



Quantia, Inc. Selects Aria Marketing as its Public Relations Agency of Record

Innovator in Provider Communications and Engagement Chooses Aria for Thought Leadership Expertise, Strategic Counsel and Social Media Support

Boston, MA – April 1, 2014 – [Aria Marketing](#), an integrated healthcare communications agency, announced today that it has been selected by [Quantia, Inc.](#) (Quantia), a pioneer in provider engagement and alignment, as its public relations agency of record. Quantia selected Aria based on its in-depth knowledge of the healthcare market specifically, effective approach to thought leadership development and proven media relations capabilities. Quantia will leverage Aria’s expertise to support its goals of building brand awareness and driving sales within existing and new markets.

Aria will work to establish an operationally strong PR capability for Quantia in an effort to enhance recognition of, and create industry preference for, its provider engagement solutions. Aria will provide strategic counsel to the company to ensure its positioning and messaging is consistent as it pursues new market opportunities. Aria will lead strategic communications with key influencers as well as form a strong social media presence that reinforces Quantia’s leadership in the provider engagement space. Additionally, Aria will support Quantia in securing opportunities for its executives to speak at industry events and focus its award program to bolster the company’s credibility and further educate the market about the value of provider engagement.

“The advent of the ACA has put a significant emphasis on meaningfully engaging with providers in order to meet organizational goals, and we’ve perfected that science, so we’re seeing tremendous opportunity to build our business,” said Greg Shenk, VP of Marketing at Quantia. “In selecting a PR agency, we knew we needed a firm that understood the complex issues that we address and could provide the level of guidance we need to successfully expand into new markets, so Aria’s specific focus on healthcare and its deep relationships within the industry made them a natural fit for our organization.”

The cornerstone of Quantia’s provider engagement solutions leverage [QuantiaMD](#), the company’s active and growing clinician community, which to date supports over 225,000 members as they interact with experts and consume more than 10,000 content segments per day. QuantiaMD’s engagement with providers is at an all time high with members spending an average of 20 minutes per session on the platform. Providing short, interactive segments on a variety of clinical and practice topics, QuantiaMD enables physicians to consume relevant content in a digestible format and meet the needs of today’s busy physician.

“Quantia is at the heart of some of the most significant trends occurring in healthcare right now, and we’re excited to be working with them to find new ways to share their compelling story,” said Scott Collins, President, Aria Marketing. “The company’s innovative vision for engaging with providers to reduce costs and improve care coordination lends itself to some enticing thought leadership, so we’re looking forward to hitting the ground running.”

About Quantia

ARIA

MARKETING

Quantia is a pioneer in provider engagement and alignment. Its robust platform and online clinician community, QuantiaMD, enables principal participants in healthcare to engage providers in high-value interactions that lead to true engagement and alignment. To achieve this, Quantia's platform uses advanced engagement science to package and deliver information so providers will consume it, internalize it, and apply it to practice. By giving providers the information they need in a format that works for them, Quantia helps its clients – organizations such as health systems and life sciences companies – improve performance and make care more efficient and effective. Learn more at www.quantia-inc.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.

###

Contact:

Jessica Cohen

EVP, Aria Marketing

617.332.9999 x203

jcohen@ariamarketing.com