

## Enhancing Your Perspective

By Tyler Wilson

This issue of INFUSION focuses on honing efficiency in your business. In a pair of articles on staffing models, we follow up on a recent spirited ListSrv conversation among NHIA members seeking a blueprint for building an efficient team. Since staffing is not a one-size-fits-all proposition, we offer perspectives from two home and specialty infusion experts who have experience using a variety of different operational models. We also look at new ways to apply automation in the clean room to boost productivity while ensuring patient safety. And, finally we share the results of new research, supported by the National Home Infusion Foundation (NHIF), on the establishment of patient satisfaction survey questions.

While these articles present a great deal of knowledge, the upcoming NHIA Annual Conference & Exposition offers additional, more interactive and engaging ways of learning about and honing your business. This year's Annual Conference will kick-off in traditional style with the NHIA Executive Pre-Conference where senior executives can gain insight into economic, legislative, regulatory, and reimbursement trends impacting the home and specialty infusion field. NHIA is also offering a special Reimbursement Pre-Conference program where recognized authority David Franklin, MSA, covers the basics of the business side of infusion essential to economic success and delves into key reimbursement fundamentals necessary to operate a successful home infusion business.

To keep you energized and inspired, we've lined up two thought-provoking keynote speakers. Productivity Pro Laura Stack will help you sharpen your time management skills and health care scholar Dr. Mike Lovdal will explore the big picture of emerging trends to better understand how best to position yourself and your business for success in the ever-changing health care delivery system.

No matter how long you've been in the business or what position you hold at your company, chances are there is still something you need to learn. As usual, a full docket of symposia programming, product tutorials, and concurrent education sessions is lined up for a top-notch learning experience that will cover a blend of clinical, leadership and management, reimbursement, and sales topics.

Learning and making connections with peers are the hallmarks of NHIA's Annual Conference. This year we've taken the extra step to leverage the value of face-to-face networking. In addition to our popular roundtable sessions and networking event—at SeaWorld—we've set aside special time for new Industry Collaboratives. Small group discussions and focus groups will gather industry peers to discuss shared interests and solutions to common challenges. In some instances, we will bring providers and suppliers together to share insights on the development of new products or services. During this time, attendees can choose to gain Medicare updates directly from program representatives, hear information about legislative and regulatory developments impacting the home and specialty infusion field, or learn about innovations in the field through conversations with this year's poster authors.

Industry experts and suppliers from over 100 companies will also be assembled in our exhibit hall, bringing you cutting-edge products and services focused exclusively on your market. I recommend that you visit the NHIA conference website to get more insight into this year's dynamic event. Our goal is to put forth the best possible platform for learning and networking that will leave you energized with a new set of skills, knowledge, and practical, ready-to-implement solutions you can apply to your business right away.

I look forward to seeing you in Orlando.



