



Kaufman Hall Selects Aria Marketing as its Public Relations Agency of Record

Leading Provider of Management Consulting and Software Solutions for Healthcare Chooses Aria to Expand its Exposure in New and Existing Markets

Boston, MA – September 12, 2014 – [Aria Marketing](#), an integrated healthcare communications agency, announced today that it has been selected by [Kaufman Hall](#), a leading provider of strategic, capital, and financial advisory services and software tools to healthcare organizations, as its public relations agency of record. Kaufman Hall selected Aria based on its in-depth industry knowledge and exceptional results it has achieved for its client, [Axiom EPM](#), a leading software company recently acquired by Kaufman Hall.

With an executive team consisting of in-demand industry thought leaders, and a robust portfolio of clients, Kaufman Hall is well positioned to dramatically expand its market awareness. Aria will provide Kaufman Hall with a focused communications program aimed at enhancing key aspects of the company's public relations and thought leadership functions. Kaufman Hall will leverage Aria's 15 years of PR experience and deep industry expertise to support its goal of expanding awareness of its offerings and insights in new and existing markets.

"Kaufman Hall is already a known and respected organization and industry voice," said Scott Collins, President, Aria Marketing. "We are excited for the opportunity to amplify the organization's current efforts in sharing its innovative vision for the future of healthcare. Forces are aligning for a major disruption in the industry, and Kaufman Hall's experts are at the forefront, ready and willing to share their ideas and advice with a market poised in eager anticipation."

Aria will leverage its strong relationships with key influencers to broaden recognition of Kaufman Hall, its thought leaders and its solutions. Aria will provide Kaufman Hall with strategic counsel to optimize its positioning and messaging and will support the organization in securing opportunities for its executives to contribute articles to key publications and speak at industry events to share their insights and further educate the market about Kaufman Hall's management consulting services and software tools.

About Kaufman Hall

Kaufman Hall is an independent consulting firm that offers integrated strategic, capital, and financial advisory services and software tools to healthcare organizations of all types and sizes. Our goal is to help hospitals and health systems achieve best practice strategic financial management that produces tangible, measurable, and improved financial results. To learn more, visit kaufmanhall.com.

About Aria Marketing

Founded in 1999, Aria Marketing is a full service, integrated healthcare communications agency that provides unmatched strategic counsel, thought leadership-driven PR support, creative execution and superior client service. Aria earned its reputation as healthcare's go-to thought leadership agency from working with some of the most innovative healthcare organizations in the industry, from pre-angel start-ups to Fortune 20 companies. Aria offers its clients the complete range of communications services,



from strategic planning, branding and positioning workshops, to public relations and social media programs, to creative services. For more information about Aria, please visit www.ariamarketing.com.

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