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MBDA Establishes Partnership with Alliance of Healthcare Stakeholders to Expand Opportunities for Minority-Owned Firms

Agreement Increases Firms' Access to Networking and Certification Opportunities

WASHINGTON (December 21, 2012) — The U.S. Commerce Department's Minority Business Development Agency (MBDA) has entered into a Memorandum of Understanding (MOU) with the Healthcare Supplier Diversity Alliance (HSDA) that establishes guidelines for a working relationship aimed at opening doors to the healthcare industry for minority-owned firms.

The MOU, signed during the National Minority Enterprise Development (MED) Week Conference on December 5-6, 2012, will increase access to healthcare procurement opportunities for minority-owned businesses that currently provide goods and services to treat patients, assemble medical equipment and supplies, and manufacture medicines and new biotechnologies. The partnership will also create a pathway for minority-owned firms that seek to enter the healthcare supply chain.

Some of the major provisions of the agreement include MBDA client participation in HSDA's Executive Healthcare Certificate Program facilitated in partnership with Rutgers University's Center for Management Development and Novation. MBDA clients will also be invited to attend the annual Owens & Minor Supplier Diversity Symposium to network with healthcare supply chain executives and procurement decision makers.

"This partnership is an example of the commitment by the Obama Administration, the Commerce Department and MBDA to create greater access for minority-owned firms in emerging and high-growth sectors. The medical sector is one of the world's largest and fastest growing industries that is leading the way in job creation," said David A. Hinson, MBDA National Director.

The Healthcare Supplier Diversity Alliance was formally established in 2003 to improve supplier diversity in healthcare. HSDA is comprised of industry executives who promote diversity in the healthcare supply chain, implement best practices and partner with like-minded allies. "In the midst of our economic challenges, three industry sectors fared better than others – transportation, energy and healthcare," states Kevin J. Price, HSDA Board Treasurer. "Supplier diversity is gaining visibility as a business imperative in the healthcare industry, particularly in highly competitive markets. HSDA is a catalyst for encouraging diversity in the healthcare supply chain

process and we are excited about furthering our efforts with the addition of our new relationship with MBDA.”

Healthcare is a \$2.5 trillion dollar industry that has steadily increased spending at an average annual rate of 4% since 1960. It also represents one of the top industry sectors for minority-owned businesses with over 13% of all minority firms concentrated in Healthcare and Social Assistance.

To learn more about HSDA and MBDA alliance, visit www.mbda.gov.



From left to right: Kevin J. Price, HSDA Board Treasurer; Martin Ezemma, MBDA Business Development Specialist; David A. Hinson, MBDA National Director.



From left to right: Beverly Kuykendall, HSDA Board of Directors; Kevin J. Price, HSDA Board Treasurer; David A. Hinson, MBDA National Director.

About the Minority Business Development Agency (MBDA)

MBDA, www.mbda.gov, an agency within the U.S. Department of Commerce, helps create and maintain U.S. jobs by promoting the growth and global competitiveness of large, medium and small businesses owned and operated by members of the minority and Diaspora communities. Through a national network of more than 40 business centers and a wide range of domestic and international strategic partners, MBDA provides Agency clients with the technical assistance and access to capital, contract opportunities and new markets that they need to create new jobs.