



For Immediate Release

Aria Marketing Clients Create Buzz at Healthcare Industry Events in June

Leading Healthcare IT Communications Firm Secures Unprecedented Number of Media Briefs, Garners Hard Results for Clients

Boston, MA —June 17, 2013 —Aria Marketing, a leading integrated healthcare public relations and marketing communications agency, today announced several of its clients have made a significant impression at two industry events in June, delivering engaging presentations, issuing compelling customer news and offering expert analysis on today's healthcare trends. The American Health Insurance Plans (AHIP) Institute 2013 was held in Las Vegas, NV June 12-14th, and the 2013 Healthcare Financial Management Association's Annual National Institute (HFMA ANI) is being held this week, June 16-19th, in Orlando, FL. Several of the agency's clients are exhibiting, speaking and meeting with media at the conferences.

To support its clients at national events such as AHIP and HFMA ANI, Aria plans and executes integrated communications programs that include awareness building initiatives, thought leadership PR, social media and digital marketing programs to generate brand buzz and drive traffic to client booths and social media pages. Aria also leverages its close relationships with key industry trade and business media to secure high-value press coverage.

AHIP Institute brought together thousands of healthcare stakeholders to discuss both the global and day-to-day challenges payers are facing as they work to navigate recent changes to the healthcare system and meet the requirements of the Affordable Care Act. As one of the most well attended events focused on the payer space, Aria was successful in securing several one-on-one meetings between industry analysts and clients ZirMed and ikaSystems.

HFMA ANI is the leading healthcare finance conference and provides attendees with education, analysis, and best practices strategies for optimizing financial management at provider organizations. This year, four Aria clients will exhibit: ZirMed, Avantas, Axiom EPM and Craneware. Craneware is also scheduled to speak alongside its customer at the show, discussing best practices for pharmacy revenue cycle management. This year was one of Aria's most successful in terms of securing media briefings for clients, scheduling over thirty meetings over the course of two days with top-tier publications.

"The success our clients have at these industry events is a testament to the value of our close relationships with influencers in this space and our deep expertise in developing integrated, high impact programs that distinguish our clients at these critical venues," said Bruce Jankowitz, CEO, Aria Marketing. "We're thrilled with the results of this year's event initiatives and outreach and look forward to continuing this momentum throughout the year."

About Aria Marketing



Founded in 1999, Aria Marketing is an integrated, healthcare communications agency providing unmatched industry and strategy expertise, thought-leadership driven PR, compelling creative and superior customer service. Aria earned its reputation as healthcare's leading thought leadership agency from working with some of the biggest, sharpest and most innovative healthcare organizations, from pre-angel start-ups to Fortune 20 companies. Its services include: strategic planning, branding and positioning, public relations, social media, and creative services.

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