

Making Meaningful Medicare Coverage a Reality for Home Infusion Services— New Opportunities, New Strategies!

July 13, 2011

12:00 – 1:30PM Eastern Time

Talk Infusion

The NHIA Membership Forum





Presenters

- Mary Ann Cope, RPh., Pres./CEO, HomeChoice Partners
NHIA Board Chair
- John Magnuson, NHIA VP of Legislative Affairs
- Cristina Batt, Senior Policy Advisor
U.S. Representative Eliot Engel (NY-17)
- Alan Parver, Esq., Polsinelli Shughart
NHIA Legal Counsel and Home Infusion Specialist
- Russ Bodoff, NHIA President & CEO
- Jenn Waugh, NHIA Manager of Office Services



Call Overview

- Review Top Legislative Issue - Medicare Fix:
 - Demo/Pilot – CMS Innovation Center
 - “Medicare Home Infusion Therapy Coverage Act”
- Hear Special Guest – Cristina Batt, (Rep. Eliot Engel)
- Learn Grassroots Strategies and Advocacy Tips
- Review Other Important Issues (Debt Ceiling, Comp. Bidding, ACOs, Medicaid, and Integrated Care)



Top Legislative Issue – Medicare Fix!

- **Bipartisan Solution – The “Medicare Home Infusion Therapy Coverage Act of 2011” (H.R. 2195) (S. 1203)**
- **Lead Sponsors:**
- Representative Eliot Engel (D-NY-17)
- Representative Tim Murphy (R-PA-18)
- Senator Olympia Snowe (R-ME)
- Senator John Kerry (D-MA)



Progress Report / Accomplishments

- **Congressional Support (111th Congress)**
- 32 Senators / 105 Representatives
- **Reports/Studies**
- GAO Report (June 2010) / MedPAC (2012)
- **CMS/CMMI**
- Support from Congress / Positive Response



Speaking For - Rep. Eliot Engel



Cristina Batt, Senior Policy Advisor



NHIA Legislative Recap

- Never Give Up!
- Work a Dual Track Strategy
- Engage the Grassroots
- Measure Progress / Motivate Change
- Prepare for the Future



Dual Track Strategy

- Demo/Pilot (Inside the Beltway)
- Center for Medicare Medicaid Innovation (CMMI) – CMS “Innovation Center”
- Legislation (Back Home - Grassroots)
- “Medicare Home Infusion Therapy Coverage Act” (S.1203) and (H.R. 2195)



CMMI – Innovation Center

- Education/Meetings - CMMI Senior Leaders
- Senior Staff Update – NHIA Annual Conference
- Follow-up/Review – “Body of Knowledge”
- Distractions-Focused on ACOs/Expanding Staff
- Senate Intel – On the “Short List” of Issues
- Follow-up/Meeting - Senior Staff Review



Medicare Bill – Grassroots Campaign

5 Phases

1. Outreach and Education (Letters/Phone)
2. Training and Awareness (Grassroots Team)
3. Advocacy Follow-Up (Hill Visits/Phone)
4. Direct Contact (Reverse Hill Day)
5. Advocacy Follow-Up (Hill Visits/Fax/Phone)



Reverse Hill Day - Goals

- **Initiate Contact** (Invite for a site tour or request an office visit, list of upcoming town hall meetings, parades and other local community gatherings, etc.)
- **Put a Face on the Issue** (Identify a patient who is willing to allow you to share their story, invite them to join you in telling our story.)
- **Build Local Awareness and Support** (Together, reach-out to local disease organizations, local papers, opinion leaders to educate them on the issues.)



Measuring Progress

- **NHIA Grassroots Scoreboard**
- Number of NHIA Member Orgs. Participating
- Number of States/Dist. with a Grassroots Leader
- Number of Senate/House Co-Sponsors
- Number of Letters & Fax Sent/Phone Calls Made
- Number of Hill Visits/Direct Contacts Made



Rewarding Success

- Help your Medicare patients gain access to Home Infusion Therapy
- Shape the future of the alternate site infusion field and healthcare in America.
- Strengthen and prepare your organization for future reforms and challenges associated with ongoing healthcare reform.



Other Issues of Importance

- Debt Ceiling and Deficit Reduction
- Competitive Bidding
- Accountable Care Organizations (ACOs) and Other Integrated Care Initiatives
- Medicaid Developments



Wrap-Up – Call to Action!

Question/Answer Session

- To ask a question:
- Press “7” on your touch tone phone

- *As a reminder, this call is being recorded



Talk Infusion

The NHIA Membership Forum



Thank You!