

Shaping Our Horizon

by Russ Bodoff

NHIA President

Happy New Year! As we publish our first INFUSION issue of 2011, I want to extend to each of you a heartfelt wish for a healthy, prosperous and successful new year.

For NHIA, 2011 represents an important milestone in its history of service to the alternate-site infusion community. This year, our association will celebrate its 20-year anniversary. Founded on the desire to establish a coordinated voice among home infusion pharmacies and the need to develop education and business tools that would improve the treatment of patients and advance the industry, NHIA has emerged as a respected trade association representing a broad range of alternate-site infusion providers, manufacturers, group purchasing organizations, software providers and other service companies.



Throughout the past two decades, our field has matured immensely—and today, home infusion is now recognized as the care setting/site of choice for high-quality, clinically successful, low-cost infusion therapy. Currently, innovative education programs continue to strengthen the capabilities of providers and aggressive legislative efforts have succeeded in greatly raising the awareness of the benefits of home infusion among members of Congress and the Administration. At the heart of our past and present advancements has been the steadfast commitment of NHIA's members to work collaboratively to shape and drive positive change for the industry. And as a direct result of your recent collective efforts in 2010, we made outstanding progress in a number of key areas—including the NHIA Industry-Wide Data Initiative, the development of NHIA's soon-to-be released Standards for Ethical Practice, and our ever-important work in attaining meaningful Medicare reimbursement for home infusion treatments.

While we have undeniably achieved much, I firmly believe the best is yet to come. NHIA will celebrate its 20th anniversary by recognizing previous accomplishments, but more importantly, we will also leverage those past achievements to create a thriving future—a bright horizon marked with endless possibilities. I am confident that the alternate-site infusion field will continue to grow and that we will see even greater recognition of the value, comfort and quality of care that home infusion therapy provides. NHIA has the unique opportunity to make a difference in the lives of patients—and we also have the capacity to dramatically impact the way health care is delivered. As the 112th Congress commences and discussions take place in Washington about the need to move more health care into the home setting, alternate-site infusion providers will be uniquely positioned to influence that debate by sharing how they have successfully enhanced the quality of care and life for home-base patients for decades. Additionally, the new Center for Medicare and Medicaid Innovation (CMI) will offer another potential option for moving our vital issue of meaningful Medicare coverage for home infusion forward.

Yes, the future success of our industry lies in our very own hands! Enduring collaboration will lead to that success—of that I am sure. Individually, each of us must take an active role in strategically advancing our field by making the commitment to collaborate. As we prepare for our shared work in 2011 and beyond, I am proud to say that one thing remains unchanged in 20 years: our commitment to patients and their families—it resides at the heart of everything we do. It is with this deep sense of purpose and dedication that I look forward to continuing our efforts together around improving patient care, while ensuring and shaping the future growth of our industry.

Our horizon is bright indeed!

Regards,

