



Trending Points

A quarterly newsletter from **The Point of Care Marketing Association**

Point of Care Marketing Association News

January 2023

Join us in welcoming our new member

The **Point of Care Marketing Association** welcomes **ConnectiveRx** as our newest member company—**Frank Dana**, President, joins the board. Using innovation and human empathy, **ConnectiveRx** cuts through red tape for patients and creates access to medications—taking a process that can be expensive and difficult for them and making it as painless as possible. As a trusted partner solving patient prescription journey challenges, **ConnectiveRx** brings valuable market expertise to the solution-oriented collaboration we do at the **Point of Care Marketing Association**.

POCMA News

The **Point of Care Marketing Association** hosted 150 industry colleagues for their first **Content, Connections & Cocktails** event on October 26, 2022, at the spectacular PHD Rooftop Lounge at DREAM Downtown. The evening began with an announcement of the launch of the **Point of Care Academy** and an impressive data analysis from MedFuse, a healthcare data technology company.

To see some photos from the night, check out our recap on our [website](#).

Registration for the Point of Care Academy is open!

Expand your knowledge of the Point of Care channel and earn a Certified Point of Care Specialist Certificate by completing the curriculum. Learn more and register today on our [website](#).

Noteworthy Points from Members



The **Alliance for Audited Media** is pleased to announce the election of Targeted Media Health's John Kenyon to its board of directors, marking the first director representing point-of-care publishers to serve on AAM's board.



In-workflow EHR Solutions Took Gold at the 2022 PM360 Trailblazer Awards

Connecting patients and prescribers through in-workflow solutions is core to their purpose at ConnectiveRx, so winning recognition from an industry panel of expert judges was cause for celebration. Being named the Gold winner in the Persistence/Adherence Program category earned the company broader exposure to the awareness and adherence results they've brought to hundreds of pharmaceutical brands. This win illustrates that the value and effectiveness of in-EHR messaging channels cannot be overlooked when building omnichannel campaigns. Read more [here](#).



Health Monitor Network has published a thought leadership piece titled "The Power of Trusted Content in Healthcare Communications", highlighting how POC media helps bolster the pharma industry's credibility among consumers. Read the full piece [here](#).



Mesmerize's **new partnership** with Associated Food Stores and CARE Pharmacies Cooperative allows for Mesmerize's digital displays to be prominently placed in the pharmacy waiting and pick-up/drop-off areas,

presenting a valuable opportunity for patient education and sponsor messaging.



PatientPoint Survey: Half of Americans are afraid to ask their healthcare provider about conditions and symptoms. [Learn more from this new survey here.](#)

As brand safety concerns continue to make headlines, PatientPoint offers guidance on how to continue to reach patients across a variety of media channels while ensuring a brand's reputation and credibility remain protected. [Read blog.](#)



[Report: Leveraging the point of care throughout the product lifecycle](#)

This [recent Phreesia Life Sciences report](#) features six industry experts' insights and advice on how to effectively use point of care across various stages of the product lifecycle and patient journey. Hear from leaders at CMI Media Group, Greater Than One, Klick Health, Publicis Health Media, SSCG Media Group, and Phreesia about key capabilities of digital point-of-care platforms, from boosting disease education to retaining patients on mature brands.



WebMD recently published an eBook titled "Everything You Need To Know About Hospital Point-of-Care Marketing." Access it [here](#).

Industry Points of Interest

- [Alliance for Audited Media](#), BPA Worldwide announced their merger last month. By joining forces, these auditing organizations will help increase assurance across media channels.
- [The Future of Healthcare](#): In this latest report, McKinsey & Company highlights how in light of challenges to healthcare affordability and access and industry economics the environment is ripe for rapid, at-scale innovation to improve the future of care

- Constipation prescription awareness remains low despite known risks of long-term OTC meds: [report](#)
- **Suffering in silence:** COPD patients face frequent symptoms, dissatisfaction with meds, but don't talk to docs — survey



Product line certification

New product lines from **WebMD**, including in-office POC solutions like Custom Condition Guides and Exam Room Posters have been certified!

Additionally, Coverwraps and Healthcare condition guides from **Coverwrap Communication** have also been certified!

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

Upcoming Events



[REGISTER HERE FOR WEBINAR](#)

Industry Connect Series: Webinar

The Power of Customized, Education-First Content in POC Marketing,
presented by U360 Medical.

January 26th, 2023

10:00-11:00am EST

This webinar will focus on how to create customized POC content that drives doctor recommendations and how the art of blending science with simplicity teaches patients about specific conditions, medications and treatments that drive better understanding and outcomes.

Sponsored by: **ConnectiveRx** and **PatientPoint**.

Point Of Care Annual Summit

March 22nd, 2023

10:00-5pm EST

After party: 5pm-10pm EST

City Winery, New York, New York

Details and registration link are coming soon.



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The Point of Care Marketing Association

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