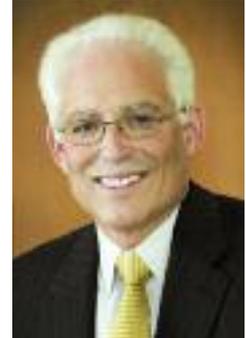


## Creating Our Future, Strategically...

by **Russ Bodoff**

NHIA President

While a great deal of our time and resources have been going into legislative activities, I'd like to take a moment to let you know that there are also many other exciting initiatives underway or planned—undertakings designed to help NHIA members be more successful with their alternate-site business and with the provision of quality services to their patients. Later in this issue of *INFUSION*, you will read about our new three-year strategic plan that was recently approved by the NHIA Board of Directors, after being collaboratively developed through a series of strategic meetings between the Board and the leadership companies on the Future of Infusion Advisory Council (visit [www.nhia.org/about/fiac.cfm](http://www.nhia.org/about/fiac.cfm) for more on the FIAC). While you can view the complete NHIA Strategic Plan online at [www.nhia.org/strategicplan](http://www.nhia.org/strategicplan) and can learn more about how the plan was crafted by reading Steve Jurich's (NHIA's Vice President of Operations & COO) overview article on page 18, I would like to highlight just a few of the many critical activities included in this exciting plan:



- For years the home infusion field has suffered from a serious lack of industry data. We have not been able to show outcome results from therapies or even basic information like the number of patients treated or the types of therapies provided. And this lack of data has certainly hurt our messaging on Capitol Hill, as well. With many NHIA members expressing a deep interest in the ability to benchmark themselves against other providers to enhance operations and quality of care, such data would clearly improve so many things in our field. As a result, this vital issue has become one of the first major priorities to be addressed through our strategic planning process—an exciting new data project has already been initiated and the NHIA members can expect to hear much more about the initiative in the near future.
- As is the case with many strategic plans, ours calls for the association's financial integrity, improved member services and benefits, and, of course, a proactive and successful legislative program. I am very happy to affirm that many actions have been put in motion to ensure such success on all these fronts—and I am excited about numerous new concepts being introduced in the strategic plan too. One example of a new membership benefit being launched as a result of our strategic efforts is the development of a code of ethical practice for NHIA members. This initiative is especially timely, as the words often stated in Washington with increasing frequency about fraud, waste, and abuse when describing health care providers have no place in the home infusion field. We must proactively demonstrate the incredible integrity of our field—and our members crafting such an ethics code will be a tremendous asset to achieve that goal.
- Health care delivery systems will certainly change over the next 10 years and beyond. Without a doubt, increased care in the home will be the driving factor for much of that change. As providers who have been involved in successful home-based care for over 25 years, you should be out in front, helping to lead such a shifting health care dynamic. That will require new tools and approaches, as well as the need to better coordinate with other elements of health care that will be delivered in the home. To assist us all with that change, our strategic plan calls for the future establishment of an NHIA Home Infusion Foundation to help explore, test and develop new ideas for the field. Such a separate 501(c)3 foundation would enable NHIA to be eligible for grants and tax-free donations which, as a trade association, we do not receive today—new dollars that could help to drive greater innovations via evidence-based research.
- Beyond the above remarkable ideas, there are many other new projects and activities listed in the full strategic plan. Again, I invite you to review them all—and you should rest assured that the NHIA Strategic Plan will not be a static document. The Board and staff will continually review progress against the plan, and update it to meet the emerging needs of our field. If you have any questions about the strategic plan, or ideas to include in future revisions, please feel free to let me know.

In closing, let me emphasize that, just as NHIA is your association, this strategic plan is specifically designed for you and the future of your organizations—I urge you to get involved in the various initiatives being pursued. ***The more we all strategically work together, the more this strategic plan will generate a future in which we can all thrive.***

Regards,

