

Aria Marketing President Scott Collins Receives Top 100 Healthcare Leaders Award at International Forum on Healthcare

Healthcare Marketing and Public Relations Veteran Recognized For Nearly Two Decades of Leadership in the Industry

Newton, MA, July 30, 2019 – Scott Collins, president of leading healthcare public relations and marketing communications agency, [Aria Marketing](#), has been recognized as one of the Top 100 Healthcare Leaders for his contributions to the healthcare industry by the [International Forum on Advancements in Healthcare](#) (IFAH). Collins received the award at the third annual IFAH held in Las Vegas, NV in June 2019.

Collins joined Aria Marketing as Vice President in 2003. Under his senior leadership, Aria Marketing became a driving force in healthcare communications, serving healthcare technology and services clients ranging from start-ups to Fortune 500 companies. In 2014, Collins acquired full ownership of the agency, doubling its size over the next five years and helping to garner accolades such as HITMC [Agency of the Year](#), and [Top PR Firm in Boston](#) from [Expertise](#). Aria Marketing was also recently named a finalist for [BostInno's Coolest Companies in Boston](#) for 2019.

“It was an honor to receive this award alongside so many industry leaders who are as passionate about positively impacting the future of healthcare as I am,” said Collins. “I feel extremely fortunate to be recognized in this way, especially during Aria Marketing’s 20th year in business, but I have to acknowledge that our success, and awards like this, reflect much more on Aria’s great people and clients, than they do on me personally. I try to foster a culture of intellectual curiosity and continuous improvement at Aria, but it’s the team that makes it happen.”

Founded by healthcare professionals, IFAH hosts events throughout the world to bolster its mission of improving healthcare through an open dialogue. IFAH events bring the industry together to recognize the leaders making notable changes or contributions in healthcare. This latest event featured over 1,000 healthcare professionals from startups, hospitals manufacturers, insurers and more. Winners of the Top 100 Healthcare Leaders award were scored by IFAH judges on a number of parameters including impact on the healthcare industry and spirit of innovation.

About Aria Marketing

Founded in 1999, Aria Marketing is an award-winning integrated healthcare communications agency providing unmatched strategic expertise, thought leadership-driven PR, compelling creative and superior client service. For two decades, Aria has maintained its reputation as healthcare’s leading thought leadership agency; working with some of the biggest, sharpest and most innovative healthcare organizations, from start-ups to Fortune 500 companies. Its services include: public relations; strategic planning, branding and positioning; social media; and creative services.

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