



# AS WE SEE IT

## Open and honest dialogue— *It's not always easy, but it is always required!*

**by Russell Bodoff**

NHIA Executive Director

Within this issue of *Infusion* you will read about the major membership structure and dues changes that NHIA has recently initiated (see “*Transforming Our Future, Together*” on page 35). As the association’s executive director, I believe it is critical for me to reinforce just how significant this change is to the future of NHIA, our field and, ultimately, to you and your organization.

Let’s be frank. No trade association is able to flourish without fostering deep, meaningful collaborations with all its vital stakeholders—and no collaboration is ever truly successful without open, honest dialogue. So, let me be both open and honest regarding...

**NHIA:** For a number of years, the financial picture at NHIA has been deteriorating—in particular, increasing costs associated with an aggressive advocacy program have made it clear that the current NHIA dues structure (primarily built around “individual memberships”) cannot provide the appropriate level of financial support needed to sustain the association for the long haul. Therefore, NHIA must make the transition to a company-based membership structure, as outlined in the article on page 35.

**Our Field and You:** At the same time, the alternate-site infusion industry is going through a series of dramatic changes. For many, this creates uncertainty about how to respond to changing times—and to the risks and opportunities that come with such a shifting marketplace. Overall, with the aging of our nation’s population, a rich pipeline of infusible drugs under development and the need to reduce health care costs, alternate-site infusion is sure to be a growth field.



Yes, change is never easy and always creates anxieties—however, whether we like it or not, systemic changes in our field and throughout all of health care are coming at a rapid rate. It is at this crossroads moment in time that the infusion field needs a strong industry association. Small, medium, and large providers, along with additional key stakeholders, are all best served by a robust trade association in place to help them successfully navigate a changing landscape, while speaking to Congress and others with a unified voice. NHIA stands ready, willing and able to be that facilitative advocate for you—provided we can all collaborate effectively to adequately support our worthy mission. Kindly reflect upon how a strong, well-funded NHIA can:

- Work to make sure that all companies have a level playing field to operate in, to the best of their capabilities
- Wage a much more assertive advocacy campaign with members of Congress to constructively address the Medicare reimbursement challenge—as well as other matters that will certainly arise
- Reach out and better educate paying organizations on the costs and skills needed to provide quality infusion treatments—and offer enhanced assistance on the state level to amply focus on Medicaid issues
- Drive new technology solutions to enable the provision of quality alternate-site infusion services, at lower costs
- Ensure that all patients are able to receive infusion treatments in the clinically appropriate location of their choice
- Expand communications efforts so physicians, patients, caregivers, and all relevant interest groups better understand the benefits of alternate site infusion treatments

With the increased membership support, we can together create a dynamic leadership trade association—with the staff and resources to provide the services you need. **Therefore, I respectfully ask for the NHIA membership and the entire alternate-site infusion field to respond positively to the membership dues transition.**

Our mission and your capacity to thrive are indeed linked in a reciprocal way. Feel free to contact me (at [russell.bodoff@nhia.org](mailto:russell.bodoff@nhia.org)) to address any questions you may have regarding the transition—and to discuss how you and your organization can directly benefit from enhanced support of NHIA.

Regards,