

## How to host a successful site visit.

Many policymakers are unfamiliar with home infusion therapy services. They might not fully understand what compounding entails or the role of pharmacists in delivering high-quality care. And while it's certainly valuable to meet with elected officials on their own turf, it can be even more impactful for policymakers to see and experience home infusion firsthand. Below are some tips and resources for executing a successful site visit.

- 1) **Make sure your leadership is present.** Elected officials are powerful and influential people. It is important that site managers, clinical directors, and senior personnel are present to meet and spend time with these leaders.
  
- 2) **Assemble a top notch team to lead the tour.** You want your tour to highlight all the important components of home infusion therapy. Make sure you have staff on hand who can describe the role they play in:
  - a. Intake assessment
  - b. Care Planning
  - c. Drug Preparation
  - d. Direct Patient Care (Nursing)
  - e. Care Coordination
  - f. Delivery
  
- 3) **Share Facts and Figures.** Nothing tells the story like data. Make sure you share information about:
  - a. The number of patients you serve.
  - b. The number of people you employ.
  - c. The economic impact you have on the local economy.
  - d. The costs to run your facility (especially as it relates to reimbursement).
  
- 4) **Tell the Patient Story.** We are a voice and advocate for our patients. Help policymakers understand the types of patients we serve, how our services help those patients enjoy a higher quality of life, the value of home infusion therapy (e.g., reduced hospitalizations, lower risk of infection), and the importance of preserving these benefits. If possible, maybe arrange a side visit to a patient's home.
  
- 5) **Allow time for follow up discussion.** After the tour, spend some time with policymakers discussing the issues that are important to you. Federal policymakers may focus on Medicare coverage and reimbursement, where state and local policymakers might be more focused on Medicaid coverage, state laws governing pharmacy, and other local issues. If time permits, also

allow for a brief meet-and-greet with the staff. Elected officials love to meet their constituents.

- 6) **Take pictures.** Make sure to photograph the tour and post pictures on your social media outlets.
  
- 7) **Be sure to follow up.** A site visit is about more than a tour. It's about developing and cultivating a relationship with an elected official. After the tour, be sure to send a thank you note and stay in touch. Send regular emails, call their offices to touch base, arrange meetings in their district offices, or travel to Washington. Join NHIA's advocacy network to stay abreast of the latest issues.