



Aria Marketing Executive Vice President Selected to Present at 2019 Healthcare IT Marketing and PR Conference (HITMC)

Healthcare PR and Marketing Agency Sponsors HITMC for Sixth Consecutive Year

Boston, MA – April 2, 2019 – [Aria Marketing](#), a leading healthcare public relations and marketing communications agency, today announced that its Executive Vice President, [Jessica Cohen](#), was selected to present a break out session at the annual [Healthcare IT Marketing and PR Conference](#) (HITMC), which takes place April 17-19 in Boston. As a founding sponsor of the conference, Aria also announced it is once again supporting the event as a gold-level sponsor. HITMC is the only conference that focuses solely on healthcare business-to-business marketing and PR.

Cohen, alongside co-presenter, Emma Smith, Vice President of Marketing at [Kyruus](#), will be presenting the session titled, “Curate and Leverage Data to Highlight Market Leadership via an Integrated Communications Strategy.” The session takes place on Thursday, April 18 at 10:45 am ET, and will focus on the ways in which Kyruus was able to successfully execute an integrated, thought-leadership driven public relations and marketing program by strategically leveraging proprietary consumer survey data.

“I am excited to share this marketing success story alongside my colleague at Kyruus and am confident that attendees will gain valuable insight and actionable tips about how to execute their own data-driven communications strategy,” said Cohen. “Additionally, as a founding sponsor of HITMC, Aria knows firsthand how informative—and fun—HITMC is, and we are once again looking forward to engaging and networking with our clients, colleagues and peers.”

“Aria is always a reliable source of public relations best practices and can be counted on to provide thought-provoking advice,” said John Lynn, Conference Founder, Internet Entrepreneur and Blogger. “Aria has been a true value-add to HITMC panels in years past, and I look forward to Jessica and Emma’s in-depth analysis of this intriguing case study. Knowing Aria’s deep understanding of the healthcare industry, we are grateful for the agency’s continued support of our vision for this conference.”

To learn more about how Aria Marketing can support healthcare IT organizations through premier public relations and marketing communications efforts, please email jcohen@ariamarketing.com to schedule time to meet at HITMC19. To register or learn more about HITMC, visit HealthITMarketingConference.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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