



**For Immediate Release**

## **Aria Marketing Sponsors New Healthcare IT Marketing and PR Conference**

*Aria to Support First of its Kind Marketing Conference; Emphasis on Communications Techniques and Best Practices for Healthcare IT Companies*

**Boston, MA—January 6, 2014—**[Aria Marketing](#), an integrated healthcare communications agency, announced today that it is a founding sponsor of the [Healthcare IT Marketing and PR Conference](#) taking place on April 7-8, 2014 in Las Vegas. The conference, organized by HealthcareScene.com and InfluentialNetworks.com, is the first of its kind B2B marketing and PR event focused solely on marketing to healthcare executives.

By bringing together a lineup of world class speakers, the Healthcare IT Marketing and PR Conference will help marketing managers and PR professionals learn the latest tools and techniques they need to make sure their messages are heard. Aria Marketing is one of four founding sponsors selected to support the event. Other sponsoring companies include Agency Ten22, Billian and Dodge Communications.

"Aria is excited to share experience and expertise in the healthcare IT marketing space and collaborate with our peers, clients and other healthcare companies at the event," said Scott Collins, vice president, Aria Marketing. "We're honored that John Lynn asked us to be a part of the inaugural event and I'm sure that this conference will turn into the 'must attend' event of the year for healthcare PR and marketing professionals. My team here at Aria is certainly looking forward to walking away with new ideas and insight from this conference."

Aria Marketing has become the nation's premiere healthcare PR agency. Specializing exclusively in healthcare PR and marketing, Aria has built a reputation for executing thought leadership-driven PR campaigns and supporting marketing communications projects that garner real ROI.

To learn more about the event and register to attend the event as a Founding Attendee, visit [HealthITMarketingConference.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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**Contact:**

Jessica Cohen

Director

617.332.9999 x203

[jcohen@ariamarketing.com](mailto:jcohen@ariamarketing.com)