

Aria Marketing Named Top PR Firm in Boston by Research Firm Expertise

National Market Research Company Ranks Healthcare-Focused Marketing and Public Relations Agency as Top Firm for a Second Year; Coincides with Increased Demand for PR Services Amid COVID-19 Crisis

Newton, MA – August 5, 2020 – [Aria Marketing](#), a leading healthcare public relations and marketing communications agency, today announced it has been named one of the [Best PR Firms](#) in Boston by [Expertise](#), a research organization and publisher of top-ranking local business lists. This recognition comes at a pivotal time for the agency as it continues to experience a rise in demand for its services in response to the coronavirus disease 2019 (COVID-19). As a thought leadership-driven healthcare PR agency, Aria is uniquely positioned to support the healthcare industry during this time of crisis.

This marks the second time in three years Aria has earned a place on the Best PR Firms in Boston list, which Expertise determines through proprietary research and a methodology that includes analyzing 25 variables across five categories – reputation, credibility, experience, availability, and professionalism. Based on this evaluation, Expertise named Aria as one of the best PR firms in the Boston metro area.

This recognition comes as Aria is experiencing increased demand for its services from companies pivoting to create solutions to combat the pandemic. These companies are challenged as never before in effectively communicating their messages due to the cancellation of trade shows and in-person industry events. Aria’s thought leadership-driven approach to PR has proven invaluable during this time to ensure its clients are able to break through the noise of a crowded market and successfully disseminate their messages through strategic media exposure. Since the start of the pandemic, Aria has promoted numerous COVID-19 solutions for new and existing clients, including a [virtual COVID-19 training course for nursing professionals](#), a [national COVID-19 disease tracker](#), and [clinical decision support tools](#).

“Once again, we are delighted to receive this honor from Expertise as one of Boston’s top PR agencies – a true testament to the work of our dedicated team,” said Scott Collins, President of Aria Marketing. “Our exclusive focus on the healthcare sector has always been our core differentiator and with so many clients eager to amplify their COVID-19 messaging and bring solutions to the market, our services have never been more essential. We appreciate this recognition from Expertise as there are so many PR agencies doing great work throughout Boston and the surrounding region.”

To learn more about Aria Marketing, and how it can help your healthcare IT firm elevate its messaging and increase awareness, please contact 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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