



For Immediate Release

Aria Marketing to Represent Seven Healthcare Companies at 2016 HFMA ANI

Leading Healthcare IT Communications Firm to Support Record Number of Clients at the Industry's Premier Event for Healthcare Finance Professionals

Boston, MA – June 15, 2016– [Aria Marketing](#), a leading integrated healthcare public relations and marketing communications agency, today announced that it will be representing seven prominent healthcare finance and technology companies at the [Healthcare Financial Management Association \(HFMA\) National Institute \(ANI\)](#), being held from June 26-29, 2016 in Las Vegas, NV. Aria will provide on-site support for clients such as Capto, Docent Health and ZirMed at the conference as they present educational sessions, announce company news and meet with the press and analysts.

In advance of this event, Aria has been leveraging its relationships with healthcare, business and IT journalists to strategically connect its clients and the organizations they serve with the media to secure coverage before, during and post-conference. Aria is also executing integrated communications efforts and social media programs on behalf of its clients to increase attendance at presentations and generate traffic to client booths, social media platforms and websites.

“As the healthcare finance industry continues to navigate the shift to value-based care, conferences such as ANI give our clients a platform to share how they are helping providers increase revenue while optimizing care outcomes,” said Scott Collins, president of Aria Marketing. “We look forward to representing a record number of clients at ANI 2016, and also see our presence at this year’s conference as a testament to our continued focus on healthcare finance as a sub-specialty.”

In addition to attending this annual healthcare finance conference, a number of Aria’s clients will be presenting educational sessions:

- Emily Castro, Client Success Manager of Craneware (booth #403), and Tara Hanuscak, Business Director, Pharmacy Services at Ohio Health, will present “[Establishing a Pharmacy Revenue Integrity Program](#),” on Tuesday 6/28 from 3:30-4:45pm PST
- Dan Clarin and Jason O’Riordan, SVP’s from Kaufman Hall (booth #612) will present “[Developing a Virtual/Telehealth Strategy](#),” on Monday, 6/27 from 2:15pm-3:30pm PST
- Dr. Thomas Lee, CMO of Press Ganey, will present “[What Drives Patient Loyalty? Analyses From Inpatient, Outpatient, And Emergency Department Patients](#),” on Tuesday, 6/28 from 8:00am-9:15am PST

HFMA ANI is the leading healthcare finance conference, bringing together industry leaders from across the nation to discuss innovation and share learnings. Attendees have the opportunity to attend



educational sessions that specify best practices related to driving success through financial management and network with their peers and industry leaders.

If you are interested in scheduling a meeting with Aria or its clients at HFMA ANI, please contact Olga Frech at ofrech@ariamarketing.com.

About HFMA

With more than 40,000 members, the Healthcare Financial Management Association (HFMA) is the nation's premier membership organization for healthcare finance leaders. HFMA builds and supports coalitions with other healthcare associations and industry groups to achieve consensus on solutions for the challenges the U.S. healthcare system faces today. Working with a broad cross-section of stakeholders, HFMA identifies gaps throughout the healthcare delivery system and bridges them through the establishment and sharing of knowledge and best practices. We help healthcare stakeholders achieve optimal results by creating and providing education, analysis, and practical tools and solutions. Our mission is to lead the financial management of healthcare. hfma.org.

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. Named 2016 "HITMC Agency of the Year," 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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