

## A 2010 Conference Retrospective—And a Continued Call to Push Forward!

by **Russ Bodoff**

NHIA President

The 2010 NHIA Annual Conference & Exposition left me with so many exciting and meaningful memories. It is always a personal pleasure to have the opportunity to say hello to the NHIA members that I know—and to meet so many others for the first time. It is rewarding to me, and to the entire NHIA staff who work so hard putting the conference together, to hear so many positive comments about the event. Additionally, it was also wonderful to see the team spirit and cooperation that permeated throughout the events in Dallas.



I guess I will never forget our keynote presenter, John Crowley, who spoke so eloquently about his daughter and son who suffer from Pompe Disease. It was quite an emotional event to see the tears flowing from almost everyone in the audience. John's children are alive today with the help of the regular infusion treatments they receive. While the story of the Crowley children has become widely known through the recent movie *Extraordinary Measures*, I thought of all the stories we never hear. The thousands of infants, children, young adults and other patients of all ages who receive treatment everyday by the thousands of dedicated clinicians in the home infusion field who provide the finest professional care possible. These examples of care do not get publicity and they do not get media coverage—but every patient treated through a home infusion provider has a story. A story of quality care and enhanced quality of life. Each of you impacts so many lives and through your efforts you are able to make life a little better for so many. As I think back to that amazing and moving keynote presentation, I realize that while John personalizing the various accounts of his children's lives brought tears to my eyes, the mist in my eyes grew as I scanned the room and reflected on the pride that I feel for NHIA's members and the work that you do everyday.

As we put the 2010 Conference behind us and already start thinking about the 2011 Conference in Orlando, I believe that the inspiration received from our keynote speaker and the knowledge we gathered in the excellent education sessions and exposition hall displays gives us tremendous momentum as a unified field of professionals to push forward. With an engaged and energized membership and the utilization of new strategies we will continue to build upon our efforts to gain the needed Medicare Home Infusion legislative fix, we will continue to grow our new and increasingly important data initiative and we will increase our membership communications and tools to help all our members operate in the most cost-effective manner possible in dealing with a changing health care regulatory environment. We will continue to advance our alternate-site infusion field—but only if we further the many diverse stakeholder collaborations already initiated.

Robert Strong provided us wonderful entertainment through his humorous applications of magic. Let's not let the magic of the conference experience evaporate. Let's not return to our businesses and forget that the challenges we face are many, but so are the opportunities—if we genuinely collaborate. Let's not forget pledges that were made in Dallas. We need every provider to participate in the "Phase I" 2010 Provider Survey to help ensure the richness of data. We need the outreach to your members of Congress to continue so they truly understand "the patient story"—and to do that we need your help in identifying those patients who have been hurt by the lack of Medicare coverage.

Working together as a team, I know our future is exciting and we will construct our vital new alternate-site frontiers.

Regards,

