



For Immediate Release

**Aria Marketing to Represent Several Healthcare IT Companies at Major Healthcare Industry Events
this Fall**

*Leading Healthcare IT Communications Firm to Attend MGMA Annual Conference and AHIMA
Convention on Behalf of Clients*

Boston, MA – September 17, 2014 – [Aria Marketing](#), a leading integrated healthcare public relations and marketing communications agency, announced today that it will be representing several clients, including Craneware, CynergisTek, the Massachusetts eHealth Collaborative, Orion Health, Quantia MD, and ZirMed at two national healthcare tradeshows in September and October: the [Medical Group Management Association \(MGMA\) Annual Conference](#) and the [86th American Health Information Management Association's \(AHIMA\) Convention and Exhibit](#).

To support its clients at these national conferences, Aria is executing integrated communications programs that include awareness building initiatives and thought leadership development. In addition, the team is implementing social media and digital marketing programs in an effort to drive traffic to client booths, websites and social media pages and attendance at presentations. Aria is also leveraging its relationships with key industry trade and business media and healthcare analysts to secure meetings at the shows and high-value press coverage.

“2014 has been a significant year of change for the healthcare industry, and we’re excited to attend these conferences to learn about new trends and hear more about the challenges that face the industry directly from key influencers,” said Scott Collins, president, Aria Marketing. “We anticipate that these two events will be excellent platforms for our clients to share their thought leadership initiatives with their peers as well as journalists and analysts.”

If interested in scheduling a meeting with Aria Marketing or its clients at either AHIMA or MGMA this year, please contact Kate Contreras at kcontreras@ariamarketing.com.

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 client 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. To learn more about Aria, please visit www.AriaMarketing.com.

###

Contact:

Jessica Cohen

Executive Vice President, Aria Marketing



617.332.999 x203

jcohen@ariamarketing.com