The NHIA Future of Infusion Advisory Council (FIAC)—Helping to Amplify Industry Engagement through Timely Leadership, Policy, and Financial Support

The NHIA Future of Infusion Advisory Council (FIAC) brings together outstanding manufacturing and service companies who have pledged leadership, policy, and financial support to the National Home Infusion Association (NHIA). The Council works closely with the NHIA Board, leadership staff, and provider members to address the most critical issues, opportunities and challenges facing the home and specialty infusion industry—and this publication provides informative organizational profiles for each of the ten 2014-2015 FIAC member companies.
In Appreciation

On behalf of the NHIA membership, we would like to extend our deepest appreciation to the members of the Association’s Future of Infusion Advisory Council (FIAC) for supporting our mission to be the trade association that best represents the home and specialty infusion community. The FIAC brings together outstanding manufacturing and service companies who have pledged leadership, policy, and financial support to NHIA—and to advance our industry.

As part of NHIA’s efforts to broaden its connection to include all key stakeholders—providers, as well as supporting businesses—we invited these companies to join in a unique partnership that has strengthened the Association immensely. FIAC companies join with NHIA’s provider-based Board of Directors to address the most critical issues, opportunities and challenges facing the industry. In a formal process that was launched in 2008, the FIAC engages regularly with the Board in strategic planning that helps set NHIA’s course for successfully navigating the future.

The FIAC—NHIA Board partnership has been gratifying on a number of levels. The ideas shared have helped better address important issues for home infusion providers and supporting businesses alike, and the forum for dialogue has increased understanding on both sides. We believe that this new depth of cooperation has improved the innovation of product and service offerings to meet the dynamic needs of providers in the field, as well as building a trust and appreciation for partners in the marketplace.

The financial support and guidance provided by the FIAC have strengthen the association and allowed us to address some critical longstanding needs—such as engaging Avalere Health, LLC to conduct the much-needed study on the potential for Medicare savings that home infusion can provide. The FIAC has also become a strong force behind the NHIA Industry-Wide Data Initiative. There is no question that with the help of the FIAC members, NHIA and the entire alternate-site field is better positioned to thrive in the dynamically changing future of health care delivery.

By stepping forward, the ten FIAC members featured in this publication have demonstrated their leadership and engaging commitment to the field—and, thereby, amplifying our collective ability attain industry success. We invite you to learn more about their involvement with NHIA, and to thank and support them whenever you can.

Paul Mastrapa
Chair, NHIA Board of Directors

Russell Bodoff
NHIA President & CEO

FIAC
Future of Infusion Advisory Council
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*Note: NHIA had final editorial control over all material in this publication.
With over 80 years of innovation and leadership in health care, Baxter has pioneered many medical breakthroughs we take for granted today: intravenous infusion, kidney dialysis, and modern hemophilia therapy, to name a few. Baxter continues to introduce new products and therapies to help people with complex medical conditions, such as hemophilia, kidney disease and immune disorders, lead productive and fulfilling lives.

However, it takes more than science and technology to advance the field of health care. It takes a team of dedicated individuals who act with integrity in all they do. Our team of approximately 61,500 employees in almost 70 countries proudly stands behind Baxter’s products and services and continues to respond in creative ways to meet patients’ medical needs.

While the company has global reach, it understands the distinctive needs of its customers in home infusion and specialty pharmacy because it interacts so closely with them. “We recognize that the home care business model is different than an acute care setting,” explains Ivan Forehand, Director, National Accounts, Alternate Site, for Baxter’s U.S. Medication Delivery business.

Forehand notes that the company’s contracting, inventory, and other business functions ensure that home infusion accounts receive the same level of support. “Our dedicated alternate care sales team offers a single point of contact to work with our home infusion customers to provide expertise as needed,” he continues. “They understand the needs of the pharmacy and the home care patient, which allows for robust problem solving.”

The Baxter team’s expertise can range from training on products to providing clinical resources and services. “As part of our Clinical Center of Excellence, we offer pharmacist-to-pharmacist consultations and product specialists who can provide a higher level of consultative interaction for specific pharmacy products,” he explains.

Meeting the Needs of the Market

Having a long history of servicing the home infusion market has allowed Baxter to develop several products designed with ease of use and safety in mind. In addition to bringing new products to market, Baxter has a track record of innovating through expansion and improvement. “The Baxter product portfolio has been refined to meet the customer’s needs with emphasis on the areas of nutrition and drug delivery,” adds Forehand. The SIGMA Spectrum Infusion System is a good example, “With next generation smart technology, it’s easy to program and offers several enhanced safety features.” Drug libraries and dose error reduction software protect patients and program-
mers from errors, he says. “It’s a precise, modern system that works in the home setting.”

“We help hospital pharmacies transition and manage patients as they’re discharged to the alternate site or home,” adds Forehand, noting that many of the company’s product offerings are designed to help manage patients needing continued medication and tracking to ensure compliance.

He cites the MINI-BAG Plus Container System as an example. “This user-friendly product allows patients to easily administer medication while providing the pharmacy a safe and cost-effective delivery method to support home therapy,” he explains. “We also have created patient guides that our home infusion customers can provide to their patients on proper use of certain products.”

Baxter’s Medical Products franchise manufactures products used in the delivery of fluids and drugs to patients. These include intravenous (IV) solutions and administration sets, premixed drugs and drug-reconstitution systems, IV nutrition products, infusion pumps and inhalation anesthetics. The franchise also provides products and services related to pharmacy compounding, drug formulation, and packaging technologies.

Baxter has been a supportive member of the National Home Infusion Association’s Future of Infusion Advisory Council (FIAC) as it goes about the important business of setting a direction for the home and specialty infusion therapy community.

Many of the company’s product offerings are designed to help manage patients needing continued medication and tracking to ensure compliance.
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.bbraunusa.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.

**We take our experiences in all markets and work to use it to provide insight, knowledge, and value to our customers**
Cubist Pharmaceuticals describes itself as a biopharmaceutical company focused on the research, development, and commercialization, of pharmaceutical products that address unmet medical needs in the acute care environment. And while the company’s focus on development of novel therapies is designed to benefit patients in hospitals and other acute care environments, they are no strangers to the alternate-site infusion field.

Headquartered in Lexington, Massachusetts, Cubist is best known in the outpatient setting for marketing Cubicin® (daptomycin for injection). The company's clinical product pipeline has been burgeoning with recent approvals for anti-bacterial agents that fight acute bacterial and skin structure infections as well as urinary tract and complicated abdominal infections. Cubist’s research and development focuses on addressing areas of significant medical need, including therapies to treat serious infections and acute pain.

**So Much to GAIN**

With a research pipeline so focused on fighting infection, Cubist has been closely involved in addressing the public health threat caused by a growing array of MDR bacteria. This group, called “gram-negative” bacteria, is particularly dangerous because they are very quick to develop resistance to current treatments. According to Centers for Disease Control and Prevention (CDC) data, more than 1.7 million people acquire bacterial infections in U.S. hospitals each year—and 99,000 people die as a result of these bacterial infections. More than 70% of the bacteria that cause these deadly infections are resistant to at least one drug.

Health care providers are facing a dwindling supply of medical weapons to fight these deadly foes. And, while efforts are underway to promulgate best practices that incorporate proper stewardship of existing antimicrobial therapies, developing new tools to replenish the dangerously low inventory is critical to successfully ensuring public health.

However, developing new therapies is not without its challenges. It takes researchers an average of 10 years to bring a single product to market, and the financial incentives are low given that antibiotics are prescribed for such short periods compared to drugs that treat chronic conditions.

To address the growing health threat, Congress passed the Generating Antibiotics Incentives Now (GAIN Act), which was signed into law in 2012 as part of the Food and Drug Administration Safety and Innovation Act. Cubist was closely involved in the development and passage of the GAIN Act, which incentivizes research and development and streamlines the FDA regulatory review process. Passage of this legislation represents a significant achievement not only for Cubist, but for health care providers and patients across the continuum.

By the end of 2014, the FDA had approved four new anti-bacterial drugs designated as Qualified Infectious Disease Products (QIDPs) under GAIN. Two of those therapies, tedizolid phosphate (Silvextro®) and ceftolozane/tazobactam (Zerbaxa™), were developed by Cubist.

“Without the GAIN Act, it would be significantly more difficult to develop new antimicrobial products for home infusion providers to utilize,” observes Mark T. Battaglini, Esq., Vice President of Government Affairs at Cubist. With antibiotics representing a significant percentage of home infusion therapies, providers and patients alike rely on a robust pipeline of drug agents, he points out.

**Bringing it Home**

Cubist understands the critical role home infusion plays in quelling the spread of infection and battling resistance, according to Battaglini. “It’s one of the most cost-effective settings of care, not to mention there are high rates of patient satisfaction and quality of life standards along with a reduced risk of nosocomial infections when you treat a patient outside the hospital,” he says. “We understand that so many of the health care reform changes coming through are based on moving patients from the acute care to outpatient setting.”

“Yet, in many parts of the country, because of a lack of Medicare coverage, patients are sitting in clinics or spending time in acute care or skilled nursing facilities when they
could be getting treatment at home,” continues Battaglini. This is one example of common ground between Cubist and NHIA members, he points out. Another is showing value.

Home Infusion provides a good opportunity, explains Battaglini. “It can help reduce length of stay by providing quality care in the home that’s meaningful.” At the same time, he adds, that value can only be realized through the hands of skilled professionals and a cadre of related products and services required to safely and effectively administer the therapy.

Payers, including the Centers for Medicare & Medicaid Services (CMS) could better understand the impact of their decisions by considering value in the context of the bigger picture. Battaglini points to the Medicare Competitive Bidding Program as an example. “Getting the lowest price on a pump does not necessarily save money when you look the entire cost therapy,” he explains. “They’re not looking at the whole puzzle, just a few pieces.”

On the commercial side, a deeper understanding of the value of home infusion might prompt payers to hold down rising patient copays and deductibles to encourage utilization of overall cost-effective settings. “If a patient chooses inpatient care because the daily copay at home is too high, the larger savings are missed,” he explains.

We need to demonstrate value by collecting and sharing data, observes Battaglini. “We have to be able to show savings from across the spectrum in areas such as reduced readmissions and hospital avoidance.”

**We understand that so many of the health care reform changes coming through are based on moving patients from the acute care to outpatient setting**

**Partners in Change**

Data collection and payer education are important pillars of NHIA’s strategic plan, which was developed with the input of the association’s Board of Directors and Future of Infusion Advisory Council (FIAC). This type of common ground drew Cubist to participate in the FIAC, says Battaglini.

“Working with NHIA is a priority because we are focused on the same end users as your members, the patient who is ill,” he acknowledges, “but there are also opportunities for us to educate one another.”

Education is especially important as health care reform changes are made and the overall health care environment changes, according to Battaglini. “You can come willingly or you can kick and scream, but change is coming and understanding it is the key to success.”
Hospira Worldwide, Inc. was unable to provide a profile at this time.

NHIA would like to recognize Hospira Worldwide, Inc. as one of the founding members of the Future of Infusion Advisory Council (FIAC).

The company’s dedication to alternate-site providers and the success of all the key stakeholders in the field has been evident through its many years of support and participation in leadership forums, such as FIAC.
Can’t Wait for Your Next Issue of INFUSION Magazine?

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If you’re an NHIA member and don’t receive INFUSION Express, please contact: INFUSIONExpress@nhia.org
For three decades home infusion therapy has offered a safe and effective alternative to infusion patients who don’t otherwise need to remain in the hospital. And for over 25 years, InfuSystem has focused on home infusion by delivering essential infusion devices, service, supplies, and expertise, helping to optimize the quality of life for home infusion patients nationwide.

“Home infusion has always been InfuSystem’s center of gravity,” said Eric K. Steen, InfuSystem’s President and Chief Executive Officer. “At InfuSystem, we believe that the home should be considered the preferred and primary site of care.”

**Covering the Basics and Beyond**

With a focus on IV therapy in the outpatient setting, InfuSystem provides infusion pumps and related products and services for patients in the home, oncology clinics, ambulatory surgery centers, hospitals, and other sites of care. The company maintains five strategically placed Centers of Excellence from which it serves all 50 states and Canada.

InfuSystem stocks over 60 infusion pump models from popular manufacturers. By offering both short and longer-term pump rental, leases, purchase options, and a pump buy-back program, InfuSystem gives its customers exceptional flexibility when choosing the right pump option.

“Our pump experts will tailor an infusion pump solution to fit our customers’ needs and budget,” Steen explained, who noted that the company offers much more than pump sales and rental. “We want to deliver on our promise of ‘Infusion Made Easy,’ and bring pump and technology solutions that can improve a customer’s workflow, saving time and money,” he added.

Infusystem’s new PumpPortal is one example of the company’s Infusion Made Easy suite of technology solutions. “Online, from any device, our customers can easily manage their entire pump fleet for service and repairs, fleet expansion with same-day shipping, and access a complete documented service history for any pump,” Steen explained.

Proper service extends the life and performance of infusion pumps, helping providers count on their equipment and deliver the highest quality patient care at an affordable cost, according to Steen, who noted that InfuSystem service facilities are ISO-Certified for quality processes.

Customers looking for an even further tailored service can opt for on-site recertification, repair, and preventive maintenance on their pumps and other biomedical equipment. “Sometimes providers require additional expertise at their facility. We can help there as well,” said Steen. “Our certified biomed technicians and team leaders are industry-trained, and share more than 185 combined years of biomedical experience to deliver world-class quality both in-house, and on-site.”

**Electronic Solutions for Efficiency**

“InfuSystem lets our customers do more with the time they have,” Steen added. “Electronic connectivity with our customers is a major piece of our efficiency push,” he said. The company’s PumpPortal, inventory management and asset tracking solutions offer new ways for providers to save time, improve device utilization, and reduce the frustration and high cost of lost equipment, Steen explained.

“We know that providers are looking for reliable partners in delivering improved patient outcomes and high patient satisfaction,” said Steen. “Our full-service pump and technology solutions deliver value across the entire continuum of care. For providers, patients, payers, and manufacturers, InfuSystem delivers on Infusion Made Easy for each.”

**No Place Like Home**

With its origins in the home infusion therapy sector, it makes sense that InfuSystem would play an active part in shaping the future of the field. In 2014 the company joined NHIA’s Future of Infusion Advisory Council (FIAC) where key stakeholders and association leadership collaborate with the Association’s Board of Directors to set a strategic course for the future.
“There is no better environment for healing, support, and cost efficiency than in the home,” said Steen. “We’re further demonstrating our commitment to this concept by working closely with others in the industry for the benefit of patients and providers alike,” he said.

Even prior to joining the FIAC, InfuSystem had business relationships with many members of the FIAC and worked toward the common goal of delivering quality care at affordable prices.

One of the primary objectives of the FIAC is to give better access to these vital, cost-effective services for our nation’s growing and ever-aging population, Steen added. “We hope that Congress will view it the same way, so we are supporting NHIA’s efforts to obtain comprehensive Medicare coverage for these vital therapies through The Medicare Home Infusion Site of Care Act of 2015.”
For over 20 years, Innovatix, a New York-based group purchasing organization (GPO), has worked to transform the traditional GPO model. Understanding that true membership goes beyond discounted products, the company has successfully developed a suite of value-added services that includes government affairs, clinical services, continuing education, population health management, and specialty pharmacy management, allowing members to focus on providing care to the communities they serve.

GROUP PURCHASING AGENTS

Innovatix offers contracting solutions for the non-acute care marketplace, including senior living facilities, independent physician and oncology practices, and home infusion, specialty, retail, mail order, and long-term care pharmacies. Currently serving over 23,000 members nationwide, Innovatix provides access to a portfolio of savings negotiated by leveraging a total purchasing volume of over $41 billion.

“Our primary function is to help our members with their cost of goods sold (COGS) by making acquisition costs as low as possible,” says John P. Sganga, President and CEO of Innovatix. Members have access to over 14,000 unique NDCs and pharmacy support services, as well as added savings on an extensive medical/surgical portfolio through its affiliation with Premier.

Innovatix is 50% owned by Premier, a national acute care GPO. Sganga explains, “Our relationship with Premier allows our members to access some of the same discounted pricing that was typically only available to the largest acute care institutions,” he says. Additionally, the company offers a web-based tool, called Contract Advantage, that allows members to see the financial comparison between using a non-contracted drug and a contracted drug for a given indication. It compares contract prices, reimbursements, wholesaler acquisition costs (WAC), average wholesale price (AWP), and/or average sales price (ASP).

Innovatix is also one of the only non-acute care members of the business ethics group Healthcare Group Purchasing Industry Initiative (HGPII). “These practices reinforce our membership-driven model,” asserts Sganga.

REIMBURSEMENT AGENTS

The Innovatix Network, a subsidiary of Innovatix, helps home infusion pharmacies navigate Medicare Part D. “Innovatix has designed a specific Medicare Part D network dedicated to serving home infusion pharmacies,” observes James V. Vasquenza, Jr., Vice President, Innovatix Network. Recognizing that reimbursement is a core issue, the Innovatix Preferred Provider Network (PPN) was established to facilitate new relationships with Prescription Drug Plans (PDPs) under the Medicare Part D program. Today, PPN offers a range of programs and services, including access to Part D contracts with the nation’s largest regional and national prescription drug plans (PDPs) and pharmacy benefit managers (PBMs), dispensing fees and AWP discounts, and access to its newly launched maximum allowable cost (MAC) monitoring program, called MAC Minder.

Introduced last fall, MAC Minder monitors member MAC reimbursement rates and flags when reimbursement drops significantly or disappears altogether. “In some cases, this happens when product supply isn’t keeping up with demand, causing manufacturers to significantly raise prices on the drugs. And if the MAC rate doesn’t adjust for these occasions, then the pharmacies are losing out,” notes Vasquenza.

Working closely with member pharmacies, and using claims data provided through MAC Minder, PPN staff can identify claims that represent the highest losses for its members and use that information to petition payers to modify their reimbursement rates. In some instances, PPN has been able to advise the pharmacy of alternative products or even assist the pharmacy in negotiating lower acquisition costs with the manufacturers.

EDUCATION & CLINICAL AGENTS

One of the most unique aspects of the Innovatix group purchasing model is its clinical infrastructure. There are 12 staff clinicians dedicated to supporting both members and regional sales representatives in the field. “With specialists in pharmacy operations, oncology, infectious disease, managed care pharmacy, specialty pharmacy, and acute care
We want our members to be the innovators in the population health space and are dedicated to helping them to develop a practical, actionable set of perspectives on how best to achieve success in today's health care landscape.
Identifying opportunities to improve patient care while driving down health care delivery costs remains a top priority in the alternate-site health care delivery system. Managed Health Care Associates, Inc. (MHA), based in Florham Park, New Jersey, is leading the charge.

Expanding the Technology Footprint

MHA started 25 years ago as a long-term care pharmacy group purchasing organization (GPO) serving the needs of alternate-site health care providers. Built on a strong commitment to innovation, MHA has maintained its presence as a leading alternate-site GPO in the country while investing in innovative services and solutions for its membership including long-term care pharmacies, infusion providers, specialty pharmacies, home medical equipment providers and assisted living and skilled nursing facilities. The strategic focus is to assist members in creating efficiencies, improving revenue and driving out costs, which allows them to focus on providing optimum care to the patients they serve.

MHA President, Michael J. Sicilian, shared, “If you were to look at MHA today you would see not only one of the country’s leading alternate-site GPO, but also that MHA has evolved to establish itself as a health care services and technology company. The alternate-site health care market is changing dramatically and real-time analytics and tools are essential for our members to succeed. Gaining access to benchmarking and real-time clinical information will be critical in order for our members to compete in the emerging value-based reimbursement models.”

Following MHA’s 2013 acquisition by Roper Industries, MHA added a range of data analytics and clinical software tools to its portfolio of technology-based offerings. A recent addition to this portfolio is Strategic Healthcare Programs (SHP), a company well known for its benchmarking and patient satisfaction survey capabilities. MHA has also developed an innovative, proprietary patient management software system known as Clinical Therapy Management (CTM), to support both patient care and the collection of clinical and dispensing metrics for specialty disease states, including Hepatitis C, IVIG, and HIV. The most recent addition to the MHA technology portfolio is the acquisition of SoftWriters, Inc., recognized as the leading pharmacy operating system and workflow efficiency solution in the long-term care pharmacy space.

“Our members expect us to execute on the basics of the GPO offering, and also depend on us to execute on the technology and software offerings driving the next wave of innovation,” observes Sicilian. “We continue to look around the corner to see what is coming next, and through major investments in technology, provide effective services and solutions.”

Staying Ahead of Changing Market Trends

As a health care services and technology company, staying ahead of what’s coming next means that MHA continues to evolve, says Diane Koontz, Senior Vice President of MHA’s Alternate Site Division. “We continue to invest strategically and expand our portfolio of products and services for home infusion and specialty pharmacies,” she says, noting that “our focus is to support member operations with a full line of pharmaceuticals, medical supplies, business services and technology offerings.”

“For example, the cost of drugs is an enormous challenge for our members,” Koontz continues. “2014 is the first year in recent history to see a double-digit increase in prices for generic drugs and prices remain high for specialty injectables—that’s a significant cost center for providers and it affects their profitability,” she observes.

To address surging costs MHA has intensified its focus on the specialty markets. In February, the company brought on a specialty market focused Vice President of Trade Relations and Contracting. “Creating the role was a strategic investment,” says Koontz. “This investment represents MHA’s ongoing commitment to provide a full spectrum of commercial, clinical and technology solutions to our specialty pharmacy members.”

In terms of clinical solutions, MHA also continues to enhance its spectrum of specialty services. A key component is MHA’s innovative Clinical Therapy Management (CTM) patient management software system which can help specialty pharmacies enhance their patient care and also
facilitates the collection of clinical and dispensing metrics required for specialty reporting.

“The MHA CTM platform has already experienced significant member adoption, and implementation of pharmaceutical business partner data programs. With this comprehensive technology platform, our specialty pharmacy members have access to an easy-to-use patient management and support resource that covers key specialty diseases and lets them focus their time where it matters: providing optimum patient care,” adds Koontz.

MHA has worked to support member efforts to advocate for critical legislative and regulatory issues. “Navigating the legislative landscape is increasingly critical to our members’ success,” Koontz observes. “We continually strengthen our involvement and recently expanded our ACO network and legislative affairs team to stay abreast of the regulations that shape our health care delivery system.”

**COLLABORATING TO SHAPE THE FUTURE**

In order to help members demonstrate the alternate-site care industry’s value to the overall health care system, MHA has partnered closely with NHIA. “We have participated with NHIA’s lobbying group on Capitol Hill and coordinated on the grassroots efforts to pass The Medicare Home Infusion Site of Care Act,” explains Wayne Grau, MHA’s Vice President of Legislative Affairs. “We also promote NHIA and all the great work they have been doing for our members,” he says, noting that NHIA is often invited to speak at MHA events and webinars.

MHA is launching a grassroots campaign with its members to educate members of Congress about what a home infusion pharmacy does. “We will invite legislators to tour a home infusion specialty pharmacy and hear from the pharmacists, staff, and patients about how this industry delivers superior care in a patient-chosen atmosphere and still offers cost savings to the American taxpayer,” explains Grau. “We’ve discussed our plans with the NHIA leadership to ensure that we’re supporting everything they’re doing,” he adds.

Grau also collaborates with industry partners as part of the FIAC. “Interacting with the FIAC allows MHA and our members to get a look into the future of where the home infusion field is heading,” he explains. “The issues we discuss give us a better understanding of how government and business partners view our members and draws our attention to important issues we will need to work on as a group.”

Amid profound changes to the health care system and what is required for success, MHA’s commitment to its members remains a constant. As such, the investment in new and enhanced solutions is set to continue, to be able to help alternate-site health care providers succeed, today and in the future.

**The alternate-site health care market is changing dramatically and real-time analytics and tools are essential for our members to succeed**
For more than 30 years Medical Specialties Distributors (MSD) has been serving the alternate-site infusion market with a commitment to helping providers improve patient care while reducing operating costs. The Stoughton, Massachusetts-based distributor of infusion-related products and biomedical equipment rentals and service does this by providing an integrated, outsourced offering of mission-critical services.

“At MSD, every day we work aggressively at exceeding our customers’ expectations,” says Jim Beck, MSD’s President and CEO. “We endeavor to provide a portfolio of services that enables our customers to outsource non-core activities. This allows them to focus on what they do best: delivering high-quality and lower cost patient care.”

MSD achieves this objective through its “Total Enterprise Solution,” which provides outsourced fulfillment of medical device services, technology solutions, and supply chain management.

**Medical Device Services**

Here’s the hard truth about managing a fleet of medical devices: it is complex, it requires discipline, and it is an investment. Lost equipment is an extraordinary expense that can add up quickly, and industry reports indicate that approximately 15% of equipment is lost each year.

MSD helps home and specialty infusion providers navigate the complexities of managing a fleet of medical devices with a comprehensive outsourcing program that maintains the complete life cycle of essential equipment. The backbone of the company’s asset management program is OneTrack®, a proprietary software system specifically designed to track medical equipment, which facilitates asset returns, equipment pooling, par level monitoring, and replenishment.

“We provide an end-to-end solution to businesses of all sizes that helps customers manage, track, and protect their equipment,” observes Richard Worthen, MSD’s Executive Vice President of Sales and Strategic Relationships. “Our team of experts can relieve providers of the headaches associated with servicing, repairing, and managing equipment.”

Created specifically to manage medical devices and equipment, Worthen says OneTrack can efficiently manage over 500,000 pieces of complex equipment. Providers utilizing OneTrack have demonstrated a history of successfully managing their fleets, he adds.

“OneTrack is more than just software,” notes Mark Steele, Executive Vice President of Sales, Service, and Marketing at MSD, “OneTrack is really a management tool that provides an organization with best business practices. Customers have improved their device utilization by as much as 25% by deploying OneTrack.”

In addition, MSD has invested in ISO-certified Medical Device Services that grants the flexibility needed to operate efficiently in today’s environment, fulfilling all equipment rental, purchase, and service needs.

MSD can satisfy even the most demanding equipment requirements with a device inventory featuring over 350 unique models. The company’s fleet consists of more than 40,000 infusion pumps, ventilators, and patient monitoring devices, with equipment available for both short-term and long-term rentals.

According to Worthen, “When it is time to buy new equipment, MSD’s device selection and acquisition services help our customers choose the right technology at the right time at the right cost in the right relationship.”

Factory-trained technicians perform equipment service, repairs, and re-certifications in 11 ISO-certified regional facilities. “Our program delivers quality and dependability across a customer’s entire fleet of equipment,” says Dennis Beatty, Senior Vice President of Biomedical and Distribution Operations for MSD. “Our quality system ensures continuity and peace of mind for customers.”

**Technology Solutions**

It’s an inescapable fact that health care reform continues to challenge providers to reduce costs. Along with OneTrack,
MSD’s E-commerce solutions provide efficient supply chain management that saves time and money.

In one example, MSD forged an alliance with a large home infusion industry software developer to bring supply chain management tools to their customers with built-in functionality that provides enhanced end-to-end visibility within the supply-chain. The E-commerce system allows users to instantly place patient drop shipments and bulk supply orders, see real time inventory, look up current pricing, and receive automated delivery confirmations.

An interface with OneTrack is also available to help providers better manage their assets. Users can instantly upload patient demographics and device information from their pharmacy software system to OneTrack in one easy step.

MSD has also developed a technology solution for ambulatory infusion requirements. Outpatient Infusion Systems, a division of MSD, provides a web-based portal to facilitate real-time collaboration between the infusion pharmacy and the ambulatory pump provider. This web-based technology provides real-time access to information and streamlines workflows related to patient intake, equipment assignment, and billing.

**Supply Chain Management**

MSD offers a comprehensive selection of infusion therapy-related products, flexible delivery programs, and formulary management services.

MSD’s engagement with all leading national branded suppliers and its development of high-quality, private label products is specifically geared for infusion therapy providers. According to Steele, “Customers rely on us for the supplies they need to help them provide better care.” With a comprehensive portfolio of infusion products, Steele continues, “Customers can order all of their infusion supplies on one convenient order.”

The company realizes that for health care providers, the quality of their logistics—everything from transportation and warehousing to replenishment and delivery—plays an important role in their success. An efficient logistics operation leads to higher patient satisfaction, lower costs, and higher profitability.

MSD’s Patient Home Delivery (PHD) program can help providers achieve these objectives. White Glove Service, a program that provides extras such as Saturday and across-the-threshold deliveries, serves over 500,000 patients across the U.S. every month.

“Our program’s White Glove Service gives providers and their customers that ultimate home delivery experience and ensures patients’ supplies are delivered on time while meeting budgetary requirements,” explains Steele.

Furthermore, MSD’s formulary development and management program ensures compliance on clinically authorized products of choice.

**Now is the Time**

MSD is committed to the success of home and specialty infusion providers. Participating in the FIAC, which supports the NHIA Board of Directors in defining strategic priorities, has assisted MSD in understanding and aligning with the strategic imperatives important to the industry.

Alternate-site infusion therapy is a unique business that requires MSD to be flexible to meet the requirements of today’s customer and the needs of the changing health care landscape, according to Beck. Each FIAC event is an opportunity to learn more about the current and most pressing challenges faced by customers.

“No is the time to harness the collective wisdom of the industry,” says Beck. “We are proud to be able to serve and support the entire NHIA membership every day.”

**It’s an inescapable fact that health care reform continues to challenge providers to reduce costs**
Moog is a worldwide designer, manufacturer, and integrator of precision control components and systems. The company’s expertise brings the medical market advanced technologies for the precision control of motion and fluids. Delivering the precise, reliable control of fluid movement, simplifying processes, increasing safety and enhancing patient and caregiver outcomes is a strength that Moog has applied to a range of medical pump technologies. Through research and development, and the expertise of its people, Moog develops advanced infusion systems that improve medication safety, optimize application performance, and reduce medical expenses. Moog strives to simplify the programming and delivery of correct therapy dosages while enabling improved patient health and mobility. Our infusion products are used in both the inpatient and alternate-site settings.

Products and Innovation

Between 2006 and 2007, Moog acquired Curlin Medical and Zevex International, two infusion pump manufacturers already established in the specialty and home infusion industry. These companies possessed expertise in clinical engineering, sales and distribution. Combining the capabilities inherited from these organizations with Moog’s own resources enhanced existing products and services and brought about new advancements in infusion therapy products.

The PainSmart® IOD™ (Information on Demand) and 4000/6000 Clinical Management System at-home infusion and ambulatory infusion pumps address the need for precise, controlled delivery of specialty and infusion therapy drugs. Because they prohibit users from bypassing drug libraries and establishing default rate settings for certain drugs, these pumps ensure the correct therapeutic medications are administered at the correct dosages. The development of truly smart pumps has addressed providers’ needs to deliver medications to patients at controlled rates and to adjust dosages as needed.

Continued dedication to improved delivery of care is not restricted to the infusion pumps Moog provides. The company focuses on the development and provision of advanced software that allows practitioners to more readily access treatment history and data. The software’s strict drug protocols specify and control administration of the required medication while limiting alteration of specific infusion parameters. This enhanced software gives providers the ability to update the pump’s drug library and to extract data stored in the device while the pump is in use without interrupting the delivery of patient medication. Moog believes that creating efficiencies is critical to the improvement of workflow and the future of patient care.

The Infusion Therapy Market

Moog is committed to participating in the development and future growth of the alternate-site infusion industry. With the rising cost of inpatient care and the projected influx of specialty drugs and infusion therapy medications on the market, home infusion therapy continues to grow. Moog made the decision to focus initially on the alternate-site infusion market and assembled a team of experts with extensive market experience to accomplish that goal.

Moog has been—and will continue to be—a member of the National Home Infusion Association’s Future of Infusion Advisory Council (FIAC). As a member of the FIAC, Moog works directly with the NHIA Board and leaders to set the strategic direction of NHIA. By having input into the issues addressed by the council, Moog strives to be a dedicated voice for providers within the industry. One example is the industry-wide data collection effort supported by the FIAC. Through the collection of data, the field can demonstrate cost effectiveness and quality of home infusion therapy. Continued collaboration among all industry stakeholders, including the members of the FIAC, is vital to the continuation of gathering and presenting evidence-based best practices and securing appropriate reimbursement for quality care.

Moog Today

To ensure that infusion therapy providers receive dedicated support and enhanced safety, Moog employs a number of full-time nurses, pharmacists, and consultants from
other health care professions. It also supports customers, patients, and caregivers by offering a 24/7 hotline staffed by nurses who can help fellow clinicians or patients any time of the day. The information gained from this communication goes into a feedback loop Moog uses to improve customer knowledge and continuously improve products and services.

Infusion therapy is a critical component in the “hospital-to-home” continuum of patient care. Drug and nutrition delivery in the home setting increases adult and pediatric patients’ comfort and quality of life while reducing the cost of care. There are many challenges facing the specialty and home infusion provider, including continued regulatory scrutiny, escalating labor costs, patient safety, and reimbursement. By making it easy to create and implement customized protocols and improving delivery of information through electronic communications, Moog continues to respond to the evolving critical needs of its patients and the future of the enteral feeding and infusion therapy market.
Smiths Medical is in the business of “bringing technology to life” and has been since the early 1980s. As part of Smiths Group, a global company that over 23,000 people in more than 50 countries, Smiths Medical is a manufacturer and supplier of specialized medical devices for global markets. The company focuses on medication delivery, vital care, and safety device market segments and is best known for its CADD®, Medfusion®, and Port-A-Cath® platforms.

Working across the continuum of care, Smiths Medical is a broad-based medical device company with an expansive view. Through its longstanding customer relationships, it is able to remain in touch with many evolving markets and design products that meet clinical and patient needs as they evolve.

Big Picture

“Our global presence affords Smiths Medical a unique perspective on health care advances and the shifts in delivery of care,” explains Cindy Lougheed, Vice President, Alternate Care and Home Infusion and FIAC Board Member. “We see across the continuum of care, but within our specialized focus areas of medication delivery and improving safety, we are firmly rooted in the home infusion sector.”

Smiths Medical has built a legacy in home infusion, according to Mary Ward, Senior Marketing Manager, Home Infusion and FIAC Board Member. With more than 30 years in the industry, the company has brought infusion system capabilities into the home setting—with an emphasis on ambulatory patient use.

Smiths Medical is proud of its sustained emphasis on patients as well as providers. “Our primary customers are health care providers,” says Lougheed. “We are keenly aware that without quality patient care, the delivery system is not sound.”

Today, Americans are seeing that patients benefit from the freedom of being ambulatory and receiving therapy in a more comfortable, cost-effective setting. While the home care sector has known this for some time, population and economic drivers are culminating to move care away from the acute setting whenever possible. “As these trends have strengthened, Smiths Medical has sought to build on our existing foundation of knowledge,” adds Lougheed. “We are fortunate to have a big picture perspective, which we can put that to use in our individual markets.”

Smiths Medical accomplished this by partnering with the sectors it serves. For example, the company develops innovative products and features for its infusion technology by collaborating with home infusion providers, developing pharmacy and nursing advisory boards, and capturing customer feedback with “voice of the customer” user groups. In this way, it can continue designing products that meet clinical challenges and enable high-quality patient care while addressing the businesses concerns providers face as the reimbursement, regulatory, and market landscapes continue to evolve around them.

The company’s CADD® pumps are a good example, points out Ward. “They have always been designed with error reduction in mind. But the next evolution is a smart infusion system, designed to promote safe patient care, optimize clinical workflow, and add value in terms of cost effectiveness,” she says.

The recently released CADD®-Solis VIP Ambulatory Infusion System is designed specifically for the home infusion patient, according to Ward. It’s a versatile ambulatory pump capable of delivering multiple therapies, including parenteral nutrition (PN), antibiotics, pain management, immune deficiencies, and hydration. “The flexibility is a plus for providers, reducing the need to maintain and train staff on a variety of different devices,” she explains.

The system is also intuitive with easy to use navigation and software that allows for a variety of programming options backed by safety features. “We know that patients need to feel comfortable and safe using the device,” says Ward. “At the same time, clinicians desire features that give them the flexibility to store custom therapy-based protocols, drug names, concentrations, and dosing limits. That
simplifies inputs, enhances productivity, and allows clinicians to focus on their patients.”

The next generation of smart infusion systems feature wireless connectivity, which allows for clinicians to be more informed and involved in patient activity. “Looking at the entire continuum of care, we are seeing more data-driven decision making,” observes Lougheed. “Wireless connectivity is expedient in facilitating clinical judgments.”

Connectivity is also a key factor in transitioning patients from one setting to another. “With Medicare reimbursement incentivizing hospitals to reduce readmissions, acute care referral sources are scrutinizing their outpatient provider partners more carefully,” observes Lougheed. “They need to ensure a smooth hand-off as well as successful completion of therapy.” Since Smiths Medical technologies are across the continuum, they can simplify patient transitions and inspire confidence, Lougheed adds.

**TRENDS AND THE FUTURE**

Smiths Medical is also looking to the health care needs of the future. “Delivery of care will be far different five and 10 years from now,” observes Tommy Johns, Vice President Global Product Management. “It’s our responsibility to prepare for the future requirements of the market now, as well as bridge the gap between today and tomorrow. Our infusion systems are built to last and engineered for future technology,” says Johns.

This type of prospective planning is greatly aided by Smiths Medical’s ongoing dialogue with NHIA through participation on the FIAC. “It’s been a great opportunity to gain perspective on the industry and the various challenges and opportunities facing provider today,” says Lougheed. “Working that closely within the market is invaluable.”

FIAC involvement is effective because its cross collaborative, adds Johns. “That type of team effort is a great experience, and it works to the benefit of the entire industry. We couldn’t get to the Hill without this type of group,” says Johns, noting the industry-wide push for Medicare coverage of home infusion therapy. “I don’t think we could do that sort of advocacy without a cohesive team.”

**PARTNERS IN ADVOCACY**

Advancing the value proposition to policymakers in Washington, D.C., is critical to expanding Medicare coverage for home infusion, according to Chris Swonger, Senior Vice President of Government Relations for Smiths Group. Swonger has worked closely with NHIA’s Advocacy Team to reach members of Congress and the Administration.

“We have really pressed the issue on the Hill, trying to raise awareness,” he says. “A meaningful benefit would improve patient care and generate cost savings.” It’s a model that works in the private insurance market, he notes, and it makes sense for Medicare beneficiaries.

NHIA’s most recent effort—working with a health care consulting firm—to quantify the cost savings is vital, Swonger adds. “NHIA has been pushing this common-sense solution for a long time,” he says. “Now that we have data from Avalere Health that proves this legislation would be a cost saver, we are in a good position to help NHIA get The Medicare Home Infusion Site of Care Act of 2015 passed.”

Whenever we can move patients out of the hospital, it’s a win-win, continues Swonger. “Smiths Medical’s products provide technology to improve patient care. Over the last 30 years, the technology has evolved to allow us to transition patients into the home with a variety of benefits, including decreased risk of infectious disease.” It’s this shared interest in improving patient care that is the foundation of Smith Medicals’ relationship with NHIA, he adds. “We are enthusiastically invested in the success of NHIA.”

**We are keenly aware that without quality patient care, the delivery system is not sound**
The NHIA Future of Infusion Advisory Council (FIAC) brings together outstanding manufacturing and service companies who have pledged leadership, policy, and financial support to the National Home Infusion Association (NHIA). The Council works closely with the NHIA Board, leadership staff, and provider members to address the most critical issues, opportunities and challenges facing the home and specialty infusion industry—and this publication provides informative organizational profiles for each of the ten 2014-2015 FIAC member companies.

FIAC
Future of Infusion Advisory Council

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