



## RxTE Health Selects Aria Marketing as its PR Agency of Record

**December 7, 2017 – Boston, MA** — [Aria Marketing](#) today announced that [RxTE Health](#) (RxTE), a company specializing in pharmacy cost reduction programs for employers, has selected the healthcare public relations and marketing firm as its agency of record. As its partner, Aria is executing a comprehensive program that will bring RxTE’s messaging to market and build upon it with breakthrough thought leadership.

RxTE selected Aria Marketing based on the firm’s established relationships with key media and influencers in the healthcare industry, which will be leveraged to promote the concept of reference pricing and institute RxTE as the leader in the category.

“Aria’s media contacts and in-depth knowledge of the industry are tremendous assets as we strive to broaden recognition of and establish preference for our solutions,” said David Henka, CEO of RxTE. “The team’s specialized expertise make them the perfect partners in educating the market about reference pricing and in driving the conversation for employers, trustees, and other stakeholders who are seeking to manage pharmacy costs for their constituencies.”

Aria is working with RxTE to further develop and refine its positioning and messaging and create compelling thought leadership concepts that will set the company apart from others in the healthcare industry. Additional PR services the firm is providing include proactive and reactive media relations, speakers’ bureau and event support, press release writing, social media and ongoing strategic counsel.

“We are excited to be working with such an innovative company like RxTE,” said Scott Collins, President of Aria Marketing. “Reference pricing has the potential to bend the cost curve in healthcare by focusing on the largest spending category of pharmaceuticals, which is rife with opaque, insider deals that drive up profits for pharma companies and PBMs. There is a compelling story here that brings into focus a range of industry issues that we are helping RxTE own in the market.”

### **About RxTE Health**

Since 2010, RxTE Health (RxTE) has worked with some of the country’s largest employers across multiple industries, including unions and trusts, to effectively drive down pharmacy costs. RxTE leverages a [reference pricing model](#) which applies a proprietary algorithm [scientifically proven](#) to drive immediate and ongoing savings of more than 20 percent, while also empowering members and their doctors to select the most cost-effective drug treatment. To start lowering costs, increase benefit plan adherence and improve the well-being of employees, visit [www.rxtehealth.com](http://www.rxtehealth.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 public relations and marketing agency from working with some of the most innovative healthcare organizations in the country, from pre-angel start-ups to Fortune 20 companies. Its services include: strategic planning, branding and positioning services; public relations; social media; writing; and creative services.

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