

NEW BEGINNINGS

by **Russ Bodoff**

NHIA President & Chief Executive Officer

T.S. Eliot wrote that “Every moment is a fresh beginning.” The start of a new year certainly brings a sense of excitement and promise. It is a time of renewal and possibility to create something novel; make the year ahead better than the last. It drives us to explore what the world can offer and what awaits us outside the lives we know. At the same time, I believe that the future is created moment by moment, and the possibility to reinvent, improve, or create change is always with us.

It is in this spirit of change, and with gratitude and affection, that I share with you my intent to retire as President & CEO of NHIA, within the third quarter of 2015, once a successor has been named. The decision to retire was difficult. But, following a successful 34-year career serving public, consumer, or patient interests through my work with four wonderful associations, I felt the time was right. It seems like yesterday that I notified the NHIA Board Chair of my desire to retire in the latter part of 2015. But the two and a half years have flown by since I made that decision, and the time will soon come for me to pass the torch to the next CEO. The NHIA Board recently initiated a search process to identify a successor. A search committee has been established, and an executive search firm has been contracted.

It’s been an amazing eight years. When I arrived at NHIA in 2007, this was a different organization. Together, we have positively transformed the Association and laid a solid foundation to fuel the advancement of the industry. Today, NHIA is strong; financially sound; and highly respected within Congress, key government agencies, and sister associations. We have sharpened our focus and targeted our resources on issues paramount to our ability to strengthen patient care and to build a stronger future for our industry. I am proud of what the Association has accomplished over the past eight years. None of this could have been possible without the great support I have received from the NHIA membership, Board and Committee members, and the amazing work performed by the Association’s staff.

Yet, much remains to be done. We are at a critical time in our organization’s history. As a person who values perseverance, I intend to remain singularly focused on the task at hand for the remainder of my term. It is important that we remain attuned to the reforms transforming our nation’s health care delivery system. We must act diligently on our own behalf to promote the value we provide to patients through effective, high-quality home infusion care. And, let us keep in mind that in 2015 we have the best opportunity ever to shape our own future and see the much-needed Medicare home infusion legislation pass. We must use the first quarter of 2015 to strengthen our grassroots efforts, and to aggressively engage members of Congress. The staff and I will be doing everything possible to drive this effort. I expect every NHIA member and their team to play a role, including reaching out to members of Congress through email, telephone calls, or personal visits as well as partnering with NHIA to develop patient stories, achieve media coverage, and place local op-eds. We have come so far together; let’s not let this opportunity slip through our fingers.

I want to take this opportunity to extend my wholehearted appreciation to each of you for your unwavering commitment, dedication, and friendship and for inspiring me to use my passion to lead this great Association and to further advance the industry. I look forward to seeing many of you throughout the year during my visits to member sites and in March at our Annual Conference in Phoenix, Arizona.



Russ