



MEDIA ALERT

Aria Marketing President Selected to Moderate Roundtable Discussion at the Society for Healthcare Strategy and Market Development Conference

WHAT: [Aria Marketing](#), an integrated healthcare communications agency, announced today that its President, Scott Collins, was selected to moderate a roundtable discussion at the [Society for Healthcare Strategy and Market Development Conference \(SHSMD\)](#), taking place from October 12-15, 2014 in San Diego, CA. Collins' will lead the discussion, "How to Develop and Execute Compelling Thought Leadership Campaigns Leveraging Traditional and New Media."

SHSMD Connections, organized by the [American Hospital Association](#), is a four-day conference that equips healthcare strategy professionals with the information and resources needed to successfully respond to unexpected changes in healthcare. Attendees are able to hear presentations from thought leaders that are recognized inside and outside of healthcare.

WHO: **Scott Collins** is Aria Marketing's President, bringing to the company over twenty years of public relations and marketing experience to his role, where he leads the agency's PR and thought leadership practice. His extensive agency experience includes strategic counsel and tactical execution work at leading firms including Weber/Shandwick, Miller Consulting Group and MarenghiPR. Scott also has held corporate marketing/PR leadership positions at technology companies including Cabletron Systems, Primeon and FireSpout.

WHEN: Monday, October 13th from 12:30-2pm PST
SHSMD runs Sunday, October 12th – Wednesday, October 15th

WHERE: Roundtable Luncheon, Table 23
The Manchester Grand Hyatt
1 Market Pl, San Diego, CA 92101

HOW: Please contact Kate Contreras at kcontreras@ariamarketing.com to schedule a meeting with Scott Collins at the event.

To learn more about Aria Marketing, please visit www.ariamarketing.com

To learn more about the Society for Healthcare Strategy and Market Development Conference, please visit <http://www.shsmd.org/conference/14/attendees/index.shtml>

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; and creative services.

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