



HEALTH INDUSTRY DISTRIBUTORS ASSOCIATION

Serving Medical Products Distributors Since 1902

BIOGRAPHY



Elizabeth B. Hilla

Executive Director, HIDA Educational Foundation
Senior Vice President, Education,
Health Industry Distributors Association

Elizabeth Hilla is executive director of the HIDA Educational Foundation, an affiliate of the Health Industry Distributors Association. The Foundation is devoted to education and research that increases efficiency and effectiveness within the healthcare supply channel. She also serves as HIDA's vice president of education.

Ms. Hilla joined HIDA in 1986. Her contributions include developing the ADVANCE Sales Training program, an online library of more than 35 courses covering selling skills, healthcare trends, medical products, and industry issues. She also works on industry research investigating the role and value of healthcare distributors.

Ms. Hilla's responsibilities include planning for live education events, conferences, and developing distance-learning programs for healthcare manufacturers and distributors.

Prior to joining HIDA, Ms. Hilla was associate editor of Medical Products Sales magazine, a trade publication for the healthcare distribution industry. She also worked for three years as a television reporter, producer, and anchor in North Carolina.

She graduated summa cum laude from Florida State University with a degree in communications.