



For Immediate Release

Aria Marketing Named Agency of the Year at HITMC 2016

Healthcare-Focused PR Agency Recognized for Achieving Outstanding Results for Clients

Boston, MA – April 14, 2016 – [Aria Marketing](#), a leading healthcare public relations and marketing communications agency, today announced it was named Agency of the Year at the third annual [Healthcare IT Marketing and PR Conference \(HITMC\)](#). Aria was nominated for the award by longtime client, [CynergisTek™](#), an authority in health information security, privacy and compliance.

CynergisTek, Aria's partner since 2010, nominated the company for its consistent and impressive results, such as securing coverage in high-profile outlets including: *Forbes*, *POLITICO Pro*, *Bloomberg BNA*, *The Hill* and *CIO.com*. Additionally, Aria has been able to drive alignment and continuity between marketing and PR efforts, which has helped increase CynergisTek's foothold in the healthcare data security and privacy space. Since engaging with Aria, CynergisTek has been featured in approximately 1,000 articles across healthcare and general business outlets, and its senior executives have been selected to speak at over 200 industry events.

"When we saw that HITMC was looking to honor a PR firm, we immediately wanted to nominate Aria based on the team's many years of stellar work and phenomenal results for CynergisTek," said Jana Langhorne, Director of Marketing and Sales Support at CynergisTek. "We saw record sales numbers in 2015, which we know were achieved in large-part thanks to Aria's efforts to position us as a subject matter expert of healthcare privacy, security and compliance. We view Aria as a trusted partner and a true extension of our internal team."

HITMC is the first-of-its kind healthcare IT marketing and PR conference focused on B2B marketing to doctors, practice managers, and hospital executives. The annual HITMC Agency of the Year award is presented to an agency that offers the best campaigns, creatives, and people that have been doing amazing work in healthcare IT PR or Marketing.

"It was an honor to be awarded Agency of the Year at HITMC," said Scott Collins, President of Aria Marketing. "Our mission has always been to achieve non-traditional relationships with our clients and work with them as strategic business partners and friends. Being awarded this title by a group of our peers is a true testament to our hard work and commitment over the years."

"Having experienced first-hand the work Aria does on behalf of its clients, it was no surprise that they were awarded Agency of the Year," said John Lynn, conference founder. "This agency continues to bring industry-leading ideas and knowledge to its clients, and based on the results garnered for CynergisTek and a multitude of other healthcare companies, we couldn't imagine awarding the title to any other company."

To learn more about Aria Marketing and its services, please contact Scott Collins for more information at scollins@ariamarketing.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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