



For Immediate Release

Aria Marketing President to Participate in Panel at Third Annual Healthcare IT Marketing and PR Conference

Aria Continues to Support Conference as Gold Level Sponsor

Boston, MA—March 31, 2016—[Aria Marketing](#), an integrated healthcare communications agency, announced today that its president, [Scott Collins](#), was selected to participate in a panel about today's winning public relations strategies at the annual [Healthcare IT Marketing and PR Conference \(HITMC\)](#), which takes place April 6-8, 2016 in Atlanta. HITMC is the only B2B marketing and public relations event focused solely on marketing to healthcare executives. As a founding sponsor of the conference, Aria will once again support the event at the gold level.

The panel Collins is joining, "How Can You Get the Most Out of Public Relations?" takes place on April 7 at 3:45 PM EST, and will focus on how to use public relations strategies to drive change in today's evolving media landscape. The panelists, which include executives from three other PR and marketing agencies, will discuss common challenges to executing successful health IT-focused public relations campaigns and how to overcome them, offer best practices for connecting with the media, and review – and debunk – common PR myths.

"We are excited to once again support this one-of-a-kind marketing event, as it presents a unique opportunity to meet with our peers, clients and other industry influencers to share ideas," said Collins. "I am honored to have been selected to participate in the panel at this year's conference, where we will focus on ways to leverage PR to cut through the noise in the healthcare IT market to ensure our clients messages are heard."

"I am grateful that Scott is once again joining us at HITMC to share his deep expertise in healthcare public relations," said John Lynn, Conference Founder, Internet Entrepreneur and Blogger. "Aria has a real commitment to helping the companies they work with craft the right messages and improve healthcare as we know it. I am glad my attendees will have the opportunity to learn from Scott and am looking forward to hearing his ideas first-hand."

Aria Marketing is 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 HITMC, 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 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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