



Point of Care Marketing News



The PoC3 Rebranded!

Our rebrand reflects the transformation we are making in the Point of Care industry and provides a roadmap for where we are headed in the future. Check out the story behind our rebrand and our new [website](#).

2022 POC Industry Summit

The healthcare landscape and patient journey continue to evolve. POCMA's Point of Care NOW summit focuses on how brands should evolve to impact patients and support healthcare providers with innovative solutions.

Register Today!

Welcome New Members



A media experience agency joins the growing member list

"POCMA's commitment to the importance of appropriate and ethical POC medical marketing will help us deliver more meaningful media experiences for our clients, their brands, healthcare providers, and, ultimately, enhance patient health outcomes," said **Greg Walsh, CEO, Havas Media Group, North America**

The addition of a telehealth media engagement company

"Populus is excited to be part of an organization who is recognizing the changing landscape of where patients are receiving care," said **Ray Rotolo, Chief Growth Officer Populus-Media.**

Noteworthy Points from Members



BPA launches Data Privacy Compliance Platform

Data Privacy Compliance Platform helps companies adhere to the CCPA Privacy Laws. Download it [here](#).



CheckedUp Receives Significant Investment from Rockbridge Growth Equity

This investment will enable CheckedUp to pursue strategic growth initiatives while delivering innovative digital solutions at the Point of Care. This is a testament to the success CheckedUp has had and to the growing confidence in the Point in Care channel. We look forward to seeing their continued growth and innovation in the industry.



For Maximum Impact, Think Print - a report from Health Monitor Network

Download this report which focuses on the impact of print by evaluating qualitative factors such as trust, comprehension, retention and emotional engagement.



Expanded footprint includes medical imaging offices & HIV/AIDS service organization

New partnership adds medical imaging offices, reaching an additional 16 million visitors annually.

Prism Health North Texas (PHNTX), the largest local nonprofit HIV/AIDS service organization in North Texas installs digital TV screens reaching marginalized populations including people living with HIV, LGBTQIA+ and ethnic minorities.



PatientPoint, Mental Health America Team Up to Increase Mental Health Screening

PatientPoint tech-enabled solutions to promote MHA online screening tools in physician offices nationwide



2022 Pharma and Patient Marketing Trends

This new report from Phreesia Life Sciences, “Industry voices: What pharma marketers should watch for in 2022,” features seven experts’ predictions on up-and-coming tactics, continuing trends and patient engagement opportunities to keep an eye on throughout the year. Download it [here](#).

Industry Points of Interest

- **COVID’s Latest Impact on Patient Traffic and Wait Times**
 - **PatientPoint, AAP partner for vax push in pediatrician offices**
 - **PatientPoint and the Epilepsy Foundation Combine Seizure Safety and Epilepsy Resources**
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Certification

Product lines certification

Check our out [website](#) for new certified listings.
We also have a downloadable PDF of all certified product lines.

Calendar of Events

2022 POC Industry Summit

Wednesday, March 30, 2022

We want to hear from you!

Point of Care Media Feedback

As we strive to make a difference in the Point of Care channel, it is important we understand what the industry is doing well and what can be improved. Please

Suggestion Box

We want to keep the resource content timely and relevant. Please provide input in the [survey](#) on the type of content you would like The Point of Care Marketing Association to focus on. This includes

complete this survey and we'll monitor our progress in the coming months.

content for our website, in our Newsletters and at our events.

This year is a year of new beginnings for The Point of Care Marketing Association. I'm so proud of the progress we've made just two months into 2022! Our relaunch is behind us, but we will continue to share updates on how we are executing on our mission and vision statements in the coming months.



Nicole

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