

Further Crafting Our Culture of Collaboration

by **Russ Bodoff**

NHIA President

Any enlightened business understands that teamwork and cooperation, both internally and externally, are essential components to building a successful organization. At NHIA, I am fortunate to work alongside a dedicated team of individuals who have adopted a distinct spirit of collaboration to achieve the overall goals of the organization, its members and the patients they serve. It is also my privilege to be part of the broader alternate-site community whose growing collaborative efforts are making a positive difference in the delivery of health care to home-based patients, each and every day.

Trade associations, by their very nature, are interesting in the sense that they are comprised of company members focused on the growth of their respective businesses. Yet at the same time, to assure that growth, such companies work alongside competitors to advance the interests of their industry. They appreciate the importance of shared knowledge, experience, skills and partnerships that are all critical to discovering new business approaches, cultivating markets, sparking innovations, and growing profitable revenue streams for their industry long term. In this regard, as we celebrate our association's 20th anniversary, NHIA is a success story. Through productive collaborations over the years, we have attained many vital achievements.

Those NHIA members who have embraced this industry culture of collaboration are proof that effective teamwork can produce incredible results. One perennial example that comes to mind is the association's Annual Conference—the premier meeting for the alternate-site infusion industry. Each year, it takes exceptional teamwork, sharing and commitment from many provider and business firm affiliate members to successfully pull together a comprehensive, content-rich educational program that will strengthen members' abilities to meet the ever-changing needs of patients. This collaborative working relationship represents one of our biggest strengths—it is clearly a key contributor to the success of past conferences. And our upcoming 2011 educational gathering this April—NHIA's 20th Annual Conference—promises to offer yet another excellent opportunity to hear the latest developments taking place within the alternate-site infusion industry, while also yielding the authentic connections and strategies needed to create the future of our field.

Another positive outcome of collaboration can be seen in the recent completion of Phase I of the NHIA Industry-Wide Data Initiative. The fact that this is the first time in NHIA's 20-year history that a member data study has succeeded in attaining a large amount of meaningful data to better define the size and scope of our industry demonstrates a growing recognition that individual companies must embrace the need to come together and share information that will strengthen the entire field, while allowing participants in the study to benchmark themselves against their peers. Without question, the survey drew a high level of participation among provider members. However, Phase I of this important initiative is but the beginning of an exciting new journey down a path of much-needed data to advance our industry and help communicate the benefits of home infusion—one of health care's best kept secrets.

As we move forward, we will continue to strategically advance our advocacy and legislative efforts, launch the roll-out of the *NHIA Standards for Ethical Practice*, and implement new educational ideas/initiatives (such as the establishment of cooperative programs with pharmaceutical/nursing schools and the potential for a research foundation to be developed under NHIA). I am proud of how the leaders of our member companies have, over the years, increasingly encouraged their employees to be active in NHIA to help drive the growth of our field and the efficient and safe care of our patients. If we are going to further our success moving ahead, we must look at the bigger picture and resolve to come together in even deeper, more collaborative ways than ever before.

Working together is the key to positively shaping our field's bright horizon. I know we will be successful as we leverage our ongoing, reciprocal partnerships—and I look forward to connecting with you at the Annual Conference in Orlando.

Regards,

