



## **Aria Marketing President and CEO Selected to Present at 2023 Healthcare and IT Marketing Conference (HITMC)**

*Leading Healthcare Communications Agency Supports HITMC for Tenth Consecutive Year*

**Boston, MA – January 25, 2023** – [Aria Marketing](#), a leading healthcare public relations and marketing communications agency, today announced that its CEO, [Scott Collins](#), was selected to participate in a breakout panel at the annual [Healthcare and IT Marketing Conference](#) (HITMC), which takes place January 31-February 3 in Las Vegas, NV. A founding sponsor of the conference, Aria is supporting the event for the tenth time. To date, HITMC is the only conference focused solely on healthcare business-to-business marketing and PR.

Collins, alongside co-presenters Colin Hung, CMO and Editor of Healthcare Scene, Chintan Shah, President and Managing Partner of KNB Communications and Christine Slocumb, President of Clarity Quest Marketing, will present a session titled, “Marketing Leadership Must-Do's in 2023.” The panel takes place on Wednesday, February 1 at 10:45 a.m. PST, and will outline strategies for business success in 2023 and beyond amid the ever-changing healthcare landscape.

“I am thrilled to share the tried-and-true approaches that have ensured agency profitability even in uncertain markets and I am confident that attendees will gain actionable insight on which industry best practices to keep top-of-mind when working on staffing, budgets and programming,” said Collins. “Aria is pleased to yet again be represented at the only event designed for healthcare IT marketing professionals and we can attest to HITMC’s informative and action-packed lineup. We are looking forward to spending time with our colleagues, clients and peers at this action-packed event.”

“Aria is a model for public relations excellence and its leaders are consistent sources of strategic guidance and timely industry knowledge,” said John Lynn, Conference Founder, Internet Entrepreneur and Journalist. “We are excited to have Scott join what should be a very thought-provoking panel given his expertise and experience working with 100+ healthcare companies over a 30-year career.”

To learn more about how Aria Marketing can support healthcare IT organizations through premier public relations and marketing communications efforts, please email [scollins@ariamarketing.com](mailto:scollins@ariamarketing.com) to meet with Scott or his colleagues, [Jessica Cohen](#), Executive Vice President, and [Ross Homer](#), Senior Vice President, at HITMC 2023.

To learn more about HITMC, visit [healthitmarketingconference.com](http://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 over 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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