

The DxMA continues to gain momentum and we're certain that 2010 will be the best year ever – check out changes to the DxMA website, more online educational offerings, regional networking events and the best in Dx-focused events!

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More virtual learning tools added, including a Marketing Toolkit, launch of the DxMA Web Cast Series and the addition of online job postings. A new membership dues structure makes it easy for individuals / companies of all sizes to get involved!

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Joined the up and coming social media movement with a DxMA group on the professional networking site LinkedIn. The DxMA plans to expand to Facebook and Twitter in 2010.

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The BMA changes its name to the DxMA – the Diagnostic Marketing Association – to more directly reflect the interests of professionals who benefit from our considerable offerings. A new website is launched – www.dxma.org.

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The BMA brings back the IME program with a sold out event at Babson College. The 2010 program, featuring a streamlined 3-day program, will be held May 17 – 19 at Suffolk University in Boston.

Diagnostic Insight goes live online.

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The BMA launches www.bmaonline.org – the association's first website.

'98

The Jerry Goldsmith Award for Excellence is created to recognize the contribution made by an individual to the growth and impact of the DxMA. The 2009 recipient was Kathleen Bernstein.

The BMA launches Diagnostic Insight – a quarterly publication.

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The first BMA Seminar is held in conjunction with the AACC Annual Meeting in Chicago. Now the DxMA@AACC – the program will be held July 26, 2010 at Hilton Anaheim in Southern California.

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The first Dx Awards Program, recognizing the 'best of the best' in diagnostics marketing, is held in Cambridge. Entries are now being accepted for the 2010 Awards! Be sure to check out winners from the last decade...

'78

The inaugural BMA Annual Conference is held in Tarrytown, NY. DxINNOVATE, the 2010 program, will be held April 7 – 8, at the Four Seasons Hotel in Philadelphia.

'74

The Biomedical Marketing Association (BMA) is founded.