medical Society
- Roseman University School of Pharmacy

## OBJECTIVES

1. Seek collaborative solutions with HEALS' academic partners and the Clark County Medical Society, regarding our region's needs for more nursing professionals
2. Support the growth of our academic medical schools/universities through financial partnerships and public funding support via the state legislature
3. Partner with the Governor's Office on Economic Development and the Las Vegas Global Economic Alliance on a new Strategic Plan for Health Care in Southern Nevada
4. Support the growth of allied health care workers through our academic partners

## ACTIONS

- Utilize the HEALS Workforce Task Force to create specific incentives and initiatives to support our nursing professionals and training institutions
- Regularly meet with the Deans of the region's academic medical centers to promote partnerships and support for their activities
- Be an active participant in the creation of a new regional Strategic Plan for Healthcare. Provide information, connections, data and support for this new document
- Research state and federal workforce training grants for the benefit of our members and implementation of Goal 3
- Promote and partner with our region's private colleges and universities to create a greater demand for their courses in allied health careers.
- Research ways to promote better career pathways in health care with middle school students
- Due to the nursing shortages we need to research and support creative alternatives. HEALS needs to regularly meet with the Deans of the region's nursing schools to promote partnerships and support their activities.
- Make the HEALS Job Board more robust and be valued as a major asset to our membership
- Seek to improve the state's licensure reciprocity function for the recruitment of out of state nurses
- Leverage more visiting medical conferences to recruit practitioners
- Partner with local surgical training centers to provide outreach to attendees

## TEAMS/LEAD INDIVIDUALS

- HEALS Workforce Task Force
- UNLV School of Nursing
- Nevada State College School of Nursing
- Human Resource departments of the major medical centers
- HEALS Legislative Task Force
- Governor's Office of Economic Development
- Las Vegas Global Economic Alliance
- Roseman, Touro and UNLV Deans of their medical schools and their respective schools of nursing
- Workforce Connections federal training consortium
- Private colleges/universities with allied health programs
- Clark County School District
- Clark County Medical Society



## OBJECTIVES

1. Continue to monitor all health care related bills during the state's legislative session
2. Continue to meet with the legislative leaders and Southern Nevada representatives between sessions to discuss our region's critical health care issues
3. Be a proactive and nonpartisan voice in Carson City during all legislative sessions and work with all the other major lobbying organizations on health care issues and bills
4. Educate the policy makers in the state as to how fundamentally important Graduate Medical Education is to any plan to increase the number of doctors in our state

## ACTIONS

- Work closely with the Las Vegas Metro Chamber of Commerce, Latin Chamber of Commerce and the Henderson Chamber of Commerce on health care bills, to create a united team from Southern Nevada
- Work closely with the Nevada Hospital Association and seek to support their legislative agenda
- Collaborate with the Clark County Medical Society on key legislative bills
- Continue to be a proactive organization and have the HEALS Legislative Task Force meet on a monthly basis
- Utilize the HEALS Communications Task Force to promote our legislative issues and opportunities
- Collaborate with the Clark County Medical Society on key legislative bills
- Educate the HEALS membership on a regular basis about upcoming legislative issues using its bi-weekly newsletter and "Inside Medicine" video broadcasts
- Work with the Governor's Graduate Medical Education taskforce to enhance residency in the state
- Discuss strategies to support the newly established residence programs at Mountain View and Valley hospitals

## TEAMS/LEAD INDIVIDUALS

- HEALS Legislative Task Force
- HEALS Communication Task Force
- Las Vegas Metro Chamber of Commerce
- Latin Chamber of Commerce
- Henderson Chamber of Commerce
- Clark County Medical Society
- Nevada Hospital Association/Bill Welch
- The Ferraro Group

## OBJECTIVES

1. Bring together health care leaders from the medical community, private business sector, higher education, government and local civic organizations to form a collective voice on health care issues and opportunities in Southern Nevada.
2. Provide forums for cooperation and business partnerships
3. Create venues and events to celebrate the successes and uniqueness of the region's health care providers and medical academic institutions
4. Promote and facilitate business to business transactions between HEALS members and local companies. Seek to match business needs with our members' resources and services

## ACTIONS

- Create a new HEALS Strategic Alliance Task Force to actively promote business partnerships
- Continue to produce an Annual Awards/Gala Program to recognize excellence in our health care leaders and institutions
- Partner with HEALS members to produce monthly Health Care Happy Hours/business mixers
- Utilize the HEALS bi-weekly newsletter and "Inside Medicine" video broadcasts to promote the achievements and events of HEALS members and medical news noteworthy to the public
- Utilize our office location at Roseman University to host a series of educational meetings, called "Join the Conversation". We can host approximately 100 people in an excellent teaching auditorium.
- Develop an online membership directory

## TEAMS/LEAD INDIVIDUALS

- HEALS Executive Committee
- HEALS Gala Committee
- The Ferraro Group
- Doug Geinzer, CEO, HEALS

As a non-profit organization, formed in 2002, we have grown significantly in both our size of membership and relevance to the health care community. Along with that growth comes the inherent administrative challenges of operating a membership- based organization that seeks to provide value and benefits to everyone involved.

HEALS is governed by a Board of Directors, Executive Committee and corporate By-Laws. The Board is charged with the responsibility for serving its members with the highest level of fiscal integrity and the performance of its mission, vision and program goals.

## OBJECTIVES

- Create a new Customer Response Management (CRM) software program to better meet the needs of our membership and administrative staff
- Create a Membership Directory
- Improve our bookkeeping/accounting process to better serve our membership with accurate and timely invoices and financial reports to the Board of Directors and Executive Committee
- Reduce our line of credit and loan obligations with proactive management
- Seek to improve our benefits to the membership, through new sponsorship opportunities, media alerts, open house partnerships and more business to business connections
- Increase the number of Board of Directors meetings to a minimum of four times per year
- Provide name badges to Board members during all HEALS events to promote communications between the Board and its membership
- Regularly update the Board of Directors on the progress of an adopted HEALS Plan of Action 2018-19
- Create/design and print a large banner with HEALS' mission and vision to be displayed at appropriate HEALS events to better communicate the purpose of our organization
- Assemble a "Preferred Vendor" list for members to use Healthcare Happy Hours. Listing Caterers, Sound System, Entertainment, etc.
- Develop Quarterly "Talking Points" that are distributed to board members and key influencers. Detail all initiatives of Las Vegas HEALS and key things happening in the healthcare industry. Produce these before each board meeting and distribute at meeting

L A S V E G A S  
**HEALS**

[LasVegasHEALS.org](http://LasVegasHEALS.org)