



## Point of Care Marketing Association News

### April 2023

#### **2023 Point of Care Now Industry Summit**

The Point of Care Marketing Association hosted 270 healthcare marketers at its annual POC Now Industry Summit on March 22nd, at City Winery in NYC. The demand and excitement for this event was validated with our record-breaking attendance and for a second year in a row, this summit sold out!

The day was filled with thought-provoking content from over 20 speakers providing compelling insights on important topics for Point of Care marketers.

The day also included networking opportunities such as a wine tasting and an evening of dinner and dancing. Thank you to our generous sponsors, speakers and members for bringing this event to life.

Check out our video recap and photos from the day on our [website](#). Content from our sessions will be available soon.

#### **The Inaugural Point of Care Excellence Awards**

This year, POCMA debuted the first annual Point of Care Excellence Awards, designed to honor those who demonstrated excellence by effectively utilizing the Point of Care channel. Submissions were judged by a panel of independent industry experts across four categories based on criteria including overall strategy, creativity and performance.

POCMA announced eight finalists and three companies as winners. Thank you to all who submitted and congratulations to all finalists. The winners include:

- Physician's Weekly (Best Custom POC Creative & Best Media Partner to Elevate the Educational Experience).
- CMI Media Group (Best Patient Targeted Campaign).
- PatientPoint (Best Campaign Addressing Health Equity/DEI).

For more details and to view our winners, visit our [website](#).

## Certified Product Finder Tool Launches on Website

The POCMA created a new tool with a four-step process to identify certified product lines based on criteria selected. The user selects their desired Point of Care setting, target audience, Healthcare Provider (HCP) specialty and media type and the results will generate a list of POC media companies who have certified product lines based on the selected criteria. You can also download your results in an Excel document! Check it out [here](#).

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## Noteworthy Points from Members



The Alliance for Audited Media and BPA Worldwide have completed a merger, creating the largest not-for-profit media auditing organization dedicated to increasing trust, transparency and assurance across the media industry - including Point of Care. [Learn more about the merger here.](#)



Pharmaceutical brands have realized that engaging patients and providers in ways that give them agency over their own experience is critical to building the relationship. Unfortunately, the many policies and practices designed to protect business processes over ease of medication access have made it more difficult than ever for brands to empower their constituents.

To address these challenges, the experts at ConnectiveRx compiled their **second annual Market Outlook Report**, where they find best practices to counteract the biggest roadblocks brand teams are facing today. Download Putting Power in the Hands of Patients: The Human Side of Pharmaceutical Marketing [here](#).



**Health Monitor's First Podcast Series:** Health Monitor launched their new podcast series titled "Recently Diagnosed? What to

Expect with Health Monitor". The first iteration, focuses on early-stage HER2+ Breast Cancer and features insight, encouragement, and everyday wisdom from top experts in the field that can help inform decisions—both big and small - while facing HER2+ Breast Cancer. Listen to the full podcast, sponsored by HERConnection and HER2+empowered, [here](#).

To learn about HER2+ breast cancer and to find out more about support and resources available, see the attached links:

<https://lnkd.in/eu4Z8Pbx>

<https://lnkd.in/eAjaX3XW>

<https://lnkd.in/esWw24CN>

<https://lnkd.in/e77gc8gv>



### **Healthcare Marketing Guide: The Importance of a Connected Audience:**

Marketing concepts, practices, and brand mandates have evolved relative to channel integration and applicability to healthcare marketing strategies. Yet a significant opportunity remains for Pharma and OTC brands to understand the critical differences between multichannel and Omnichannel marketing and how to apply those learnings to healthcare brand plans.

- Discover how the Point of Care provides the perfect entry point when designing your omnichannel strategy.
- Learn how to leverage omnichannel enablement and analyze its true impact effectively for your brand.
- Examine new methods to sharpen your data for the best audience targeting.

View, read and download InStep Health's guide [here](#).



**Best Practices to Increase POC Campaign Performance:** Learn insider tips from PatientPoint creative experts. They compiled key insights and best practices for creating tailored messages for the Point of Care to maximize impact and promotional performance. [Learn more here](#).

**Press Release:** PatientPoint Teams up with Community Oncology Leaders on Next-Gen Engagement Platform to Improve Care Quality, Increase Practice Efficiencies and Drive Clinical Outcomes. [Read the full press release here](#).



Telehealth use skyrocketed early in the COVID-19 pandemic, and it remains a popular care medium that supports millions of appointments each year. Phreesia Life Sciences surveyed nearly 2,000 patients as they were checking in for their doctors' appointments to better understand their perceptions and

preferences around telehealth. [View the key data insights on usage, satisfaction and more in this infographic.](#)

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## Industry Points of Interest

- **Why Point of Care is a Key Piece of the Disease Education Puzzle:** Disease education is vital for activating patients and helping them make informed decisions about their health, but patients aren't getting enough of it. This article discusses the value of educational health content and materials at the Point of Care and how it helps patients along their health journey.
  - **The U.S. Retail Pharmacy of the Future:** A recent McKinsey article delves deep into the evolution of the pharmacy environment and how retail pharmacies can work to ensure they understand and meet consumers' needs so they are a preferred destination.
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## Product Line Certification

**Mesmerize** renewed their certification for Print Wallboards.

Congratulations to the following companies for receiving their first product line certifications:

**Remedy:** Remedy Care Guides

**Populus Media:** Telehealth and Virtual Care Digital Advertising Platform

We also have a downloadable [PDF](#) of all certified product lines.

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Nicole Divinagracia

Executive Director, Point of Care Marketing Association



Visit our website at [pocmarketing.org](http://pocmarketing.org)

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Point of Care Marketing Assoc. | PO Box 13, Verona, NJ 07044

[Unsubscribe ndivinagracia@pocmarketing.org](mailto:ndivinagracia@pocmarketing.org)

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