



## Point of Care Marketing Association News

### September 2022

#### Join us in welcoming our new members

The Point of Care Marketing Association is pleased to announce the **membership** of these companies:

- MedFuse
- Upstream360
- Veradigm®
- WebMD®

#### POCMA launched our Industry Connect Series...

We're collaborating with subject matter experts to provide meaningful education and insights into topics important for those working in healthcare marketing.

Our first webinar in this series, **The Foundations of Healthcare Data**, kicked off on August 10, 2022. In this webinar, Eric Talbot, Chief Strategy Officer at MedFuse, presented different types and sources of data and their strengths and weaknesses. He built upon those learnings and also covered industry-critical topics such as the use and calculation of common healthcare metrics. Download webinar materials [here](#).

#### ...And we will soon roll out POC Academy

POC Academy is our series of educational videos designed to cover all aspects of the point of care channel.

We've developed a curriculum that delivers essential information for planning, buying, executing, and measuring point of care campaigns. And the best part is, this information comes to you in short, easily digestible videos that you can view whenever your schedule allows.

We've curated the content for each video with the help of our member partners and industry experts. The information is credible and backed by decades of combined experience.

We'll be posting more information about this exciting offering from POCMA soon.

## More informational resources from POCMA

- Learn Why it Makes Sense to **Invest In Audited and Certified Media** in our recent blog post.
- Check out our new **infographic** of the Verification and Validation guidelines. This resource provides the audit requirements for POCMA certification in an easy to read format.
- **Marketplace Insights**: POCMA's overview of the POC marketplace provides perspective on the various factors unique to the POC channel that could have an impact on pricing for next year. Learn why different marketplace challenges exist depending on the type of POC media tactic being sold.

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## Noteworthy Points from Members



The Alliance for Audited Media shares the “5 Ws” of point of care media audits and how they bring a higher level of transparency to point of care advertising in this recent **article**.



*“The days of the silo'd leads by channel are gone. True omnichannel marketing is really just marketing. Now.”* Read more about why omnichannel is the only



channel in this article: [Pharma Marketing Post Pandemic](#).

Mesmerize's [new partnership](#) with Pursuant Health offers digital and static advertising opportunities on biometric health kiosks in 4,400 Walmart stores nationwide, reaching consumers at scale while they are in a health-focused environment.



PatientPoint Dominates National Health Information Awards With 93 Content Accolades. For more details, click [here](#).

PatientPoint and Susan G. Komen Launch Point-of-Care Campaign to Help Improve Breast Cancer Outcomes in the Black Community. Learn more [here](#).



Reaching and engaging Type 2 diabetes patients: Based on insights from more than 4,000 adults, a recent [Phreesia Life Sciences report](#) explores patients' attitudes toward existing diabetes interventions, their openness to new treatments, the resources they want most and the pharma marketing messages that are most likely to resonate with them.

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## Industry Points of Interest

- Despite latest outreach efforts, LGBTQ+ patients still feel misunderstood by pharma, survey finds ([Source: Fierce Pharma](#))
  - Clearing the hurdles to lung cancer screening ([Source: pm360](#))
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## Product line certification

New product lines from **WebMD** have been certified! Please check our [website](#) for the complete listing, including product line renewals from **Mesmerize** and **Targeted Media Health**.

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

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## Upcoming Events

### Industry Connect Series *Content, Connections & Cocktails*

October 26, 2022  
5:30-8:30pm EST

PHD Rooftop Lounge at DREAM Downtown  
355 West 16th Street, New York, New York

The Point of Care Marketing Association is thrilled to announce our first Content, Connections & Cocktails event. The night will kick-off with brief updates on the POC marketplace followed by an evening spent with industry colleagues enjoying live entertainment and spectacular views!

**Content, Connections and Cocktails is by invitation only.**

If you have not received an invitation but would like to be considered, please [contact us](#).

*Nicole Divinagracia*

EXECUTIVE DIRECTOR



The Point of Care Marketing Association [pocmarketing.org](https://pocmarketing.org)

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