



For Immediate Release

Aria Marketing Partners with Altheus Advisors to Offer Complementary Strategic Marketing Services

Aria Enhances its Offerings with Altheus' Growth Planning, Product Marketing and Sales Strategy Expertise to Support Clients' Sales and Marketing Objectives

Boston, MA – November 4, 2015 – [Aria Marketing](#), a leading integrated healthcare public relations and marketing agency, today announced that it is partnering with [Altheus Advisors](#), a consulting firm specializing in product marketing, corporate development and sales strategy. Aria's clients, who include healthcare IT and services companies across the industry, will benefit from Altheus' unique expertise in growth planning, product planning and strategic positioning services.

"With the ever-changing healthcare landscape, there is a constant need for health IT companies to re-evaluate their communications strategy," said Scott Collins, President, Aria Marketing. "This partnership will extend and enhance Aria's current capabilities in response to increasing demand from clients for a public relations strategy that is closely intertwined with overall business goals. Don Fallati, President at Altheus Advisors, has extensive experience in the healthcare industry and we're excited to partner with him to help our clients with their strategic initiatives."

Altheus provides a range of services that Aria Marketing will leverage, including:

- **Growth planning and corporate development** - advising companies on growth opportunities in existing and new markets, channel management and sales force effectiveness.
- **Product management and planning** – assisting companies with new product launches, product portfolio assessments, product marketing and roadmap refinement.
- **Strategic positioning** – developing messaging and content that best matches evolving corporate strategies and new products including creation of sales presentations, whitepapers and related marketing materials.

"Having worked closely with Aria Marketing for many years as both a client and partner, I have developed high regard for the firm's quality and creativity when it comes to public relations," said Don Fallati, President of Altheus Advisors. "This is an opportune time to formalize our working partnership given the urgent demands for growth faced by healthcare companies today."

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About Altheus Advisors

Altheus Advisors is a consulting firm that specializes in marketing, strategy, product management, technology implementation and corporate development. The firm provides actionable advice to senior leaders at software and services companies, non-profits, industry associations, financial investors and



hospitals and other healthcare providers. Its clients range from startups and early stage growth firms to major businesses and divisions. Learn more at altheusadvisors.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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