



AVIA Selects Aria Marketing as Public Relations Agency of Record *Leading Healthcare Innovation Network Teams up with Healthcare-Focused PR and Marketing Firm to Amplify its Mission, Initiatives and Thought Leadership*

Newton, MA – June 25, 2019 – [Aria Marketing](#), a leading healthcare public relations and marketing communications agency, is pleased to announce that it has been selected as the agency of record for [AVIA](#), the nation’s leading network of healthcare organizations committed to transforming care through digital innovation. Aria performs a range of strategic communications services for AVIA, including broadening recognition of, and establishing a market preference for, AVIA and its thought leadership, and increasing exposure of the innovative work AVIA Members are doing to transform healthcare.

In August of 2018, AVIA co-launched the [Medicaid Transformation Project](#) (MTP) with Andy Slavitt, the former head of the Centers for Medicare & Medicaid Services (CMS). MTP is a national effort to collaboratively transform healthcare and related social needs for vulnerable populations, including the nearly 75 million Americans who rely on Medicaid. Given this significant national initiative and AVIA’s ongoing work to help health systems across the United States apply digital solutions to improve care quality and access, AVIA partnered with Aria to create a more prominent platform of thought leadership through earned and owned media.

“We needed a communications partner that immediately understood the pace and the scale of change in healthcare and could help us advance industry-wide conversations about how digital can be applied today to create meaningful value,” said Danny DeAtley, Vice President of Marketing at AVIA. “Aria is already validating our decision by securing issues-based media coverage in our first few months working together and bridging new media relationships that help AVIA and our Members remain part of the story on topics that range from caring for vulnerable populations to consumerism in healthcare to improving cost-sustainability in our industry.”

In addition to crystalizing AVIA executives’ thought leadership to resonate with the market, Aria provides strategic and tactical counsel based on the firm’s in-depth knowledge of the healthcare industry. Aria is reinforcing the AVIA story through media relations, media training and press releases. The firm is also actively engaged in the company’s speakers bureau, awards initiatives and news monitoring.

“We are seeing a tremendous demand for the thought leadership that an innovative voice like AVIA provides,” said Scott Collins, President of Aria Marketing. “This company is rising above the noise to help health systems identify and adopt technological solutions to overcome significant challenges and meet opportunities. We’re excited to continue supporting the work of an organization that shares our passion for healthcare.”

About AVIA

AVIA leads a network of health systems working together to innovate and transform. AVIA Innovator Network Members solve pressing challenges with digital solutions that deliver financial and clinical results. AVIA provides strategic focus and a collaborative approach to accelerate innovation.

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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