

# B | BRAUN

## SHARING EXPERTISE

Perspective and expertise are highly valuable in today's health care delivery system. It makes sense that a global company with operations in 60 countries and a presence across inpatient and outpatient markets would have both. Bethlehem, Pennsylvania-based B. Braun Medical Inc. (B. Braun) has been involved in infusion therapy in the U.S. since the beginning and, according to Don Nymberg, Vice President of the company's OPM (Outpatient Markets) Division, helped shape and expand the market for many years.

### SHARING EXPERTISE

"By utilizing our expertise and experience gained in both the inpatient, acute care and outpatient settings, we are able to offer a comprehensive line of innovative, safe, high-quality, easy-to-use products and services specifically designed for the home and alternate-site areas of care," explains Nymberg.

With a culture dedicated to driving innovation, increasing efficiency, and promoting sustainability, B. Braun strives to enhance safety for both patients and clinicians as well as improve working processes for provider organizations. The company's diversified product portfolio can be used in different settings and tailored to meet the needs of customers in the home and specialty infusion setting—a significant area of steady growth.

"The outpatient market is an important area of focus for B. Braun, both in the U.S. and globally," observes Nymberg. "We remain committed to providing the highest quality products and services to our customers in the home infusion market," he adds.

Just how does a global giant come to appreciate the needs of customers across the continuum of care? "We have a dedicated team of sales representatives and national account representatives that service the home infusion market. We also have experts in field management and marketing who routinely consult with our customers to truly understand their challenges and opportunities," explains Nymberg.

This close proximity to customers has brought a variety of much-needed products to market, from passive safety

vascular access devices and needle free connector systems to an indispensable component for parenteral nutrition therapy. "We recently launched Nutrilipid 20% (fat emulsion) for parenteral nutrition therapy in adult and pediatric patients," explains Rick Williamson, Vice President of Pharmaceutical Marketing at B. Braun. "This is an essential therapy that can be administered to patients in the outpatient setting," added Williamson. The launch of Nutrilipid 20% came at a critical time and will help alleviate the short supply of lipid emulsion products the U.S. has seen over the past few years.

### DYNAMIC MARKET CONDITIONS

Aside from being in tune with their clinical needs, B. Braun also understands the rapidly changing business climate in which its provider customers are working. Downward pressure on reimbursement, product sourcing challenges, and market consolidation have all had a tremendous impact on both the acute care and alternate-site health care sectors.

"The challenges of health care often transcend sites of care," explains Nymberg. "We take our experiences in all markets and work to use it to provide insight, knowledge, and value to our customers." One constant for providers is the unrelenting pressure to be as efficient as possible without sacrificing quality patient care.

B. Braun understands that essential to meeting this goal is a well-trained staff of clinicians, so the company provides a variety of education and training services in one place to make them easier and quicker to use, according to Nymberg. Customers can now access information on products, essential industry issues, and even clinical continuing education electronically at its website ([www.hit.bb Braunusa.com](http://www.hit.bb Braunusa.com)). "Providing education and training solutions gives us an opportunity to help our customers in the home infusion industry meet growing business demands and underscores our Sharing Expertise® philosophy," he adds.

"There are a number of other pressing issues that alternate-sites face," says Nymberg, noting that health care reform, reimbursement, competitive bidding, and increasing costs are all everyday challenges faced by

B.Braun customers. “Our customers are constantly trying to navigate these issues and figure out what the ultimate impact will be.”

One of the most pressing issues today is Medicare reimbursement for home infusion therapy, which has been a keystone advocacy issue for NHIA over many years. “Current Medicare coverage requires that patients 65 years of age or older receive their infusion therapy in institutional or outpatient facilities versus in the comfort of their own homes,” says Williamson.

“We fully support the NHIA’s stance on *The Medicare Home Infusion Site of Care Act of 2015* and would like to see the current law changed, as it has become an inconvenience and financial burden to so many elderly patients whose health may already be declining,” he continues. “If the legislation was implemented, it would result in an overall cost saving to the Medicare program,” Williamson adds. Data collected by Avalere Health, LLC, supports assertions made by the field for years.

### **PARTNERING FOR THE FUTURE**

“Our dedicated teams follow and truly understand how patients interact in the home setting,” says Don Nymberg. “Even with the challenges, the opportunity to grow remains strong in the home infusion therapy market.”

This opportunity is the reason B.Braun has chosen to partner with industry leaders such as NHIA and the other members of its Future of Infusion Advisory Council (FIAC), where broad issues are explored in the context of industry strategy and direction. B.Braun truly values its partnership with NHIA and has been a long-time supporter of its programs, according to Nymberg. “We are proud to be one of the industry leaders participating in FIAC,” he adds.

As part of an ongoing dialogue with customers and industry frontrunners, B.Braun’s leadership team finds FIAC to be a valuable forum for actively engaging in sharing its expertise with other manufacturers and providers, Nymberg explains. “We have cultivated longstanding relationships with our customers and key industry leaders and stakeholders,” he says. “We also make a concerted effort

to listen to our customers and in turn they know that we understand their business and needs.”

B.Braun is committed to IV therapy and continues to invest in the development of products and services to support that commitment, concludes Nymberg.

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