

Genuine Collaboration—The Key to Our Shared Success

by **Russ Bodoff**

NHIA President

Plans are now well underway for the 2010 NHIA Annual Conference & Exposition. There is no better investment that can be made in education and knowledge building than the huge amount of information shared by fellow colleagues and various experts at this conference. And while continuous professional learning is undeniably important to the success of every alternate-site infusion stakeholders' business, we should also never overlook the "collaborative benefits" that come about by having the entire industry gathering together in one place. Yes, in 2010, the alternate-site infusion field is indeed coming together at the NHIA Annual Conference & Exposition in Dallas, TX—not only to learn and better comprehend the vital matters in our industry, but to strategically join forces as we seize opportunities and tackle the many challenging issues that confront us all.

Due to all the hard work that NHIA and its members have engaged in over the years, we are now primed to embark upon new, imaginative alternate-site infusion "frontiers"—if we can further expand and leverage our genuine collaborations. Consider just a few of the strategic arenas we are poised to vigorously pursue, with authentic partnership among all the key stakeholders in our field:

- **Meaningful Medicare Coverage**—Eventual legislative success will only come from a commitment of members and companies of all sizes who understand how grassroots lobbying can help us all reach our goal of getting a truly meaningful home infusion Medicare benefit for our patients. So many of our members have rallied to this cause—and that is evidenced by the very large number of Congressional co-sponsors we have today (30 in the Senate and 101 in the House, as of the printing of this issue of INFUSION). Now is the time to forge ahead, together, to fully achieve this new frontier!
- **Industry-Wide Data Initiative**—As you will read on pp. 36-43 in this issue of INFUSION, NHIA has now launched a major industry-wide data initiative that is getting off the ground through the excellent collaboration of the NHIA Board and the business firm members on the Future of Infusion Advisory Council (FIAC). Additionally, with all the providers on the Board already committing to share data to ensure the success of this landmark project, it is easy to discern, yet again, how genuine collaboration around industry commonalities is so essential to enriching the field overall. However, the ultimate success—and all the promise this initiative has to offer the industry for years to come—will only be achieved if a large number of NHIA provider members participate in the study too. Clearly, those who do will reap a very significant return, as we develop data-driven benchmarks, best practices and standards for our field.
- **On the Horizon**—Also down the road, NHIA is crafting an ethics code for the field, developing new products and services, launching a future educational foundation and investigating how best to drive new technology solutions in our space. While all of these strategic initiatives will benefit every stakeholder in the alternate-site infusion field, in the end it will be reciprocal teamwork, commitment and a shared focus that will determine the level of our success in each of these endeavors.

I know in our everyday work lives we are often too busy to take the time to think about many of the opportunities listed above. Genuine collaboration with our peers—even within the same company, no less between organizations—takes time that is frequently not easy to come by. But innovative, transformational changes for our industry cannot happen without such diverse and committed exchanges. As we move forward on the strategic initiatives mentioned above, I deeply encourage you to get involved in the programs and areas of greatest interest and value to you and your organization.

I also urge you and your co-workers to plan to attend the NHIA Annual Conference & Exposition next April 12-15, 2010—immersion in best practices, discussions on how and why to collaborate with professional peers (that you know or are meeting for the first time), and gathering invaluable tips on how to operate more efficiently while providing the highest level of patient care, all make conference attendance a positive and attractive business decision. Beyond what you will learn in the classroom, you will absolutely attain even more from the collaborative connections that are sure to take place—and from the transformative growth for you, your organization and the larger field that are sure to take root.

This coming spring in Dallas, don't just attend—come and genuinely collaborate!

Regards,

