

Reach the decision makers in the healthcare distribution industry by advertising in the *HDA Weekly Digest*, distributed every Tuesday to more than 4,500 subscribers.

ABOUT THE HDA WEEKLY DIGEST

The *HDA Weekly Digest* is an electronic publication geared to educate HDA distributor, manufacturer and service provider members with the most current information, services and products HDA has to offer. This includes news and activities in the healthcare supply chain, upcoming conferences and seminars and research reports and guidelines. Ads will be included in the *Digest* publication, which gives your company visibility among our subscribers. Your ad is seen each time our more than 4,500 subscribers open the *HDA Weekly Digest* — maximizing your return on investment.

HDA Weekly Digest

▶ A Newsletter for HDA Members

June 14, 2016

In This Issue

- [HDMA Launches a New Identity as the Healthcare Distribution Alliance](#)
- [Senate Committee to Host Hearing Examining Solutions to Rx Drug Abuse Problem](#)
- [H. D. Smith's Henry Dale Smith, Jr., is the 2016 Recipient of the Nexus Award for Lifetime Achievement](#)
- [June 24 Webinar on DSCSA Saleable Returns Requirements Pilot](#)
- [HDA DIANA Awards Recognize Innovative Product Launches and Outstanding Trade Partner Relationships](#)
- [Department of Transportation Invites Comments on Interim National Multimodal Freight Network Designation](#)
- [AmeriCares and HDA Present 2016 Power of Partnership Award to Fresenius Kabi](#)

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HDMA Launches a New Identity as the Healthcare Distribution Alliance

President and CEO John M. Gray announced that HDMA changed its name to the Healthcare Distribution Alliance (HDA) on June 13 during the opening session of the 2016 Business and Leadership Conference in Colorado Springs. Additionally, HDA's non-profit charitable research foundation, the Center for Healthcare Supply Chain Research, will now be known as the HDA Research Foundation.

"Following two significant legislative victories (DSCSA and S. 483) and a recent push into the global arena, the time was right to reconsider our brand and reposition the organization for the future," said Mr. Gray. "While simplifying our name, the new Healthcare Distribution Alliance brand also reflects our organization's strategic role as a supply chain leader and convener in advocacy and education."

In addition to the Business and Leadership Conference launch, the new name is being announced in a week-long print and digital ad campaign appearing in *Politico*, Washington's leading political and policy news organization. The campaign will run from June 13 through 17 in *Politico's* healthcare verticals. HDA partnered with GMMB, a Washington, D.C.-based communications firm, to develop and launch the updated brand, as well as to create the advertising.

As part of the unveiling, Mr. Gray presented the audience with a walk through HDA's 140-year history, which began in Indianapolis as the Western Wholesale Druggists' Association (WWDA) on March 15, 1876.

For more information about HDA, read the press release on the newly updated www.hda.org and follow [@HDACONnect](https://twitter.com/HDACONnect) on Twitter.

[top of page ^](#)

Department of Transportation Invites Comments on Interim National Multimodal Freight Network Designation

The Department of Transportation (DOT) has [identified the initial outlines of the National Multimodal Freight Network](#) (the "Network") and seeks input from freight system users. The Network is intended to help states direct resources, inform freight transportation planning, and aid decisions about federal investment. The 2015 long-term transportation law, the [Fixing America's Surface Transportation \(FAST\) Act](#), requires the DOT to establish the Network and a national freight strategic plan. DOT requests comment on many elements of the interim Network. Comments must be submitted by September 6.

For more information, contact [Ruth Miller](#).

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Featured Event

[2016 Traceability Seminar](#)
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QUESTIONS? Contact Lisa Kanfer, Director, Membership Development at likanfer@hda.org or (703) 885-0270