

Forging Stronger Provider-Supplier Relationships

By Tyler Wilson

I often refer to NHIA as a vertically integrated trade association focused on meeting the interrelated interests of a diverse group of providers and suppliers that comprise the NHIA membership. In addition to advocating for both providers and suppliers in health care markets and through policymaking, the Association strives to strengthen the bonds between suppliers and customers.

To that end, we have developed a new member resource: the *2017 Products & Services Guide*. It is an adaptation of the “show guide” typically available only once a year on the floor of the NHIA Annual Conference. We’ve taken the traditional exhibitor listings and expanded them into an “evergreen” resource for busy clinicians, managers, reimbursement professionals, and sales and marketing experts to use throughout the year. The businesses featured in the guide provide innovations and solutions that can help spur collaboration, leading to improved clinical practices and business operations.



As NHIA works to increase the visibility of industry suppliers in ways beneficial to providers, I am happy to announce that we have forged a new relationship with VGM Insurance Companies, the first “exclusive NHIA-endorsed provider” of insurance products to the home and specialty infusion field. VGM is offering special discounts to NHIA provider members who obtain their coverage through the company’s various insurance products.

The benefits of involvement in NHIA can either be specific to your company or they can be advantageous to the entire home and specialty infusion community. Specific to a company can be the expert guidance received from an NHIA staff expert, the clinical or management education gained from the Annual Conference, or the new relationship a supplier builds with a provider.

By participating in NHIA, the collective resources are brought together that allow the Association to advocate on behalf of the industry, work for greater patient access, and increase the visibility of home infusion as a cost-effective, alternative site of care. Suppliers and providers working together through NHIA generate the resources the Association needs to address the systemic challenges that go beyond any one company’s ability to address alone.

I encourage all members to support each other for a stronger industry. Providers should look to the suppliers who have demonstrated support for NHIA. Similarly, suppliers should realize their support for NHIA will result in meaningful advancements in the field that ultimately fuel their customers’ success.

The home and specialty infusion industry stands to gain when suppliers and providers work toward common goals and with NHIA to achieve mutually beneficial objectives and future success.

