



## **Aria Marketing to Represent Leading Healthcare IT Companies at Annual HIMSS Conference**

*For the Twentieth Year in a Row, Award-Winning Healthcare PR Agency to Provide Onsite Support for Companies Attending Largest Health IT Event of the Year*

**Boston, MA – February 4, 2019** – [Aria Marketing](#), a leading healthcare public relations and marketing communications agency, today announced that for the 20<sup>th</sup> consecutive year, it will be representing over a dozen healthcare technology and services companies at the [Healthcare Information and Management System Society’s \(HIMSS\) Annual Conference](#), taking place February 11-15 in Orlando. The [award-winning agency](#) was selected by companies like [CynergisTek](#) (HIMSS booth #4009), [Diameter Health](#) (#9100-03) and [Medfusion](#) (MP124) to execute integrated communications programs to drive brand awareness and increase booth traffic at the conference.

Aria executes integrated communications programs on behalf of its clients, including awareness-building initiatives, thought leadership development, media strategies and robust social media programs. Each year for HIMSS, Aria leverages its longstanding relationships with healthcare industry journalists, business media, analysts and other influencers to secure in-person, strategic meetings for its clients.

“The HIMSS conference is an incredibly important arena for us,” said Jana Langhorne, Senior Director of Marketing at CynergisTek, a healthcare cybersecurity consulting firm. “Aria invests significant time and resources to provide the strategic positioning and news strategy that helps make HIMSS such a success. We rely on the talented team there to secure invaluable face-time with top-tier media helping us bolster brand awareness and nurture these important relationships. Throughout our nine years working together, Aria has consistently delivered.”

HIMSS, the largest health information and technology conference of its kind, brings together more than 45,000 thought-leaders, executives and health advocates from over 90 countries. The conference provides opportunities for innovation, collaboration and networking necessary for the advancement of care and outcomes within the industry.

“It is fitting that HIMSS19 aligns with Aria’s 20<sup>th</sup> anniversary; with more Aria clients presenting and attending than ever before, it will be a memorable show,” said Scott Collins, President of Aria Marketing. “We always look forward to this event as it presents a unique opportunity to connect further with our clients, the media, and other PR pros, but our main focus is on continuing to drive results for all of the HIT companies we represent.”

To learn more about how Aria Marketing supports healthcare IT and services organizations with their public relations and marketing communications efforts, please contact Scott Collins at [scollins@ariamarketing.com](mailto:scollins@ariamarketing.com) to schedule time to meet at HIMSS19.

### **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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