



**For Immediate Release**

## **Explorlys Selects Aria Marketing As Its Public Relations Agency of Record**

*Big Data Analytics Innovator Chooses Aria as Its Strategic Communications Partner to Build Brand Awareness and Extend Its Position as a Thought and Solutions Leader*

**Boston, MA —October, 15, 2012** —Aria Marketing, an integrated healthcare communications agency, announced that it has been selected by Explorlys, the leader in big data-driven healthcare transformation, as its public relations agency of record. After conducting a national agency search, Explorlys selected Aria based on its unmatched healthcare industry and strategy expertise, track record in developing and executing integrated, brand building communications programs, and strong thought leadership capabilities.

Explorlys, an innovation spinoff of Cleveland Clinic, has built the healthcare industry's most comprehensive data collaboration network and application platform for reporting, business intelligence, population management, analytics and predictive modeling to help organizations identify trends in disease progression, disease prevention and evidence-based treatments. The company has partnered with Aria to enhance its brand positioning, craft its thought leadership platform and execute a go-to-market strategy via integrated thought leadership-driven PR initiatives.

"In this performance-driven era of reform, healthcare data analytics is clearly an imperative as the industry strives to implement new care delivery models and transition from a focus on volume to value," said Bruce Jankowitz, CEO of Aria Marketing. "We're thrilled that Explorlys has decided to partner with Aria to position the company above the fray in the crowded and often confusing analytics space – and to tell their visionary big data story in a manner that truly resonates with healthcare constituents and supports the company's aggressive growth plans."

To build brand awareness and create a preference for Explorlys and its cutting-edge big data analytics network, Aria will provide a range of integrated PR and thought leadership services as well as provide ongoing strategic counsel. A centerpiece of the engagement is to leverage Aria's strong relationships with healthcare and business media and analysts to broaden recognition of Explorlys, its thought leadership, solutions and successes.

### **About Explorlys**

Founded in 2009 as an innovation spinoff from Cleveland Clinic, Explorlys provides the healthcare industry's first secure, cloud-based Enterprise Performance Management (EPM) platform that leverages BIG DATA. Its analytics platform enables the country's leading provider organizations to more effectively leverage their data to improve care quality, patient satisfaction, and support Patient Centered Medical Home (PCMH) and Accountable Care (ACO) models while applying the power of massively-parallel data processing to save lives and make healthcare affordable. Since its inception, Explorlys' platform has been adopted by 13 major integrated healthcare systems with nearly 100 billion data elements, 31 million patients, 120 hospitals, and 100,000 providers. For more information, visit [www.explorlys.com](http://www.explorlys.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 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.

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