



For Immediate Release

ZirMed Selects Aria Marketing for Strategic Public Relations and Marketing Communications Support

Healthcare Communications Agency Spearheading Company Re-Brand, Re-Launch and Ongoing Thought Leadership PR and Social Media Programs

Boston, MA —July 2, 2013 —Aria Marketing, an integrated healthcare communications agency, announced that it has been selected by ZirMed, a leading health information connectivity and management solutions company, as its public relations and marketing communications agency of record. As part of the engagement, which officially began in April, Aria has worked with ZirMed to conceptualize, design and execute the company's new brand and corporate identity. This included developing a range of marketing materials designed to reposition ZirMed's suite of cloud-based revenue cycle management, clinical communications and analytics tools to better reflect the company's vision and technology leadership. Aria is also providing ongoing thought leadership PR and social media counsel, strategy and tactical support and is working with ZirMed's senior executives to develop new positioning, messaging and thought leadership concepts.

ZirMed was looking for a strategic partner to implement and execute the company's rebranding initiative and communicate its modern approach to the healthcare industry. ZirMed selected Aria Marketing because of the agency's unmatched healthcare industry expertise, track record of developing and executing integrated, brand building communications and social media programs as well as its strong thought leadership development capabilities.

"When looking for a partner to help execute our new strategy, we knew we needed to work with an agency that understands the healthcare industry well and could provide an integrated set of public relations and marketing communications programs to support our re-branding," said Kim Labow, Vice President of Marketing, ZirMed. "Aria has quickly become an extension of the ZirMed marketing team, guiding us through the re-launch in a strategic, seamless and professional manner and in an unprecedented short amount of time. We are excited to continue to work with the Aria team on additional public relations, social media, advertising and marketing communications programs."

In addition to the extensive work on ZirMed's re-branding strategy, Aria is also providing the company with a broad range of PR services including expanding of the company's social media presence and developing a strategic speaking and award program for ZirMed. Aria is also working to leverage its relationships with key healthcare and business media to extend ZirMed's recognition in the market.



“We’ve seen increasing interest from organizations like ZirMed that are looking for an integrated approach to communications with a full-service strategic marketing, public relations and social media strategy,” said Scott Collins, Vice President of Aria Marketing. “We’ve already accomplished so much in a short period of time and our team at Aria is eager to build upon the foundation we have created to help take ZirMed to the next level.”

ZirMed unveiled its new brand at ANI, HFMA’s 2013 National Institute, June 16-19, in Orlando, Florida.

About ZirMed

Founded in 1999, ZirMed is one of healthcare’s premier health information connectivity and management solutions companies. ZirMed combines innovative software development with the industry’s most advanced transaction network and business analytics platform to give organizations a clearer view of their financial and operational performance. ZirMed's technology, ranked #1 by KLAS®, makes the critical connections between providers, patients and payers that improve the business and process of healthcare. The company’s nationwide network facilitates, manages and analyzes billions of healthcare transactions, driving bottom-line performance with clinical communications, comprehensive analytics, eligibility, claims management, coding compliance, reimbursement management, and patient payment services including credit card processing, statements, estimation, and e-commerce solutions. For more information about ZirMed, visit www.ZirMed.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 customer 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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