

If You Don't Tell Your Story, Who Will?

by **Russell Bodoff**

NHIA Executive Director

We continue to work vigorously to build support for H.R. 2567, "The Medicare Home Infusion Therapy Coverage Act of 2007," to help ensure appropriate Medicare coverage for alternate-site infusion patients. While the number of co-sponsors is rising, such growth is increasing at a rate far too slow to achieve ultimate success. As members of Congress come back from their summer recess, it is critical that we intensify our outreach and push even harder for additional legislation co-sponsors.

Now more than ever, there is tremendous competition among diverse industry groups trying to get legislation passed. Since the field of alternate-site infusion is comparatively small, it is exceptionally important that every provider does his or her part to make H.R. 2567 a reality.

I know that passage of this essential legislation will be an incredible benefit to your Medicare patients. Additionally, if H.R. 2567 becomes law, it will make available much needed revenue to better support the quality services, equipment and supplies you provide. Given this picture, I ask each of you to stop and assess what that new revenue could mean to your business—as compared to what the potential loss of revenue could mean to your future, if private payers model reimbursement after Medicare! Yes, with all that is at stake, please deeply consider:

- Isn't it worth taking the time to send a fax to your House and Senate representatives—and to telephone their offices?
- Isn't it significant enough to ask your staff to do the same?
- Wouldn't it be immensely powerful to ask your Medicare patients and their families to do the same?
- Isn't it imperative that you obtain permission from your valued Medicare patients to capture and share their often heartbreaking stories—where they have to stay or go into a hospital or nursing home to receive their treatment?
- Wouldn't it have a meaningful impact to tell that story to your Congressional representatives, the local media and NHIA?

Clearly, the dedicated professionals in the infusion field do wonderful, caring and crucial work. You help patients get well—and, in many cases, you save lives. Each and every one of you **must** tell your vital story over and over, or members of Congress will never hear the message.

Is it easy to get legislation passed? Absolutely not. Is it possible? Yes! We need a massive outreach in September and October to follow-up the very positive Hill Day that NHIA organized on June 20th. Please go to the NHIA website (www.nhia.org) to utilize the massive amount of information we have there to support this legislative effort. And also feel free to contact me (at russell.bodoff@nhia.org) to brainstorm advocacy approaches.

I urge you to work closely with the NHIA team to do whatever is possible to get this legislation passed. **If you do not tell your story, who will?**

Regards,



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