



Aria Marketing President Selected to Participate in Panel at Healthcare IT Marketing and PR Conference

Leading Healthcare PR Agency Sponsors HITMC Conference for Fourth Consecutive Year

Boston, MA—March 22, 2017—[Aria Marketing](#), an integrated healthcare communications agency, today announced that its president, [Scott Collins](#), was selected to participate in a panel at the annual [Healthcare IT Marketing and PR Conference](#) (HITMC), which takes place April 5-7, 2017 in Las Vegas. Aria also announced it is once again supporting the event as a silver-level sponsor. HITMC is the only conference that focuses solely on healthcare business-to-business marketing and PR.

The panel Collins is speaking on, “Creating an Effective Content Creation Strategy for Your Organization,” takes place on April 6 at 3:50PM PST and will focus on strategies and best practices for developing compelling healthcare content that can be leveraged across various platforms, including traditional and online media and via sales channels.

"I am honored to once again be selected to participate in a panel at HITMC and to be able to discuss how to create out-of-the-box content to captivate target markets," said Collins. "Aria Marketing specializes in healthcare specifically, so we appreciate that this conference's content is tailored to marketing and PR professionals in this space."

"In the four years since we launched HITMC, we've learned just how unique it is to sell into healthcare. This uniqueness requires a deep understanding of the culture of healthcare to be effective. This is why we're so pleased to have Scott lend his deep healthcare and PR knowledge in a panel presentation and to have Aria sponsor the conference. Aria is as deeply committed to healthcare IT as we are and that shows in the work they do," said John Lynn, Conference Founder, Internet Entrepreneur and Blogger.

Aria Marketing is the nation's premiere healthcare PR agency. Specializing exclusively in healthcare PR and marketing, Aria has built a reputation for executing thought leadership-driven PR campaigns and supporting marketing communications projects that garner real ROI.

If you are interested in meeting with Aria at HITMC to learn more about creating intriguing content that will stand out in the healthcare industry email scollins@ariamarketing.com to coordinate. To learn more about HITMC, visit HealthITMarketingConference.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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Contact:

Jessica Cohen

Executive Vice President

617.332.9999 x203

jcohen@ariamarketing.com