



For Immediate Release

Aria Marketing to Represent Top Healthcare IT Companies at Annual HIMSS Conference

Healthcare Communications Agency Drives Media and News Strategies; Positioning and Messaging Support for Businesses Exhibiting at Largest Health IT Event of the Year

Boston, MA – February 17, 2016 – [Aria Marketing](#), a leading healthcare public relations and marketing communications agency, today announced that it will be representing a number of healthcare technology companies at the [Healthcare Information and Management System Society's \(HIMSS\) Annual Conference](#), taking place from February 29-March 4 in Las Vegas. Aria is assisting its clients in preparation for HIMSS16; developing press and news strategies, creating compelling messaging and securing meetings on their behalf with key industry influencers. Aria will also provide on-site support for these companies as they launch news, unveil new products, present educational sessions and meet with press and analysts at the conference.

To support its clients such as CynergisTek, ZirMed, MAeHC and Orion Health, Aria is leveraging its longstanding relationships with industry trade journalists, business media and healthcare analysts to secure strategic meetings at this national conference. Aria is also executing integrated communications programs on behalf of its clients that include awareness-building initiatives, thought leadership development and social media programs, to create buzz and drive traffic to client exhibition booths and websites.

"HIMSS is a major focus for us here at Aria every year, as we put on the full court press to ensure our clients get the most valuable experience out of the conference," said Scott Collins, president, Aria Marketing. "In addition to supporting our clients, we are looking forward to attending the show to witness firsthand the trends and innovations that shape our clients' thought leadership initiatives. HIMSS consistently brings a new outlook to our work and we value the opportunity to attend and experience the excitement with our clients."

The HIMSS Annual Conference is the industry's largest health IT educational event of the year, bringing together more than 40,000 healthcare professionals, clinicians and executives for education, networking and solution exploration. The conference is the meeting grounds for all healthcare stakeholders, enabling them to discover new ways to advance in health IT, as well as a prime opportunity for companies to debut big partnerships and product news.

If you would like to learn about how Aria Marketing can assist your company with marketing or public relations activities, meet us at the HIMSS16 conference. Please contact Scott Collins for more information, scollins@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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