



AxisPoint Health Selects Aria Marketing to Support Company Launch

Care Management Services and Software Provider Partners with Aria for Media Relations, Positioning and Messaging Work

Boston, MA – June 29, 2015 – [Aria Marketing](#), a leading integrated healthcare public relations and marketing communications agency, announced today that it has been selected by [AxisPoint Health](#), a leading provider of care management services and software to payers and other risk-bearing entities, to provide public relations support as it launches as a new company.

AxisPoint Health is a health care management company focused on proactively managing health, reducing barriers and improving outcomes. Formed when [Comvest Partners](#) and [Mosaic Health Solutions](#) acquired [McKesson Corporation's](#) Care Management business, AxisPoint Health was looking for a PR agency with deep healthcare industry and payer expertise to support its launch. The organization selected Aria to publicize its official launch at [AHIP Institute 2015](#), manage media relations, provide strategic guidance and engage in positioning and messaging work.

“Launching a new company is an exciting and challenging undertaking, and to do so successfully relies, in no small part, on involving the right people with the right skills,” said Lori Prestesater, EVP of Sales & Marketing, AxisPoint Health. “Aria’s experience in working with clients in the payer space, including past work with McKesson, confirmed for us that it was the optimal communications agency to help position us for continued success.”

In the new era of value-based health care, the entire industry is focused on achieving the best outcomes by identifying and providing the most appropriate levels of care, and AxisPoint Health is perfectly positioned to assist with this endeavor. The company’s offerings include complex and chronic case management services, nurse advisory services, and a care management software platform used by payers to manage utilization, disease, and case management services in-house. AxisPoint Health currently provides its services through nurses and other clinical professionals licensed in all 50 states and the District of Columbia.

“AxisPoint Health’s offerings are already known and respected in the industry,” said Scott Collins, President, Aria Marketing. “We are excited for the opportunity to support the organization as it positions and differentiates itself in the market and prepares for future innovation and growth.”

About AxisPoint Health

AxisPoint Health, formerly a McKesson company, is a health care management company focused on proactively managing health, reducing barriers, and improving outcomes. Headquartered in Westminster, Colorado, AxisPoint Health is a pioneer in developing and deploying clinically engineered population health management solutions that incorporate analytics and state of the art clinical knowledge. AxisPoint Health simplifies complex care through service and product offerings such as chronic care management programs, care management workflow software, and algorithm-based nurse advice solutions.



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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