

# Trending Points

A quarterly newsletter from The Point of Care Marketing Association

## Point of Care Marketing Association News

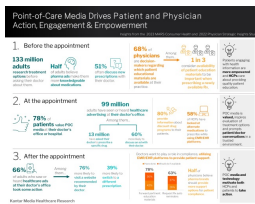
September 2023



POINT OF CARE  
Industry Connect Series

### Join us for the 2nd Annual Cocktails & Connections Event 9/28. Register Today!

Take a break from planning and join us at the Magic Hour Rooftop Bar & Lounge in NYC. Enjoy entertainment, unlimited rooftop views and a chance to win a prize. Details on eligibility and how to enter are on our website. Space is limited so **register today!**



Kantar Media Healthcare Research shares **infographic with Point of Care Insights**. Download this **infographic** with insights demonstrating how POC drives patient and physician action, engagement and empowerment.

## Noteworthy Points from Members



### Great Communication Begins with Connection

Unlock the power of real-time communication in the medication journey with this insightful commentary by Joey Cohen. Learn how in-EHR messaging can connect brands and their agencies with patients at the critical moment of medication selection ensuring information gets through when it matters most. **Read the full blog to explore the potential of impactful patient communication.**

**Coverwrap Communications launches Oprah Health**  
David M. Kenyon, President of Coverwrap Communications, is pleased to announce the launch of its latest health guide, **Oprah Health**. Oprah Health is our latest 32 page health magazine which is available in 28 condition areas this Fall. This exclusive health guide is available only through Coverwrap Communications, along with Newsweek Health and Us Weekly Health. [Learn more here.](#)



**Building Better Campaigns: The Need for Speed in POC Marketing**

Health Monitor has revolutionized POC Campaign Management with its cutting-edge In-flight Campaign Management™ methodology. [Click here to learn more.](#)



**PatientPoint Launches Audience Builder Precision Targeting Solution to Connect Life Science Brands to Every Possible Patient**

PatientPoint recently announced a new precision targeting tool for point-of-care marketing campaigns designed to help life science brands find and reach every possible patient with relevant, meaningful messaging. [Read full details.](#)



**Phreesia Acquires MediFind, Reinforcing its Commitment to Patient-Centered Care and Expanding its Offerings to Consumers**

Phreesia is excited to bring you **MediFind**, a health technology company with a database of more than 2.5 million global physicians that uses advanced analytics to help patients—especially those with serious, chronic and rare diseases—find better care faster. Doctor Finder, powered by MediFind, can integrate directly into branded or unbranded websites to accelerate patients' connection to quality care for specific conditions. [Click here to learn more.](#)



**US Healthcare Market Insights**

MedFuse, a healthcare technology company, has published articles on the use of real-world data to drive healthcare markets. [Click here to read more](#) and [click here subscribe to future newsletters.](#)



**Terraboost Media now offers digital wellness kiosks, an innovative way for Rx brands to reach patients**

Terraboost is expanding its retail media footprint with 5,000+ full-motion video digital wellness kiosks to be installed at over 2,200 Albertsons nationwide (a top 10 U.S. retail pharmacy). Positioned at store entrances for high visibility, our digital wellness kiosks offer complimentary sanitizing wipes, capturing attention while promoting Rx brand messaging to patients on the path to

the pharmacy. [Click here to learn more.](#)



## New Resources to celebrate Health Literacy Month

In honor of Health Literacy Month in October, our newest **white paper** explores the efficacy of point of care materials as a way to educate health consumers and lead to more fulfilling experiences. Since health literacy plays such a pivotal role in addressing health disparities and promoting health equity, we've also created a **checklist** that helps point of care content creators ensure their materials are accessible across varying literacy levels. From design to copy, this checklist is a must-read.

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## Welcome New Members

We are pleased to announce that OptimizeRx has joined the Point of Care Marketing Association. We look forward to collaborating with them to advance the Point of Care channel.

OptimizeRx

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## Industry Points of Interest

**The Not So New Role of Pharmacists: No Longer an Overlooked Health Care Provider.** Check out this article by Pharmacy Times!



## Product Line Certification

POCMA has recently recertified several media companies for their product lines' compliance with our Verification and Validation Guidance. As an organization, our aim is to establish industry best practices to foster trust among media buyers, clients, and Point of Care providers who interact at the point of care.

- **Physician's Weekly** HCP Print Wallboards & Exam Room Print Posters
- **WebMD** In-Hospital Point of Care Solutions: Printed Patient Guides
- **Constant Media** Waiting Room TV and Digital Wallboards

We also have a downloadable **PDF** of all certified product lines.

## Upcoming Events



**REGISTER  
HERE**

2nd Annual  
***Cocktails & Connections*** Event  
Magic Hour Rooftop Bar & Lounge  
NYC  
September 28, 2023  
6 -9 pm EST

Sponsored by: CheckedUp,  
ConnectiveRx, Constant Media,  
Doceree, Health Monitor Network,  
InStep Health , PatientPoint®,  
Phreesia Life Sciences, Physician's  
Weekly, Targeted Media Health @  
Dotdash Meredith and WebMD



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

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## Save the Date

**Point Of Care Annual Summit**  
March 20, 2024

The Altman Building, NYC  
Details will be shared later this year

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

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

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