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Healthcare Businesswomen's Association Announces New Corporate Partner, VMS

FAIRFIELD, NJ. March 15, 2011 —The [Healthcare Businesswomen's Association \(HBA\)](#) announces its new corporate partner, [VMS](#). Based in Indianapolis, VMS is a nationally recognized, woman-owned biomarketing company and a proven leader in medical education, healthcare meeting management and patient adherence initiatives. VMS helps its life science partners translate strategies into results through development and execution of high-touch marketing solutions. This strategic relationship achieves client objectives while positively impacting patient outcomes.

VMS joins 120 [HBA corporate partners](#), companies that visibly demonstrate their leadership in the healthcare community by acknowledging the importance of women leaders and the investment they have in their own employee's success. When corporate partners' employees at all levels and functional positions engage with the HBA, the corporate partner directly benefits because their staff strengthen contributions to the company by stepping out of conventional work roles to gain experience and knowledge of leadership, teamwork and industry changes. "The HBA is well positioned to help corporate partners attract, retain and accelerate the growth of their professional women," stated Marianne Fray, MBA, CAPM, CAE, director of corporate development with the HBA. "Over 120 companies currently take advantage of our programs, special events and resources to advance women's careers in the healthcare industry globally."

[VMS](#) has been recognized as one of the "Best Places to Work in Indiana" by Indiana Youth Foundation Inc., named one of 500's "Fastest Growing Companies in America," and highlighted as a "Growth 100" company by the Kelley School of Business Johnson Center for Entrepreneurship and Innovation. In 2008, Working Mother magazine recognized VMS among the Best Women-Owned Companies and listed its co-founder as a Top Entrepreneur Mom.

"We welcome VMS to the family of over 120 HBA corporate partners who are supportive of the HBA mission," states Cathy Foley, president of the [HBA Indiana Chapter](#). "As a woman-owned business headquartered in Indianapolis, VMS demonstrates that any organization who believes in the mission of the HBA can become a corporate partner."

About The HBA

The [Healthcare Businesswomen's Association \(HBA\)](#) is in its fourth decade as a global not-for-profit organization dedicated to furthering the advancement of women in healthcare worldwide. With 15 chapters and affiliates throughout the US and in Europe, the HBA is headquartered in New Jersey with offices in Philadelphia and Research Triangle Park. The HBA provides educational opportunities for women and men to develop cutting-edge healthcare industry knowledge and leadership skills; recognizes outstanding women and men in the industry; provides opportunities for networking; creates greater visibility for women in the industry; fosters mentoring relationships and serves as a conduit and sponsor for research on career advancement issues. HBA has nearly 6,000 individual members and over 120 Corporate Partners. It is widely recognized as the catalyst for leadership development of women in healthcare worldwide.



The Indiana Chapter has more than 120 members and serves the greater Indianapolis area through its leadership and involvement in shaping the professional growth of local women in the healthcare industry. The Indiana Chapter started in October 2003 and has continued to offer professional development, networking opportunities, mentoring and access to the latest healthcare education and resources. For more information about the Indiana Chapter, visit [HBA Indiana Chapter](#).

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