

## INDIANA HEALTH INDUSTRY FORUM

351 W. 10th Street, Suite 216  
Indianapolis, IN 46202

### For Immediate Release

Contact: Kristin Jones, 317-278-9973



## IHIF Reveals New Logo/Brochure at Annual Meeting

**INDIANAPOLIS** (March 15, 2010) – Leaders at the Indiana Health Industry Forum (IHIF) recently unveiled a new logo and marketing brochure for the 16 year old industry association. Presented to 150 members and guests at last week’s IHIF Annual Meeting, the new logo marks a significant milestone in the re-branding efforts of the organization.

“IHIF does four things”, says IHIF president and CEO, Kristin Jones. “We build business networks, serve as an advocate for member interests, develop workforce skills, and build Indiana’s health and life science economy by providing strategic vision. We hope that our new logo and supporting materials will reinforce that image and concept in the minds of the business community and that we will continue to attract members interested in contributing to a shared vision of Indiana’s future development”.

IHIF plans to continue rolling out new features and announcing new membership benefits over the next several months. “We are working to integrate the new look into fresh materials and formats and will be phasing out use of the previous brand”, said Jones. “This gives us a great opportunity to explore some alternative marketing concepts and reach out to new audiences.”

The new logo was designed for the Indiana Health Industry Forum by Cabello Associates.

### About IHIF

*The diverse members of the Indiana Health Industry Forum generate the collective voice of the state’s health and life science industry. The Forum connects key stakeholders to enhance business networks, advocate for member interests, develop workforce skills, and provide strategic vision in the interest of growing the state’s health industry economy and reputation. IHIF is the Indiana affiliate of the Biotechnology Industry Organization. To learn more, please visit [www.ihif.org](http://www.ihif.org) or contact IHIF at 317.278.9970.*