

## **Leading Patient Experience Platform Provider, eVideon, Names Aria Marketing Agency of Record**

*Award-Winning PR Agency Announces New Client and Employee Promotion to Support Continued Growth in 2020*

**Newton, MA – March 25, 2020** – [Aria Marketing](#), a leading healthcare public relations and marketing communications agency, today announced it was selected as the agency of record by [eVideon](#), a leader in interactive patient engagement and digital workflow solutions. The award-winning agency also promoted Ashley Owen to account director – a move that will further support Aria’s growing client roster.

eVideon selected Aria to help it break through the noise of a crowded patient experience market by implementing a compelling thought leadership-driven PR program. The partnership will support eVideon’s new growth initiatives and innovative solution development, with Aria expanding the company’s name recognition and reinforcing market preference for eVideon.

“With our recent funding announcement and the launch of our new [Smart Room](#) platform, it’s so important we have a media-savvy partner like Aria in our corner,” says Brian Ingle, COO of eVideon. “Aria has already proven its value in the wake of the HIMSS20 cancelation, as their quick actions and industry connections meant we transitioned seamlessly to virtual press meetings and garnered additional [coverage](#) inspired by the cancelation itself. We are looking forward to a successful year ahead and continuing to nurture what we already consider an advantageous relationship.”

In order to support Aria’s continued growth, the agency promoted Ashley Owen to account director. In this role, Owen will continue to leverage her background in journalism and experience in healthcare public relations to lead her clients’ strategic communications and media relations programs, ensuring Aria maintains its high quality of client service and results. Owen will now help oversee staff development and training in addition to her recently acquired responsibilities as the agency’s [chief wellness officer](#), where she is tasked with promoting a healthy work environment in the office.

“Ashley is a natural at agency leadership and is an incredible asset not just to our clients as an account director, but to the company’s culture and general well-being as our chief wellness officer,” said Scott Collins, President, Aria Marketing. “We place a premium on staff retention and career growth – an emphasis that enables us to drive consistent results for clients like eVideon who rely on us to serve as a true extension of their marketing team.”

To learn more about Aria Marketing and its services, please contact [info@ariamarketing.com](mailto:info@ariamarketing.com).

### **About Aria Marketing**

Founded in 1999, Aria Marketing is an award-winning integrated healthcare communications agency providing unmatched strategic expertise, thought leadership-driven PR, compelling creative and superior client service. For two decades, Aria has maintained its reputation as healthcare’s leading thought leadership agency; working with some of the biggest, sharpest and most innovative healthcare organizations, from start-ups to Fortune 500 companies. Its services include: public relations; strategic planning, branding and positioning; social media; and creative services.

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