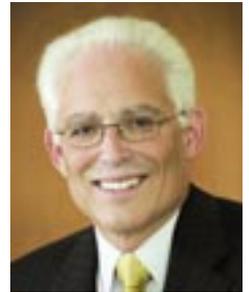


## Making the Investment in Our Field—And Our Future

by **Russ Bodoff**

NHIA President & Chief Executive Officer



In the past month, communications from the NHIA Board of Directors were sent to all NHIA provider members informing them of a need for a dues adjustment, starting in 2012.

Increasing dues—even when it is for the first time in four years—is often the most difficult decision that an organization and its Board ever makes. I would like to assure all our members that this determination was only made after careful discussion, thorough review of the home infusion field’s strategic needs and thoughtful input from a balanced representation of small, medium and large sized member companies.

As you are aware, NHIA devotes a great deal of resources to our legislative efforts. And with the advent of complex health care reform legislation and the debt crisis in our country placing an increased (and growing) pressure on provider reimbursements, the association’s advocacy efforts will only further increase. However, that is not the only area where NHIA needs to position enhanced resources. We also understand that home infusion providers have a variety of constituents, many of whom lack a good comprehension of what home infusion is—and are often not clear about the quality and cost-effectiveness of the services provided. Therefore, our efforts must also be further increased to deliver a positive home infusion message that contains a well-defined value proposition to the private payers, physicians and other referral sources, to patients and caregivers, to disease advocacy groups and to the media. The communication strategy to each of these audiences is different and, as such, NHIA is reviewing plans and setting strategic priorities on a new visibility program.

Our goal is to fully leverage the dues adjustment to best support the most promising activities that can, wherever possible, protect current revenue streams **and** create new business and care opportunities for our industry, as well as for the patients we serve. Every effort was made to balance the tiers of the updated dues schedule in a judicious and fair manner, given the diverse make-up of the membership. Once again, the dues adjustment will go into effect in 2012—upon your regular billing anniversary date—and additional information will be provided in the coming months. In the meantime, the new dues tier structure, a list of key NHIA accomplishments and a set of frequently asked questions are all available on the NHIA website at: [www.nhia.org/membership/provider.cfm](http://www.nhia.org/membership/provider.cfm)

NHIA’s revised provider membership dues structure is an investment we must all make together to secure our continued success. Please know that I am personally available to discuss the dues adjustment with you and your team. In fact, my goal is to meet with as many members as possible over the next several months to discuss the activities at NHIA—and to obtain the input of our members on what you see as your major challenges and opportunities. The NHIA Board and I look to your ongoing support, as we work collectively to maximize the promising opportunities that lie ahead.

Sincerely,

