

FOR IMMEDIATE RELEASE

## **Forte and the Health Industry Distributors Association Partner to Enhance Business Intelligence Resources**

DENVER, January 18, 2012 - Forte Information Resources LLC and the Health Industry Distributors Association (HIDA) today announced a new partnership that enables HIDA to enhance the content of its popular market reports by leveraging Forte's in-depth expertise and data on health care provider and reimbursement trends.

Forte produces leading health care trend reports and analyses, including the nationally renowned Managed Care Digest Series®, now in its 26th year. Through this new partnership, Forte will collaborate with HIDA on the association's 2012 market reports: the *Hospital Market Report*, *Extended Care Market Report*, *Physician Market Report*, and the *Influenza Vaccine Market Brief*.

"Our members depend on HIDA's market reports for business insights, and our new partnership with Forte will take these reports to the next level," said HIDA President & CEO Matthew J. Rowan. "We welcome Forte as a part of our Business Intelligence Partner Program."

"Forte is honored to partner with HIDA to bring relevant and timely market insights to its membership. This is core to what we do, and we look forward to a great relationship," said Forte President Richard Frye, Ph.D.

Business Intelligence Partnerships are part of HIDA's Business Intelligence Service (BIS), which develops unique market research and information with insights into customer markets and a discrete focus on the issues and challenges facing the health care distribution channel.

### **About Forte**

Forte Information Resources LLC is a full-service technical communications company that specializes in advancing the strategic presentation of data for health care and other technical industries. For more information, visit [www.forteinformation.com](http://www.forteinformation.com).

### **About HIDA**

The Health Industry Distributors Association is the premier trade association representing medical products distribution. HIDA members serve the nation's hospitals, long-term care facilities, physician practices, and other healthcare sites. For more information, visit [www.streamlininghealthcare.org](http://www.streamlininghealthcare.org) or [www.hida.org](http://www.hida.org).

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