



FOR IMMEDIATE RELEASE

## Lisa Wells, VP, Cure Medical appointed to the Spina Bifida Association Board

*Arlington, VA, December 8, 2017* - The Spina Bifida Association (SBA) announced the appointment of Lisa Wells, Vice President of Marketing, Cure Medical as a member of the Board of Directors.

“We are thrilled to have Lisa on the board. She’s a long-time supporter of our work and mission and we know that her extensive knowledge of the issues facing the Spina Bifida community will enrich and enhance our shared goals,” noted Sara Struwe, President and CEO of the SBA.

“I am looking forward to serving SBA’s community to support and advocate on their behalf,” said Wells. “I am excited and honored to use my decade of experience of serving people with disabilities to further SBA’s mission,” added Wells.

Wells has over 20 years of experience in public relations, marketing communications and web-based product management at medical device, medical supply and health technology companies including Cure Medical, 3M Healthcare Information Services, Ceridian, UroMed and SIGVARIS. Prior to her current role with Cure Medical, Wells guided HME providers and medical device manufacturers worldwide as the president of Get Social Consulting.



As VP of Marketing for Cure Medical, Wells leads the short and long-term strategic marketing responsibility for the business. Her key focus areas are: brand strategy/planning, community relations, digital marketing, referral and dealer relationships/programs and direct to consumer marketing.

Wells has authored four books for the disability and home care industry; manages a consulting business, serves as an educational speaker and presenter at healthcare and disability conferences nationwide, and has created two well-regarded social media communities for wheelchair users: [Life After Spinal Cord Injury](#) and [Wheel:Life](#). She is also a subject-matter expert for several trade publications for home medical equipment providers, including [HME News](#) and [HME Business](#).

### About Spina Bifida Association

The mission of the Spina Bifida Association is to promote the prevention of Spina Bifida and enhance the lives of all affected. We work to make a practical, positive difference every day, helping to improve care so individuals can enjoy life to the fullest. The Spina Bifida Association (SBA) provides information, resources, assistance, advocacy, and connections to help all those affected by Spina Bifida.

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