



**For Immediate Release**

## **Axial Exchange Selects Aria Marketing as Its Public Relations Agency of Record**

*Patient Engagement Pioneer Chooses Aria to Build Brand Awareness and Increase Market Presence*

**Boston, MA —August 1, 2013** —Aria Marketing, an integrated healthcare communications agency, today announced that it has been selected by Axial Exchange, a pioneer in using mobile apps to deepen the patient’s role in improving outcomes, as its public relations agency of record. Aria will provide a range of services for Axial Exchange, including overall public relations strategy and content development, media relations, and managing and executing an extensive speaking program.

Since its founding in 2009, Axial Exchange has experienced unprecedented growth, partnering with leading healthcare organizations, like Mayo Clinic, to provide interactive mobile solutions that allow patients to learn about their conditions, track progress and actively participate in their care. To support the company’s growth, Aria will work to boost awareness and establish Axial Exchange as a national leader in patient engagement.

“Aria’s deep healthcare experience and proven track record working on PR and marketing campaigns for leading healthcare companies played a major role in our decision to work with the company,” said Matt Mattox, Vice President of Products and Marketing at Axial Exchange. “We are confident in Aria’s strategic communications abilities and look forward to a successful partnership.”

As Axial Exchange’s strategic communications partner, Aria will provide a range of PR services as well as ongoing strategic counsel. A centerpiece of the engagement is to leverage Aria’s strong relationships with healthcare and business media to broaden recognition of Axial Exchange and enhance the company’s reputation in existing and new markets.

“In today’s dynamic healthcare industry, it seems everyone is talking about patient engagement, yet few know how to actually do it,” said Scott Collins, Vice President of Aria Marketing. “Axial Exchange is redefining patient engagement by doing the research to determine what programs and tools actually drive improved patient satisfaction and better clinical outcomes. Axial Exchange is a true thought leader in patient engagement and we look forward to supporting the company’s vision via a strategic communications program.”

### **About Axial Exchange, Inc.**

Axial Exchange is revolutionizing the way that patients manage their health. With Axial Exchange, hospitals are able to keep their patients continuously engaged resulting in dramatically improved health outcomes and much more satisfied patients. Axial Exchange drives engagement by giving patients the information and interactive tools patients need in order to get well – all delivered securely to the device of the patient’s choice. Patients can share their health information with providers and care givers. Health systems benefit via lower readmissions and improved patient satisfaction scores.

### **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 services, public relations, social media, creative and digital marketing.

###

**Contact:**

Jessica Cohen

Director, Aria Marketing

617.332.9999 x203

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