



Aria Marketing Announces New Healthcare IT Clients; Makes Several New Hires to Support Demand

Public Relations Agency Sees Unprecedented Growth in 2018

Newton, MA – November 27, 2018 – [Aria Marketing](#), a leading healthcare public relations and marketing communications agency, today announced it has signed on three new healthcare IT clients, including [Life Image](#), the world's largest global network for sharing clinical and imaging data powered by leading interoperability standards. The award-winning agency also expanded its team with strategic hires to support its increasing client base.

Aria was selected by Life Image for its unique strategy, messaging and thought leadership-driven PR capabilities. Aria is providing a wide-range of PR services for the company, including media relations, social media, speakers' bureau and event support, and ongoing strategic communications counsel.

"In order to effectively and strategically re-launch Life Image and articulate our expanded value proposition, we knew we needed a communications partner that not only knows the healthcare landscape inside and out, but also has the strategic media relationships to get our new story in front of our target markets," said Judy Chong, Vice President of Marketing at Life Image. "Aria emerged as the best partner to help us meet these goals. Their industry knowledge and prowess is evident in the results they have already garnered in just two months, and we look forward to building on this successful foundation in the year to come."

In order to support the demand the agency is experiencing, Aria also made several new hires: Catherine Hannum has joined as a senior account executive; Erica Navar as an account executive; and Julia Dakhli and Madeleine Smith were hired as account coordinators. Hannum comes to Aria with over four years of B2B PR agency and in-house experience. Navar also brings several years of both B2B and B2C PR agency experience to her role at Aria. Dakhli recently graduated from Boston University as student body president and with a public relations degree, and Smith is new to both Aria and Boston, joining the firm with a host of in-house PR experience.

"Our agency and the health IT sector in general are in the middle of an explosive season of growth," said Scott Collins, President, Aria Marketing. "We are focused on growing to meet this demand, but meeting the needs of current clients and maintaining our high standards of quality come first. Quality work comes from quality people and we are very excited to welcome Catherine, Erica, Julia and Madeleine to the team. They have already been invaluable assets to us and I'm confident they will continue driving impressive results for our clients."

To learn more about Aria Marketing and its services, please contact Jessica Cohen at jcohen@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 start-ups to Fortune 500 companies. Its services include: strategic planning, branding and positioning services; public relations; social media; and creative services.

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Media Contact:

Serena Bronda

Communications Associate, Aria Marketing

617.332.9999 x213

sbronda@ariamarketing.com