

Swaay.Health Names Aria Marketing President Scott Collins 2024 Marketer of the Year

Healthcare Marketing and Public Relations Veteran Recognized for Outstanding Leadership and Creativity; Award Comes as Agency Celebrates 25 Years

Boston, MA - May 29, 2024 – [Scott Collins](#), president of leading healthcare public relations and marketing communications agency, [Aria Marketing](#), has been recognized as “Marketer of the Year” by [Swaay.Health](#) (formerly known as the Healthcare and IT Marketing Community) at its annual conference in May.

The Swaay.Health Marketer of the Year Award honors the exceptional achievements of a marketing, PR, or communications professional who has demonstrated exemplary leadership, resourcefulness, creativity and teamwork over the past year. This year, the award holds special significance as it coincides with the 25th anniversary of Aria Marketing.

Collins joined Aria Marketing as a Vice President in 2003 and assumed ownership of the agency in 2014. Throughout his tenure at Aria, Collins has helped nearly one hundred healthcare technology and services [businesses](#) define their value propositions, refine their key messages, and promote their thought leadership in the market.

“Winning Marketer of the Year is a great honor, but I would not be in the spotlight without the support of the Aria team, who have set such a high bar for work quality and client service,” said Collins. “Navigating healthcare PR presents unique challenges, demanding continuous learning to provide great counsel and get great results, year over year. I am particularly humbled by this recognition from Swaay.Health, especially amidst the backdrop of Aria Marketing’s 25th anniversary year, as it underscores our enduring dedication to fostering genuine connections within the specialized healthcare IT community.”

Founded by [Swaay.Health](#) and Healthcare Scene, the Swaay.Health Awards have celebrated the outstanding work of healthcare marketers, PR professionals, and communications experts for the past eight years. Aria Marketing was a founding partner of the Swaay.Health Event (formerly HITMC) and has taken part in the event each year since. Aria’s executives have also participated as speakers and panelists in many subsequent conferences, and the agency received the “Agency of the Year” Award in 2019.

To learn more about Aria Marketing and its services, please contact Scott Collins at scollins@ariamarketing.com.

About Aria Marketing

Founded in 1999, Aria Marketing is an award-winning integrated healthcare communications agency providing unmatched strategic expertise, thought leadership-driven PR, compelling creative and superior client service. For two decades, Aria has maintained its reputation as healthcare’s leading thought leadership agency; working with some of the biggest, sharpest and most innovative healthcare organizations, from start-ups to Fortune 500 companies. Its services include: public relations; strategic planning, branding and positioning; social media; and creative services.

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