

Continuous Professional Development—An Essential Ingredient For Business Success!

by **Russell Bodoff**
NHIA President

With the 2009 NHIA Annual Conference & Exposition now upon us, I wanted to take a moment to reflect with each of you upon the importance of education, training and purposeful professional development for your entire organization and our field. Home infusion providers are well recognized for the quality of service and clinical care they offer. Likewise, our valued business firm affiliate partners are also known for excellence in the services and products that they provide. Clearly this type of achievement does “not just happen by itself”—quality, innovation, excellence...they originate from people and organizations who take the business of learning seriously!

At NHIA, we take the continuous professional development of our member organizations **very seriously**. Your association understands that the education and enhancement of your employees' skills and collective knowledge base is critical to your business success—and NHIA considers such enrichment through learning an important part of our mission. Currently NHIA offers education through the robust programs at our annual conference, via our audio conferences, and by way of our completely revised *Home Infusion Pharmacy Certificate Program* (which is being “re-launched” at the 2009 Annual Conference). **Quite frankly, we view this all as just the start!**

NHIA is in the process of conducting a comprehensive review of all our educational endeavors to see how we may further advance such offerings, in new and different formats—with the expressed goal of deepening our partnership with each of you around strengthening your organizations, and our field. In fact, we have already embarked upon some of these fresh learning approaches, thereby expanding your NHIA member benefits:

- At the end of 2008, NHIA initiated “**Talk Infusion**”—a quarterly, interactive audio conference program that is free for NHIA members, geared towards addressing some of the most timely and critical topics in the alternate-site infusion field.
- We have further expanded the scope of topics covered in our annual conferences to respond directly to suggestions submitted by members—while also providing 2009 NHIA Annual Conference attendees the opportunity to earn **the most CE contact hours ever** at an NHIA educational event (up to 29.5 contact hours for both nursing and pharmacy continuing education credit).
- Additionally, starting with this edition of our magazine, NHIA is commencing a major new educational member benefit, entitled “**CE INFUSION**”—where moving forward, NHIA will bring you one feature story in each issue of *INFUSION* that is linked to free CE credit for our members (see page 22 for all the details and the related “inaugural” CE article)!

As we look ahead, we are well aware that there are many employees with specific skill sets at member companies that are not always in a position to attend an annual conference—such as pharmacy technicians, warehouse personnel and intake staff, to name a few. Also, there may be on-target leaning needs that can best be addressed through a more tailored approach, right at your organization. As NHIA strives to be an interactive facilitator of professional growth and education-based innovation within the field, we very much welcome feedback from our members as to what they would like to see by way of future educational training and support. I urge you to contact me (at russell.bodoff@nhia.org) or Nancy Kramer, our Vice President of Clinical Affairs, (at nancy.kramer@nhia.org) with your ideas and suggestions!

Lastly, I would be remiss if I did not also actively call on each and every alternate-site infusion organization to be sure to view continuous learning as the business necessity that it truly is. In times of economic challenge, often professional development funds are the first to be cut—however, after nearly 28 years of first-hand experience in association work, I can personally attest that no matter what field you may be in, the organizations that invest in learning and in their staff's professional development are the same organizations that are the most innovative, productive and profitable. Do spend wisely on the education needs of your staff. But make sure that investment—that level of strategic commitment to professional development—will pay off!

Regards,

