



Press Release

## **Orion Health Selects Aria Marketing as its Public Relations Agency for U.S. Market**

*Leading eHealth Technology Company, Orion Health, Selects Aria Marketing as its Full-Service Communications Partner*

**Boston, MA—December 1, 2013**—Aria Marketing, an integrated healthcare communications agency, announced today that it has been selected by Orion Health, a leading global eHealth technology company, as its public relations agency of record to support the U.S. market. In addition to providing a wide range of PR services for the company, including media relations, speakers bureau, event support and award management, Aria will also act as one of the company’s writing resources, delivering longer format materials such as case studies, white papers and bylined articles.

With tremendous growth and momentum in the U.S market, Orion Health sought a PR agency that would act as an extension of its marketing team, helping the company articulate its message and increase awareness of its thought leaders and solutions. “Orion Health is a key player in the global health IT landscape, and we are excited to increase our focus on industry recognition here in the United States. However, to support this goal, we knew we needed a partner that really knew the ins and outs of the healthcare IT landscape, and could apply that knowledge as we work through our own messaging and positioning initiatives,” said Karen Ewing, senior director of North American marketing. “Aria’s proven experience in developing powerful thought leadership stories and increasing visibility made them a natural choice for this partnership. More importantly, the Aria team listens and communicates well, which will be in our successes.”

“We’re excited to partner with such a dynamic company that has a proven track record for delivering interoperable solutions that improve the quality and coordination of care,” said Scott Collins, vice president of Aria Marketing. “With offices not only all over the country, but all over the world, Orion Health has already achieved great success and we’re excited to help support their vision of enabling truly connected care.”

As the nation’s premiere healthcare marketing firm, Aria leverages its expertise and close industry relationships to help clients gain traction in the ever-changing healthcare landscape. Through its many years of executing thought-leadership driven campaigns, Aria has gained a reputation for being the go-to expert on healthcare communication.

### **About Orion Health Inc.**

Founded in 1993 in Auckland, New Zealand, Orion Health is the only global, independently owned eHealth technology company. With an inherent ability to interconnect a wide variety of healthcare information systems, Orion Health has become one of the world’s leading provider of health information exchange (HIE) and healthcare integration solutions. Today, Orion Health products and solutions are implemented in more than 30 countries, used by hundreds of thousands of clinicians, and help facilitate care for tens of millions of patients. Clinicians, provider facilities and OEM partners rely on Orion Health to facilitate data exchange between hospitals, health systems, HIEs, and affiliated providers and medical

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devices, resulting in improved care coordination, increased cost savings and efficiencies, and enhanced quality of care. In the U.S., Orion Health™ HIE provides the technology backbone for state and regional HIEs across the country. Orion Health Rhapsody® Integration Engine is used by the Centers for Disease Control and Prevention and nearly every state and local health departments for public health reporting. For more information, visit [www.orionhealth.com](http://www.orionhealth.com). Connect with us on [Twitter](#), [Facebook](#) and [LinkedIn](#).

### **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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