



## Press Release

### **SA Ignite Selects Aria Marketing as its Public Relations Agency of Record**

*Leading Provider of Meaningful Use Reporting, Attestation and Analytics Tools Selects Aria to Provide Strategic Marketing Counsel and Execute Complete PR Program*

**Boston, MA—September 1, 2013**—Aria Marketing, an integrated healthcare communications agency, announced today that it has been selected by SA Ignite, a leading Meaningful Use solutions provider, to serve as its public relations agency of record. SA Ignite, impressed by Aria’s proven track record of executing successful PR programs, sought Aria’s expertise to help lead its revised communications plan, public relations strategy and messaging.

As SA Ignite’s communications partner, Aria will provide a range of PR services to help SA Ignite increase awareness of, and create preference for, its solutions through media relations initiatives, a robust speakers bureau and awards program. Since its founding in 2009, SA Ignite has experienced unprecedented growth, partnering with leading healthcare organizations such as Intermountain Healthcare and Northbay Healthcare. Its principal offering, MU Assistant, serves over 6,000 providers across 22 states without the help of EHR vendors.

“When we decided that we were ready to take our marketing efforts to the next level, we knew we needed to work with an agency that specialized in healthcare PR as our technology is healthcare-specific, and our value proposition needs to be articulated in a very precise way,” said Tom S. Lee, PhD, CEO and Founder of SA Ignite. “In this partnership, we are looking forward to utilizing Aria’s knowledge in the healthcare industry to effectively communicate our expertise in Meaningful Use.”

Aria will leverage its strong relationships with healthcare and business media to broaden recognition of SA Ignite and strengthen the company’s reputation and the industry’s need for its services.

“As provider organizations become increasingly focused on Meaningful Use, SA Ignite has seen a huge uptick in demand for its solutions,” said Scott Collins, Vice President of Aria Marketing. “It’s always exciting to partner with a company offering a truly game-changing solution and help them elevate their message and increase awareness of the work that they are doing so that everyone can benefit from their innovation.”

Aria Marketing has become the nation’s premiere healthcare PR agency. Specializing exclusively on healthcare PR and marketing, Aria has built a reputation for executing thought leadership-driven PR campaigns and supporting marketing communications projects that garner real ROI.

#### **About SA Ignite, Inc.**

Through automating data collection and analytics, SA Ignite unlocks new, actionable insights from healthcare data that deliver transformative improvements in care quality and efficiency. The company’s

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flagship software product, MU Assistant<sup>®</sup>, automates Meaningful Use (MU) monitoring, reporting, and attestation. Now serving thousands of providers nationally, SA Ignite's products work with any EHR system without requiring the assistance of EHR vendors. For more information, visit: [www.saignite.com](http://www.saignite.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.

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