

VisualDx Selects Aria Marketing as Agency of Record to Drive Awareness of Solutions Suite, Thought Leadership

Award-Winning Healthcare Informatics Company Engages with Public Relations Firm to Kickstart Program and Generate Early Momentum to Promote Company's Expertise Surrounding COVID-19 Response

Newton, MA – May 28, 2020 – [Aria Marketing](#), a leading healthcare public relations and marketing communications agency, announced it was selected as the agency of record by [VisualDx](#), a diagnostic clinical decision support system used by over 2,300 hospitals, health clinics, and medical schools worldwide. Since April, Aria has launched a robust communications strategy to raise awareness of the role VisualDx's solutions play in the COVID-19 response, as well as kicked off a PR effort to promote the company's mission and the thought leadership of CEO and Founder Art Papier, MD.

VisualDx identified an immediate need for public relations support to highlight how dual-approach clinical diagnostic tools can aid clinicians in times of crisis. It selected Aria based on the agency's wealth of healthcare knowledge and longstanding relationships with key media members across healthcare, technology, and national business publications. In just two months, Aria rapidly scaled a robust media relations program to promote the use of VisualDx to enhance diagnosis and treatment of all health conditions through the pandemic, as well as showcase Dr. Papier's dermatologic expertise in skin presentations of COVID-19 and other infectious diseases.

"The daily flow of new information about COVID-19 plus rapidly evolving news cycles meant we needed a PR partner that could move swiftly to identify opportunities for us to be a part of this dialogue and demonstrate the tremendous support our solutions offer healthcare professionals worldwide," said Dr. Papier. "Aria has already validated our partnership, helping us hone our voice on COVID-19 and earning us consistent, valuable coverage from the outset of our engagement. We look forward to building on this early momentum as we continue to collaborate in the months ahead and further establish our insights and thought leadership beyond the pandemic."

In addition to media relations, Aria is providing strategic and tactical positioning counsel based on its extensive knowledge of the healthcare industry. The firm is implementing specialized speakers bureau and award programs, social media content creation, and an analyst relations program to raise the profile of VisualDx, promote company news, and cement its position as a market leader in healthcare informatics.

"Dr. Papier has pioneered diagnostic technology's role in addressing public health crises since bringing the VisualDx system to the frontlines of the anthrax scares in the early 2000s — and now it's critical to share those learnings to address the myriad challenges we are facing today," said Scott Collins, President of Aria Marketing. "We're excited to continue supporting VisualDx, through and beyond the current pandemic, and elevating the company's mission of leveraging robust clinical knowledge to improve the accuracy of diagnosis and the quality of health outcomes."

About VisualDx

VisualDx is an award-winning diagnostic clinical decision support system that has become the standard electronic resource at more than half of U.S. medical schools and more than 1,500 hospitals and institutions nationwide. VisualDx combines clinical search with the world's best medical image library,

plus medical knowledge from experts to help with diagnosis, treatment, self-education, and patient communication. Expanding to provide diagnostic decision support across General Medicine, the new VisualDx brings increased speed and accuracy to the art of diagnosis. Learn more at www.visualdx.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.

###

Media Contact

Lindsey Honig
Senior Account Executive, Aria Marketing
(978) 457-2177
lhonig@ariamarketing.com