



## POINT OF CARE MARKETING ASSOCIATION NEWS

MARCH 2024

### **Our annual POC NOW Summit is officially sold out!**

If you registered or are waitlisted, explore the agenda now. We've assembled an incredible program. Hear insights from pharmaceutical leaders like Alcon, Merck, Pfizer and UCB. Gain frontline perspectives on evolving HCP and Pharmacy realities. And leverage more inclusive patient journeys with the American Heart Association and Univision.

Don't miss our in-person-only session, *Mapping the Next Frontier of Healthcare Engagement*, with Jo Ann M Saitta of Ernst & Young.

For those unable to attend, we will share post-event digital content and opportunities to watch select sessions online.

[View the Agenda Now!](#)

**Unleash Your POC Potential: Enhanced Product Finder Tool is here!**

Stop searching, start strategizing. Fast-track your POC planning with our revamped POC Product Finder tool.

**Instantly uncover the ultimate list of tactics** tailored to your needs:

- **Filter** by: certification status, care setting, target audience, HCP specialty, tactic type
- **Connect** to: top-tier, media partners offering effective solutions
- **Unlock**: actionable opportunities at key conversion points in seconds

Start a smarter POC planning path today!

[Explore the Tool Now!](#)

## NOTEWORTHY POINTS FROM OUR MEMBERS

Health  Monitor

 Phreesia | Life Sciences

### The Trust Factor - Today More Than Ever

While patient empowerment is crucial, it can also expose patients to viral loads of misinformation. Here's where Point of Care (POC) media can step in to gently reshape understanding. With its unique patient access and credibility, POC is positioned to reeducate and debunk myths. But gaining trust is key. Health Monitor Network® shares how you can secure the trust you need by leveraging the POC as an effective misinformation antidote.

[Click here to see how.](#)

### Experts Share Industry Trends to Watch in 2024

From breakthroughs in AI to innovations in personalized messaging and channel optimization, the digital landscape continues to rapidly evolve—and brands are constantly evaluating and adjusting their strategies to keep up. So, what should brands look out for in 2024? In this Phreesia report, eight industry leaders share insights on emerging tactics, continuing trends, and strategies.

[Read the full report](#)

**PatientPoint**

**WebMD®**

## PatientPoint Becomes First Point-of-Care Publisher to Earn Media Rating Council Accreditation

PatientPoint joins some of the most recognizable names in traditional and digital media channels in receiving MRC accreditation for metrics supporting specific products.

[Get the Full Story](#)

## POC Education: A Game Changer for Health Equity and Heart Health

Basketball legend Kareem Abdul-Jabbar speaks candidly about the long road to his atrial fibrillation diagnosis, the symptoms he dismisses, and the denial that almost killed him in an interview with WebMD CEO Bob Brisco. WebMD's latest article highlights how point of care helps build trust and enhance health equity across communities—at the moments that matter the most.

[Get Inside Kareem's Journey](#)

**WELCOME NEW MEMBERS**



American  
Heart  
Association®

## AHA Joins the Fight for a Healthier POC Future at 100!

This year marks a century of the American Heart Association (AHA) leading the global fight against heart disease and stroke. Alongside a dedicated family of volunteers, donors, and advocates, they've revolutionized our understanding, treatment, and prevention of these conditions with unparalleled empathy.

As we welcome the AHA, we celebrate their 100th anniversary and their commitment to driving positive outcomes everywhere. We are especially proud to include them in our shared mission to build a healthier world across every point of care.

Don't miss the **AHA's session on Inclusive Omnichannel Marketing at the POC NOW Summit!** We look forward to many more years of collaboration and shared progress towards a healthier future. Stay tuned for details on accessing select digital Summit content if you can't make it.

[See our full POCMA Member List.](#)

# PRODUCT LINE CERTIFICATION

## Product Line Certification

POCMA Product Line Certifications set the gold standard for credibility. Certification awards proven compliance with top-tier industry best practices and rigorous Verification and Validation Guidelines.



Visit our website to [explore a full list of certified products.](#)

## WebMD & inStep Health Achieve POCMA Certification!

We proudly commend WebMD for their renewed certification of their In-Hospital POC Solutions: Printed Patient Guides and for inStep Health for receiving certification for their inOffice Provider Education Kits.



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