



For Immediate Release

Aria Marketing Named Top PR Firm in Boston by Expertise

Healthcare-Focused PR Agency Continues to Grow to Support New Business in 2018

Boston, MA – March 27, 2018 – [Aria Marketing](#), a leading healthcare public relations and marketing communications agency, today announced it was named one of the [Best PR Firms in Boston](#) by [Expertise](#), a publisher of top-ranking local business lists. The recognition comes at a time of momentum for the company, as it brings on new clients, such as [PatientMatters](#), a company transforming the financial experience of care, and makes strategic hires to help support both new and existing clients.

This is the first year that Aria Marketing has been named by Expertise as one of the top PR firms in Boston. Expertise compiles its databases of area experts through an objective research and selection process, using more than 25 variables across five categories – reputation, credibility, experience, engagement, and professionalism – to score and analyze every candidate. From these results, Expertise named Aria Marketing as one of the top PR firms in the metro Boston area.

“Being named as a top PR firm in Boston is a huge honor, particularly with over 150 firms taken into consideration,” said Scott Collins, President of Aria Marketing. “Working with companies in the healthcare IT space for almost 20 years, it’s great to be recognized for our broad skill-set and superior client service, especially during this time of company growth as we bring on new staff and clients.”

Aria Marketing’s newest client, PatientMatters, provides health systems with a comprehensive set of patient payment and advocacy solutions, along with intelligent workflow automation tools, to improve the patient’s financial experience while ensuring improved collections for providers. With a company relaunch taking place this spring, PatientMatters turned to Aria Marketing to refine its messaging and establish a cohesive brand profile to help bring the company vision and story to market. This process included updating the brand look and feel with new sales collateral and a website revamp, along with a thought leadership-driven PR program.

To support its growing client base, Aria Marketing has made some strategic additions to its staff. Antonia Rutter recently joined the Aria team as a Senior Account Executive, bringing over five years of PR agency experience with a healthcare IT- and high-tech-focused background,

specializing in media relations, content, and social media. Additionally, Kelsey Pearse returned to Aria as an Account Coordinator after completing an eight-month internship with the company and graduating from Lasell College with her BA in public relations in December.

To learn more about Aria Marketing and its services, please contact Jessica Cohen at jcohen@ariamarketing.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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