

## Making On-Target New Year's Resolutions —A Mutual Endeavor Sure To Benefit Us All!

by **Russ Bodoff**

NHIA President & Chief Executive Officer

The New Year is commonly viewed as a time for reflection on what has happened in the past year—and what can be done to make the coming year better. Thus, it seems only appropriate to me that this approach should apply to our association, as we review ways we can best serve our members. Likewise, it is also a time for our members to think about how to support NHIA's mission and, in turn strengthen, the home infusion field.

As we start the New Year, your NHIA Team is already working hard on a variety of activities to enhance services and make 2013 more successful for you and your company. Here are a few key examples:

- NHIA is in the process of developing a comprehensive membership survey that we plan to conduct to better understand the needs of your company—and the NHIA services that you value the most or feel could be enhanced or productively adjusted.
- We are also finalizing the steps needed to launch a new, online Provider Search Portal so referral sources, discharge planners and patients can all more easily identify NHIA provider members by name or geographically, via zip code or city/state.
- NHIA is making a very large financial investment in collaborating with a nationally renowned health care policy firm (Avalere Health, LLC) to help us develop a Medicare reimbursement model that can move us past the Congressional stalemate which has impacted the home infusion field for so many years.
- Meticulous work is far along for crafting this year's on-target and highly engaging Annual Conference & Exposition—sure to be our best one yet.
- The NHIA Industry-Wide Data Initiative continues to build steam, as we utilize the information gathered from the 2012 Data Definitions Survey to drive the next major phase, scheduled to be initiated later this year.
- We have plans for a new media outreach campaign to further build increased awareness of home infusion—and the key issues impacting our industry and the patients in need of our services.
- The dynamic and exciting outreach efforts to private payers that were started in 2012 will continue, as we work to strengthen their knowledge and understanding of the value of our field.
- NHIA is awaiting the IRS' evaluation of our application to launch the new NHIA Foundation.



To help complement our above mentioned valuable member services and strategic initiatives, I would ask that you also make certain resolutions that support your commitment to the growth of the home infusion field—and the strength of your association:

- If your company has not yet signed the Attestation for the *NHIA Standards for Ethical Practice*, I must ask why not. As you will see in Ken Van Pool's advocacy column (see page 17), to fortify our message in Washington, we need 100% of our members making that commitment: Kindly attest now, if you haven't yet done so.
- As we see new legislation introduced in the new Congress, we will be asking all our members to be actively involved in Congressional outreach through email, phone and in-person visits—please be ready to vigorously partner with NHIA in these critical grassroots efforts.
- Participate in the next phase of the Data Initiative—and help the field better define industry-specific measurements and best practices, while ultimately allowing your organization to benchmark against your peer companies.
- NHIA Committees and Task Groups are the lifeblood of so much of what we do and can accomplish—I urge you and others on your company team to get involved in this regard.
- Use and participate in The NHIA LISTSERV® Message Board discussions that benefit you and your fellow infusion providers via the practical sharing of alternate-site knowledge and experience.
- And lastly, if we can do something to enhance your membership experience and benefits, please be sure to contact me (at 703-828-2678 or [russell.bodoff@nhia.org](mailto:russell.bodoff@nhia.org)) and let me know.

My column in the last issue of *INFUSION* discussed what one individual pharmacist was able to accomplish (see "Relentless Commitment: What it Means to be a Health Care Provider," November/December 2012). As we start this New Year, I hope you will see the potential for what we can all accomplish, together, through a strong commitment to working as a team towards common, key goals.

On behalf of the entire NHIA Team, let me send our best wishes for a successful and prosperous 2013.

Regards,

