



MEMBER  
VALUE  
REPORT  
2020

# Message from the CEO

2020 was a year of unparalleled challenges and opportunities for the home infusion industry. Fortunately, home infusion professionals are experienced in finding creative solutions when the unexpected happens.

Back in March, when it became clear that the coronavirus was going to be a devastating event, the NHIA team, like all of you, got to work making new plans. The annual conference became the Summer Education Series, new guidance documents were created for compounding sterile products and providing nursing care during a pandemic, and budgets were redrawn.

There will be many lessons learned from the re-shaping that occurred in 2020, but I am certain that when the pandemic is finally in the rearview, we will see that our industry emerged stronger for it.

Financially, the association faced a significant headwind in 2020 due to the cancellation of the annual conference, which carved a \$1 million hole in our \$4 million budget. However, due to the

unwavering support of our members, expense reduction efforts, and strong relationships with industry partners who rolled conference registrations and sponsorships forward, I am pleased to say that NHIA has weathered 2020 better than anticipated and finished the year with a positive net income.

Despite working with a budget that was 25% smaller, the team accomplished many significant goals outlined in the 2020-2022 strategic plan. We upgraded the NHIA website and member databases, introduced legislation, published *Infusion Industry Trends 2020*, launched new benchmarking programs, and offered more continuing education than ever before. For the first time, NHIA is providing members with this annual report, summarizing the work and accomplishments of NHIA on behalf of the industry.

Speaking of members, over the course of 2020 NHIA welcomed 65 new organizations to the association. We are honored to have the opportunity to represent over 300 companies - from

patient care providers, to manufacturers, and group purchasing organizations. Individuals also play an important role in advising NHIA and I would be remiss if I didn't thank the Board of Directors, Future of Infusion Advisory Council, and members of our various committees for your dedication and support. All in all, 2020 was a challenging yet successful year.

Thank you for being a member of NHIA, and for the work you do on behalf of patients – *helping them to live healthier, more independent lives.*



Connie Sullivan, BSP Pharm  
NHIA President & CEO

## NHIA 2020 Financial Summary

Cash Position ending 12/31/20 - \$848,832

Revenue	\$3,074,371
Membership Dues	\$1,845,111
PITCH In	\$130,230
Advertising	\$274,503
Programs	\$816,002
Conference	*\$8,525

\*Usual revenue for the annual conference is approximately \$1,500,000

Expenses	\$3,028,563
General Administration	\$499,857
Human Resources	\$1,591,325
Magazine	\$86,210
Lobbying & Advocacy	\$408,435
Conference	\$350,279
Programs	\$79,924

## Thank You to Our NHIA Board Members

### NHIA Board Chair

Logan Davis | *Vital Care Infusion Services, LLC*

### Vice Chair

Tim Affeldt | *Fairview Pharmacy Services*

### Second Vice Chair

Jeff Wills | *OptionOne, LLC*

### Treasurer

Kathleen Patrick | *Chartwell, PA*

### Past Chair

Varner R. Richards | *Intramed Plus, Inc.*

### At-Large

Bill Bolgar | *Coram/CVS*

John Rademacher | *Option Care Health*

Rowena Birnell | *Infusion Solutions Inc.*

Mitra Gavvani | *Johns Hopkins Home Care Group*

Richard Iriye | *Amerita Inc.*

Michael Zeglinski | *OptumRx*

Eric Ho | *Paragon Healthcare Inc.*

Greg LoPresti | *Upstate Home Care*

# Thank You to Our Future of Infusion Advisory Council (FIAC) Members



## Continuing Education

Year-round educational programming is a mission driven initiative of NHIA geared to keeping members up to date on industry advancements, changing regulations, and clinical practices.

Due to the cancellation of the 2020 Annual Conference, NHIA got creative and launched a new Summer Education Series to uphold our commitment to home infusion education - a series which will now be an annual offering. The association also held a COVID-19 Education Series in the fall, focused on keeping members up to date on treatments, vaccines, and evolving care models due to the pandemic.

Throughout 2020, NHIA offered a comprehensive series of 31 continuing education opportunities, including INFUSION magazine, for pharmacists, dietitians, technicians, nurses – a free benefit for all NHIA members.



Total CE opportunities provided: **31**

Total number of CE credits awarded: **2,046**

Total webinars: **30**

Total webinar registration: **8,210**

# Government Advocacy

The advocacy focus in 2020 centered on achieving sustainable reimbursement for home infusion services under the Medicare Part B Home Infusion Therapy (HIT) Services benefit.

The chaotic political environment resulted in few opportunities to pass legislation, however NHIA held 12 meetings with the Centers for Medicare & Medicaid Services (CMS) and the Department of Health and Human Services (HHS), and submitted 10 comment letters on issues impacting the home and specialty infusion industry.

Home and specialty infusion professionals were a critical part of NHIA's advocacy work, sending more than 5,200 constituent letters to members of Congress in support of legislation that would fix CMS's flawed implementation of the Part B HIT benefit.

NHIA thanks individuals and member organizations for their generous support of the Promote Infusion Therapy Coverage at Home (PITCH In) campaign. The association raised more than \$130,000 from these generous donations, which were used to pursue our legislative and regulatory agenda.



## Comment Letters Submitted in 2020

- CMS Solicitation on "Scope of Practice" (January 2020)
- CMS CY 2021/2022 Medicare Part C and D Policy Changes (March 2020)
- CMS COVID-19 Interim Final Rule (May 2020)
- FDA Compounding Memorandum of Understanding – letter to OMB and FDA (June 2020)
- Long-Term Monitoring of Health Care System Resilience RFI (July 2020)
- CMS CY 2021 Home Health Proposed Rule (August 2020)
- CMS CY 2021 Payment Policies Under the Physician Fee Schedule and Other Changes to Part B Payment Policies (September 2020)
- Medicare Coverage of Innovative Technology and Definition of "Reasonable and Necessary" (October 2020)
- Effective and Innovative Approaches/Best Practices in Health Care in Response to the COVID-19 Pandemic RFI (December 2020)
- CMS DMEPOS Proposed Rule (December 2020)

Meetings with CMS and HHS: **12**

Letters sent to Congress from NHIA members: **5,200**

Comment letters sent: **10**

# National Home Infusion Foundation

In 2020, NHIF continued efforts to advance the home and specialty infusion profession by promoting leadership, education, and research. The Foundation published *Infusion Industry Trends 2020* – a comprehensive report that outlines home infusion industry trends and key metrics on how services have evolved over the last decade – and has made the publication available for sale.

NHIF also published the first industry-wide benchmarks for patient satisfaction in home infusion and the Assessment of Home Infusion Patient Satisfaction study, as well as two new benchmarks that will continue into 2021: Status at Discharge and 30-Day Hospital Readmission. NHIF is actively recruiting for enrollment of additional organizations into these study areas.

The Foundation launched two research study initiatives that will be ongoing in 2021: the NHIF Home Infusion Pharmacist Professional Services Study and A Comparison of Home Infusion Patient Satisfaction Telehealth Visits Versus Home Visits Study.

A key achievement for NHIF was establishing the association's Fellow program to recognize the contributions and achievements of highly accomplished home and specialty infusion professionals. NHIF awarded 16 home and specialty infusion professionals with FNHIA status in its inaugural year.

Additionally, past Gene Graves Lifetime Achievement Award Winners were given FNHIA status in an honorary capacity.



# NHIF

National Home Infusion Foundation



**NHIF's Industry Trends Report**  
A resource for understanding the latest trends in home infusion business and operations.

# Communications

NHIA ramped up its digital communications and resources to provide members with valuable tools and industry information. A redesigned website was launched with a sleeker user experience and integration with the association's database that gives members access to their profile to make changes and add additional contacts.

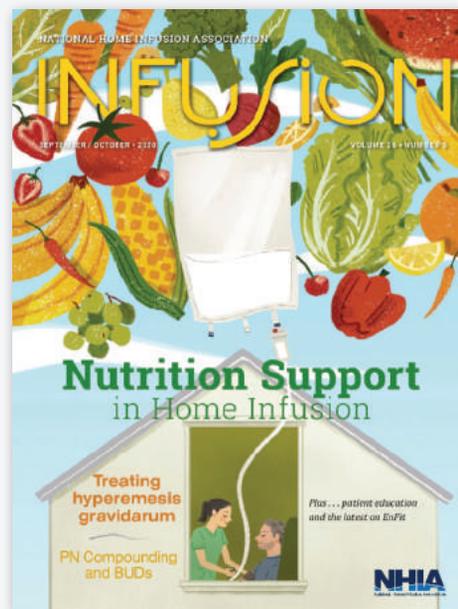
To share NHIA's mission with the public and wider health care community, the association also published a video in 2020 that illustrated the organization's mission and work to advance the home and specialty infusion community. It also served as an introduction to home infusion for external audiences.

During the public health emergency, sharing up-to-date information with the home and specialty infusion community is key, and NHIA has responded to that demand by creating resource guides

and our weekly COVID-19 email newsletter in addition to our INFUSION Express newsletter.

The association has continued to publish the bi-monthly publication, *INFUSION Magazine*, with a current distribution of more than 10,000 readers including NHIA provider and supplier members. In 2020, the magazine went through a redesign to improve the reader experience and provided intensified clinical coverage on several hot industry topics including rare diseases, nutrition support, anti-infectives, home infusion industry data, and the Medicare HIT services benefit.

As part of NHIA's ongoing coverage of the PHE, INFUSION magazine released a special COVID-19 issue featuring therapeutic candidates and regulatory updates.



NHIA's *INFUSION Magazine* underwent a redesign in 2020

## NHIA Committees

NHIA thanks members of the association's committees for ensuring NHIA has the latest information from the field about important issues impacting our members.

### STANDARDS COMMITTEE



### EDUCATION COMMITTEE



### GOVERNMENT AFFAIRS COMMITTEE



### OUTCOMES TASK FORCE COMMITTEE



### MEDICARE CONTRACTOR ADVISORY COMMITTEE



### PAYER ADVISORY AND RELATIONS COMMITTEE



## NHIA Staff List

Connie Sullivan, BPharm  
President & CEO

Jennifer Charron, RN, MSN, MBA, VA-BC  
Chief Operating Officer

Bill Noyes  
Senior Vice President of Reimbursement Policy

Ashlan Oberholtzer, MS, RD, LD  
Vice President of Membership and Business Development

Ryan Garst, PharmD, MBA, BCSCP  
Senior Director of Clinical Services

Stephanie Tipple, MBA  
Director of Communications & Marketing

Crissy J. O'Donnell  
Director of Membership Services

Jeannie Counce  
Editor-in-Chief, *INFUSION Magazine*

Shanika Reese  
Executive Assistant

Jen Lyons  
Program Assistant