



## **Aria Marketing Expands its Roster of Healthcare Technology Clients in Q1 2017**

*Leading Public Relations Agency Makes Strategic Hires to Support New and Existing Clients*

**Boston, MA – April 4, 2017** – [Aria Marketing](#) today announced that healthcare technology providers, [Stratus Video](#) and [2bPrecise](#), have both retained the leading integrated healthcare public relations and marketing firm as their agency of record. The award-winning agency also made strategic hires in Q1 2017 to further strengthen its growing client base and continue to provide superior service to existing clients. Account executives, Ashely Owens and Risha Tyagi, and account coordinator, Norissa Morse, have all joined the agency to support Aria’s continued momentum.

For almost 20 years, Aria Marketing has worked with an expansive list of healthcare IT companies that offer technology and services to improve outcomes and lower costs. Aria’s newest clients both offer solutions to help providers deliver better and more efficient care. Stratus Video is an industry-leading language access services and telehealth solutions provider committed to enabling visual connections and vital conversations. 2bPrecise is a cloud-based precision medicine platform empowering providers to apply genomic insights at the point of care.

“We are always thrilled to partner with new companies, but the fact that these organizations are focused on such innovative and emerging areas of HIT – telehealth and precision medicine – is all the more exciting for us, especially at a time when legislative upheaval has left many uncertain of healthcare’s future,” said Scott Collins, President of Aria Marketing. “And, as we grow our client base, we are also expanding our internal PR team. Ashley, Risha and Norissa come from varying backgrounds with a wide breadth of experience and we are enthusiastic about the unique competencies they bring to the agency.”

Owen comes to Aria having worked on both sides of the fence—both as a PR practitioner and as a journalist—whereas Tyagi is a trilingual Boston University graduate with a master’s degree in public relations. Both account executives will be supported by account coordinator, Morse, a communications major with a strong social media background. With these hires, Aria has positioned itself and its clients for continued success in 2017.

### **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 pre-angel 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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**Contact:**

Jessica Cohen

Executive Vice President, Aria Marketing

617.332.9999 x203

[jcohen@ariamarketing.com](mailto:jcohen@ariamarketing.com)