

VMS Invests in Progressive Training



A BioMarketing Company

FOR IMMEDIATE RELEASE

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VMS INVESTS IN MEETING ARCHITECTURE PROCESS TRAINING TO ENHANCE SERVICE OFFERING FOR CLIENTS IN HEALTHCARE, BIOTECH, LIFE SCIENCES

First company in U.S. to offer MAP training for high-impact meetings with measurable results

INDIANAPOLIS, April 13, 2010 – VMS, a leading biomarketing company that supports marketing and brand teams of Fortune 500 companies, is the first in the industry – and the first company in the U.S. – to provide Meeting Architecture Process (MAP) training to employees.

VMS offered its staff of 100 a half-day training seminar on how to make meetings more strategic and effective by utilizing MAP, a newly developed method of meeting planning. MAP begins with the foundation of clear objectives, which determines content, guides meeting support and directs logistics management. The result is a meeting with clear and agreed upon measurements that drive business results for the client.

“VMS is always looking for ways to answer the critical needs of clients, and MAP training was a logical training solution that enhanced our knowledge in strategic meetings,” said Angie Duncan, CMP, CMM, Vice President of Client Operations for VMS. “MAP training helped us perfect our skills in delivering fully integrated programs, and it reiterated our goal of ensuring that every strategy we execute – from meetings and content to marketing solutions – is directly tied to our client’s business objectives and can deliver measurable business results.”

Breining Group LLC conducted the MAP training for VMS professionals.

“The fact that VMS provided MAP training to its entire team is a sign of their leadership in the industry, and an indication of their commitment to produce programs for their clients that deliver consistent value and measurable results,” said Terri Breining, CMP, CMM, owner of Breining Group LLC.

“As many companies and industries tighten the proverbial belt in spending, questions have been raised about the value of professional meetings,” Breining said. “This has increased the demand to produce meetings that focus on business objectives. MAP provides a structure that takes meeting sponsors and meeting planners through a logical course of action, which results in meetings that deliver results.”

For the past 15 years, VMS has offered products and services in strategic meetings, medical education and patient adherence to pharmaceutical, healthcare, biotech, device and life sciences companies throughout the world. With MAP training, the company has enhanced its ability to not only build effective metrics into each program, but deliver results that truly impact their clients' businesses.

VMS is located at 8425 Woodfield Crossing Blvd. in Indianapolis. For more information, visit www.vmsbiomarketing.com or call 317.805.6600.

About VMS

Based in Indianapolis, VMS is a nationally recognized, woman-owned biomarketing company and a proven leader in strategic meetings management, patient adherence programs and medical education. Partnering with companies in the life science, biotech, pharmaceutical, device and diagnostics industries, the seasoned professionals at VMS help translate brand strategies into results. This strategic relationship achieves client objectives while positively impacting patient outcomes.

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.

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