



Healthcare Technology Companies Select Aria Marketing for PR and Marketing Services in 2018

Public Relations Agency Announces New Hires to Support Expanding Client Roster

Newton, MA – August 23, 2018 – [Aria Marketing](#), a leading healthcare public relations and marketing communications agency, today announced that several healthcare companies, including [AxiaMed](#) and [Diameter Health](#), have selected the firm as their PR and marketing agency of record. Aria was chosen by these companies based on its deep healthcare expertise and track record of successfully developing and executing public relations programs that increase awareness of, and build credibility for, companies in the healthcare IT industry. The award-winning agency also announced several strategic hires to support Aria's continued growth.

"I consider Aria Marketing the 'go-to' PR firm for healthcare. I had the good fortune to be introduced to Aria at my previous company. My experience was so positive that I brought them onboard immediately after joining AxiaMed," said Daniel W. Berger, National Director of Healthcare at AxiaMed. "Aria's in-depth knowledge and understanding of the healthcare industry, combined with its relationships with healthcare press, make it the ideal PR partner to help take our company to the next stage of growth."

Aria's recent hires include account executives, Lindsey Honig and Kara McCrudden, and account coordinators, Danielle Adams and Kahler Buckley. Honig brings agency, in-house PR and social media experience to her role at Aria, while McCrudden joins the company after spending over a year at Regan Communications. Adams graduated from Champlain College with a Bachelor of Science in Communication, and Buckley is a recent graduate of Boston University with a Bachelor of Science in Public Relations.

"We have been seeing unprecedented demand for our unique strategy, messaging and thought leadership-driven PR capabilities and we are thrilled to partner with AxiaMed and Diameter Health, among others, to help take their PR programs to the next level," said Scott Collins, President of Aria Marketing. "I am also excited to welcome four new employees to our Aria team and am confident that Lindsey, Kara, Danielle and Kahler will add immediate value to our agency and help us continue to grow."

Aria is continuing [to hire](#) at all levels. To apply for any of these positions, please email Jessica Cohen at jcohen@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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