



Press Release

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

Aria Continues to Support Conference as Platinum Level Sponsor

Boston, MA—May 5, 2015—[Aria Marketing](#), an integrated healthcare communications agency, announced today that its President, Scott Collins, will be participating in a panel titled “[PR is Much More than Press Releases](#)” at the [Healthcare IT Marketing and PR Conference \(HITMC\)](#) on May 8, 2015 in Las Vegas. As a founding supporter of the conference, Aria is proud to be a platinum sponsor of this year’s event, which is the only B2B marketing and PR event focused solely on marketing to healthcare executives.

“We are excited to be a part of this event for the second year in a row, last year proved to be extremely valuable as it was a unique opportunity to meet and collaborate with our peers, clients and other healthcare industry influencers,” said Collins. “I am honored to participate in a panel this year that will hopefully spark a conversation about how to break through the noise in the healthcare IT marketing world.”

The panel, “[PR is Much More than Press Releases](#),” will discuss health IT marketing from a public relations perspective by focusing on what makes PR successful in a democratized content environment. Panelists will speak about the challenges they face, which resources they find most effective and what their long term strategies are in the coming years.

HITMC helps marketing managers and PR professionals learn about the latest tools and techniques they need to make sure their messages are heard. Aria Marketing is one of eight platinum sponsors for the conference, which is organized by [HealthcareScene.com](#) and [InfluentialNetworks.com](#).

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.

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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