



Integra Connect Selects Aria Marketing as its Public Relations Agency

May 12, 2017 – Boston, MA — [Aria Marketing](#) today announced that Integra Connect, the leading provider of technologies and services for value-based specialty care, has selected the healthcare-specialty public relations and marketing firm as its agency of record. As its PR partner, Aria is executing a thought leadership-driven campaign in an effort to drive awareness of the impact of value-based care on specialists as well as preference for Integra Connect’s cloud-based solutions and services designed to help specialty practices succeed in a changing environment.

Integra Connect selected Aria Marketing because of the agency’s unmatched healthcare industry expertise, track record of developing and executing integrated, brand building communications, as well as its strong thought leadership development capabilities.

“Having spent almost a decade in marketing and sales leadership roles across digital health, I knew that Aria Marketing had the deep healthcare industry knowledge and marketing communications skillset needed to best position us in today’s crowded healthcare market,” said Joe Sawyer, Chief Marketing Officer at Integra Connect. “Aria’s team has proven that they have not only cultivated relationships with key media and industry influencers, but that they are able to leverage these to properly introduce Integra Connect to the market.”

Aria is providing a wide-range of PR services for Integra Connect, including media and analyst relations, speakers’ bureau and event support, award management, and is providing ongoing strategic communications counsel. Aria is also supporting execution of longer format materials such as bylined articles and blog posts.

“We are honored to have been selected by Integra Connect as their PR firm,” said Scott Collins, President of Aria Marketing. “We truly believe that this company has the vision, leadership and technology platform that will ultimately allow specialty physicians to improve both clinical and financial outcomes in alignment with MIPS and alternative payment models introduced by CMS. We are excited to work with the Integra Connect team to tell their unique story and help drive demand for the company’s transformative solutions.”

About Integra Connect

Integra Connect delivers a comprehensive, integrated suite of cloud-based technologies and services that enable specialty groups to optimize clinical and financial performance as reimbursement shifts to value-based models. Connected by the IntegraCloud platform, the company’s core applications span population health including care management; advanced analytics; medication therapy management; specialty-specific EHR; practice management; and revenue cycle management. All are designed to help specialty practices transform operationally in adherence with complex regulations, including MACRA program requirements. Integra Connect partners with large groups in the U.S. focused on oncology and

urology, as well as with other key healthcare constituents, including emergency medical services firms, hospitalist groups and life sciences companies.

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 customer 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 pre-angel start-ups to Fortune 20 companies. Its services include: strategic planning, branding and positioning services; public relations; social media; and creative services.

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