



Point of Care Communication Council

Special Statement on COVID-19 and Point of Care

Expanded 4/8/2020

Message to PoC3 Members, Industry Stakeholders, and Community on COVID-19

The COVID-19 public health crisis affects all of us, both professionally and personally, and the impact on the healthcare system will be vast. **First and foremost, please know that we are in this together.** We feel the gravity of what is happening worldwide and here in the US. Point of care education is critical at this time! The POC industry will unite with strength in delivering on the PoC3 mission - advocating for the effective use of the POC channel to advance health and healthcare outcomes.

There has been a surge of elevated traffic into the US healthcare hospital systems, and spillover impact into clinics. Patients living with serious diseases need their medications and access to their doctors. Pharma sales reps have limited in-person access. Healthcare professionals are stretched and under pressure. The ways in which patients are interacting with their HCPs is evolving during this time. **The role of POC is arguably greater and more important now than ever.**

POC's ability to reach, educate, and make an impact during this time is amplified. We encourage marketers to consider the opportunities around leveraging POC to fill gaps, to lead in providing accurate timely information and education to patients around COVID-19 in the clinical setting, and to think creatively about how to modify plans to be even more impactful during this time of need. Remember that POC is distinctly measurable, and look to data versus assumptions for guidance.

Important Considerations for Marketers:

1. **Know that this public health crisis is temporary.** We will come to the other side of this and point of care – anywhere and everywhere a patient receives care via an interaction with a healthcare professional – remains an essential channel in impacting the customer journey, now and post COVID-19.
2. **Look at the specifics for your brand and business to guide you in decision making.** Think about COVID-19 POC dynamics specific to your patient population, by specialty, by geography, and by practice types/settings. Each brand situation is unique and will change over time through the course of the pandemic.



Point of Care Communication Council

3. **ROI and efficiency matter.** During a time when marketers are making tough decisions on where to pull back on spend when necessary, remember POC media buys are distinctly measurable. POC provides an efficient way to reach a highly qualified and targeted audience throughout the year. While there will inevitably be an interim drop in patient traffic during this crisis period, the annualized impact across the entire calendar year is less pronounced.
4. **Consider appropriate strategic evolutions or shifts within your POC plan.** POC media companies are modifying products and processes to accommodate COVID-19 implications. Engage with them in open dialogue about how to best meet your brand needs in the POC space during this interim time of crisis and into the future. Innovation and big ideas are often born during times of crisis.

Please know that PoC3 will continue to monitor this situation as it progresses. Everyone stay safe and healthy and look out for our communities and vulnerable populations.

PoC3 Verification and Validation Compliance Certification Impact

Community and personal safety is a priority during this time of the COVID-19 pandemic. Auditing companies' access to medical environments is limited and/or disallowed given the current situation. As such, PoC3 will be postponing the certification submission process opening as originally scheduled on April 15th. We will monitor the ongoing situation and will open the process as soon as it is appropriate to do so. Thank you for your understanding and please check the website for updates on timing.