



Press Release

Press Ganey Selects Aria Marketing as its Public Relations Agency of Record

Healthcare Communications Agency to Support Press Ganey's Mission to Help Providers Reduce Suffering and Improve the Patient Experience

Boston, MA—November 1, 2013—[Aria Marketing](#), an integrated healthcare communications agency, announced today that it has been selected by [Press Ganey](#), the leading patient experience improvement firm, as its full-service public relations agency of record. Press Ganey chose Aria for its market knowledge and reputation for executing industry-specific PR campaigns that achieve demonstrable ROI. Aria Marketing will support the company by elevating Press Ganey's thought leadership concepts focused on capturing the patient voice to reduce suffering and improve the patient experience.

With over 10,000 partners across the continuum of care, Press Ganey offers healthcare performance solutions that help clients improve efficiency and optimize patient care. As Press Ganey's partner, Aria will develop an annual PR plan tied to the company's marketing and business goals. In addition to managing Press Ganey's media relations, Aria will pursue relevant speaking and awards opportunities to expand the reach of Press Ganey's critical mission.

"In addition to sharing our core values, Aria has a strong grasp on the complexities and intricacies of the healthcare industry and shares our passion for furthering the mission to reduce patient suffering," said Patti Cmielewski, chief marketing officer, Press Ganey. "We're confident that Aria's sole focus on healthcare will help us to increase awareness of the fundamental topics that Press Ganey champions, including capturing the voice of every patient and caregiver, fostering physician and employee engagement, and reducing patient suffering to improve the entire patient experience."

By creating and maintaining an active news pipeline and providing tactical oversight, Aria will help ensure that Press Ganey increases market momentum around these important issues. Additionally, Aria will promote Press Ganey's core thought leadership topics across a range of vehicles, including press releases, speaking engagements and bylined articles.

"We're excited to support a company that has such an impact on the healthcare industry with its focus on truly patient-centered care," said Scott Collins, vice president of Aria Marketing. "The patient experience has significant social and economic implications. Our team is looking forward to showcasing both Press Ganey's thought leadership and solutions, and highlighting how they benefit healthcare organizations, caregivers and patients."

As the nation's leading healthcare PR agency, Aria Marketing leverages its industry relationships and specialized knowledge to ensure success for all clients. Aria's unparalleled thought



leadership driven PR campaigns have secured Aria as the go-to healthcare communications expert.

About Press Ganey Associates, Inc.

Recognized as a leader in performance improvement for nearly 30 years, Press Ganey partners with more than 10,000 health care organizations worldwide to create and sustain high-performing organizations, and, ultimately, improve the overall health care experience. The company offers a comprehensive portfolio of solutions to help clients operate efficiently, improve quality, increase market share and optimize reimbursement. Press Ganey works with clients from across the continuum of care – hospitals, medical practices, home care agencies and other providers – including 50 percent of all U.S. hospitals. For more information, visit www.pressganey.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 startups 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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