



**For Immediate Release**

**Aria Marketing Clients to Attend Healthcare Industry Events in June**

*Leading Healthcare IT Communications Firm Representing Several Clients at AHIP Institute and HFMA ANI*

**Boston, MA – May 30, 2014** – [Aria Marketing](#), a leading integrated healthcare public relations and marketing communications agency, today announced that several of its clients will be attending two national healthcare tradeshow events in June: [American Health Insurance Plans \(AHIP\) Institute](#), in Seattle, Washington, from June 11-13<sup>th</sup>, and [Healthcare Financial Management Association’s Annual National Institute \(HFMA ANI\)](#), in Las Vegas, Nevada, from June 22-25<sup>th</sup>. Aria will be representing several clients at these two conferences, including ikaSystems, Orion Health, Kaufman Hall, Craneware and ZirMed, all of whom will be delivering presentations, issuing news and meeting with media at the events.

To support its clients at these national events, Aria is executing integrated communications programs that include: awareness building initiatives, thought leadership development, and social media and digital marketing programs in an effort to generate brand buzz and drive traffic to client booths, websites and social media pages. Aria is also leveraging its relationships with key industry trade and business media and healthcare analysts to secure meetings at the shows.

“June is one of our busiest months for tradeshow events. We’re looking forward to seeing our clients, and meeting with the reporters and analysts next month,” said Scott Collins, president, Aria Marketing. “As always, we expect both AHIP and HFMA ANI to be good opportunities for us, and for our clients, to learn from peers, and uncover emerging trends and challenges in the healthcare industry.”

AHIP Institute brings 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 requirement of the Affordable Care Act. 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.

If interested in scheduling a meeting with Aria Marketing or its clients at either AHIP or HFMA ANI this year, please contact Katie Schur at [kschur@ariamarketing.com](mailto:kschur@ariamarketing.com).

**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 client 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 services; public relations; social media; and creative services.

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