



Glossary

The following are definitions for most of the common terminology used in the POC space and are the definitions to be used within all Point of Care Marketing Association auditing requirements.

GENERAL DEFINITIONS

- **Advertising Campaign (Campaign):** A series of ad units delivered to the provider's network, or part thereof, for an advertiser during a defined period.
- **Conversion Rate:** The percentage of users who complete a desired action (e.g., purchase or registration) compared to all users who were exposed to an ad.
- **Days:** Refers to calendar days unless otherwise noted.
- **Digital Photos:** A picture or likeness captured utilizing a digital camera.
- **Exam Room:** Private area within a location wherein a patient receives care from an HCP. Multiple exam rooms may exist within the same location.
- **Heartbeat:** A notification from a device that the device or player is operational. Usually done on a minimum of a daily basis. Good business practices would dictate this be done at an hourly minimum during business hours.
- **Location (Medical Office):** A unique physical address wherein a practicing HCP receives and treats patients.
 - o A location consists of unique HCP business units at a distinct address. In situations where multiple HCPs exist within the same building or street address, the location will be considered distinct if there is a different floor or suite number.
 - o Places where an address, suite or floor, and HCP list match shall be counted as one location.
- **Metadata:** Data that describes other data, and can be used to organize, understand and find data.
- **Unit or Device:** Printed and/or electronic display used to deliver educational and advertising content. Locations may have multiple units or devices in the waiting and/or exam rooms.
 - o **Screen:** A subset of units or devices. Any single digital monitor capable of hosting educational and advertising content. Locations may have multiple screens in waiting and/or exam rooms.
- **Waiting Room:** Common area within a location where patients scheduled to receive care wait in queue. Multiple waiting rooms may exist within the same location. They shall be counted as separate locations if they serve different sets of HCPs.

PATIENT-RELATED DEFINITIONS

- **Condition Sufferer:** A patient who is affected by a specific illness or symptoms. A condition sufferer will seek treatment from an HCP specializing in that particular illness or condition.
- **Medical Condition:** A disease, an illness; a physiologic, mental, or psychological condition or disorder; or an injury.
- **Patient:** A person who has ailments or medical needs receiving or scheduled to receive medical treatment.
- **Patient Home:** The unique street address for a patient.
- **Patient Visit:** A meeting involving an HCP and a patient at a location or patient's home wherein healthcare services are provided.
- **Touchpoint:** A place of interaction within the location where audience is exposed to health, wellness, and condition-specific educational and advertising content.

HCP-RELATED DEFINITIONS

- **Administrative Staff:** Administrative Staff do not provide any medical services at a doctor's office or a hospital. They handle appointments, payments, patient files, health insurance companies, specialists, medical reps, etc. Examples include receptionist, office manager, claims coordinator, etc.
- **Advanced Practitioner (AP):** Sometimes referred to as Mid-Level Practitioners. APs include individual practitioners, other than physicians, who are generally accepted as a practitioner of medicine. Examples of APs include Nurse Practitioners (NPs), Nurse Midwives, Nurse Anesthetists, Clinical Nurse Specialists and Physician Assistants (PAs).
- **Health Care Provider (HCP):** HCPs include all Physicians and APs. Most HCPs have NPIs and are eligible to prescribe.
- **Mid-Level Practitioner:** See Advanced Practitioner.
- **Medical Technician (MT):** Sometimes referred to as Med Techs or Techs. MTs include all personnel who perform medical, non-administrative tasks, including running routine tests, preparing patients for procedures, administering medication, analyzing samples, etc. Examples of MTs include nurses, phlebotomists, Medical Lab Technicians, etc.
- **Non-Prescriber:** A medical professional who does NOT write a prescription for a given brand or category during a specific time-period.
- **Physician:** Physicians include people who have earned a Doctor of Medicine (MD), Doctor of Osteopathy (DO), or Doctor of Naturopathy (ND) degree and who are accepted as a practitioner of medicine under the laws of the state, province, and/or nation in which they practice
- **Prescriber:** A medical professional who writes a prescription for a given brand or category during a specific time period.
- **Provider Network:** A comprehensive list of the locations, HCPs, and units or devices via which educational and advertising content is provided.
- **Specialty:** The physician specialty defined by a third- party provider such as the AMA, IQVIA, or Symphony. Specialties are not "self-defined" and are not based on a PoC media company's interpretation of "provider prescribing."

ADVERTISING/EDUCATION PLATFORM DEFINITIONS

- **Brochure/Guide:** Portable, printed educational and advertising content that patients may take upon leaving the location.
- **Closed Circuit Website:** Internet-based system that enables the display of educational and advertising content on digital billboards on one or many screens. Content is stored on remote servers and can be updated remotely.
- **Digital Wallboard:** Digital monitor that displays rotating static or moving-image educational and advertising content to patients in waiting or exam rooms.
- **Guaranteed Delivery:** Specification within the insertion order or advertising contract, that the educational and advertising content is delivered to PoC setting
- **Guaranteed Placement:** Specification within the insertion order or advertising contract, the educational and advertising content is displayed within the applicable portion of the PoC setting so that it may be viewed by patients, consumers, healthcare professionals and or staff.
- **Interactive Touch Screen:** Digital monitor/tablet/program that displays educational and advertising content to patients in waiting or exam rooms, initiated by patient or HCP activity.
- **Network:** As defined by the PoC media company, the aggregate number of product line assets placed in point of care settings via which educational and advertising content is provided to patients, consumers, healthcare professionals and or staff. While these assets may be either digital or non- digital in nature, they may not be consumable by the patients or staff. Furthermore, these assets should be categorized by placement location (waiting room, exam room back office, etc.) and device type (monitor, touch screen, framed poster, display rack, etc.)
- **Passive:** Digital monitor/program that displays rotating or moving-image educational and advertising content to patients in waiting or exam rooms.
- **Content Loop:** Duration of programming content before repeating.
- **Static Media Display:** A print or non-moving image of educational and or advertising content.
- **Streaming Vs. Flash Memory Distribution:**
 - o **Connected Device/Streaming:** A distribution method for serving video files such that the video is played over a persistent connection between the browser/app and the location device.
 - o **Connected Non-Streaming:** A distribution method for serving video files or other content that may be updated via a persistent connection between the browser and the location device.
 - o **Flash Memory:** A type of reprogrammable memory such as SD card, memory stick, USB key, etc. that is utilized to manually install the periodic programming updates on location devices.
- **Computer Distributed versus Non-Computer Distributed:** Digital Campaign Deployment Method refers to the method that the content/advertisements are distributed to a Digital Screen. In alignment with common/standard regulatory guidelines.
 - o **Digitally Distributed** digital content deployments include internet and/or network-based content distribution.
 - o **Non-Digitally Distributed** digital content deployments include preloaded on-device content and/or distribution via an external storage device such as SD card, memory stick, USB key, etc.

- **Exam Table Paper:** Sanitary paper used to cover exam tables imprinted with advertising.
- **Floor Decal:** Printed advertising or branding content affixed to waiting/exam room or pharmacy floors.
- **Magazine:** Printed periodical containing editorial and advertising content directed toward a general or specific audience.
 - o **Coverwrap:** Editorial and advertising content, usually comprised of several pages, appended to the outside of a magazine.
- **Mobile App:** Software application designed to run on a mobile device such as a phone/tablet or watch.
- **Pharmacy Bag:** Poly bag designed to hold prescriptions and/or samples imprinted with advertising content.
- **Print Wallboard Poster:** Printed educational and advertising content displayed in a waiting or exam room or other specific location.
- **Sampling:** Trial-size products distributed to patients upon their departure from the location.
- **Tablet:** A small handheld programmable electronic device that can store, retrieve, and process data.
- **Take One Display:** Tabletop or wall-mounted display holding printed education and advertising content that patients may take upon leaving the location.
- **Television:** Digital monitor that displays video and audio educational and advertising content to patients in waiting and or exam rooms.
- **Virtual Reality Headset:** A head-mounted device that provides the wearer with video and audio stimulus, creating the sensation of realistic sensations of activity.
- **Wi-Fi Hotspot:** Wireless internet connectivity at a location, which may be sponsored.

AUDIT REPORT TERMINOLOGY

Print Audit Report Terminology

- **Delivered:** Confirmed via the delivery system records that the educational/advertising unit content was delivered to the location.
 - o **USPS:** “Delivered” represents location addresses that have passed USPS pre-screened deliverability process.
 - o **FedEx, UPS:** “Delivered” represents all locations that have been identified as delivered via delivery system records.
 - o **Hand delivery/In-person delivery:** “Delivered” represents all locations for which address specific confirmation documentation, such as geocoded photos, check-in records, etc., is maintained.
- **Received:** Confirmed by facility staff via signed acknowledgments obtained during the delivery process or other means that the educational/advertising content unit was received by the location.
- **Posted/Displayed/Installed:** Confirmed via interview or physical audit that the educational/advertising content was placed into the location waiting or exam room, thereby creating a potential touchpoint.
- **Printed/Production Receipts:** Confirmed via production records that the assets have been successfully produced.
- **Shipped:** Confirmed via the delivery system records that the educational/advertising content was shipped to a location.

Digital Audit Report Terminology

- **Ad Audience:** The number of individuals estimated to be in the screen audience while ad content is present and deemed viewable, as define in the Digital Place Based Audience Measurement Standards, Version 1.0:
[http://mediaratingcouncil.org/DPB%20Standards%20Version%201.0%20\(Final\)%203-15-17.pdf](http://mediaratingcouncil.org/DPB%20Standards%20Version%201.0%20(Final)%203-15-17.pdf)
- **Ad Plays:** The number of times an ad has been displayed, regardless of whether anyone has actually seen or interacted with the ad in any way.
 - o **Viewable Ad Impression:** A served ad impression can be classified as a viewable impression if the ad was contained in the viewable space, in-focus, based on pre-established criteria such as the percent of ad pixels within the viewable space and the length of time the ad is in the viewable space. Guidance is meant to be consistent with the MRC Viewable Ad Impression Measurement Guidelines as defined in http://www.mediaringcouncil.org/063014%20Viewable%20Ad%20Impression%20Guideline_Final.pdf
 - o **Display Ads:** Viewable Display Ad Impressions are counted when the following criteria are met:
 - **Pixel Requirement:** Greater than or equal to 50% of the pixels in the advertisement were on an in-focus browser tab on the viewable space of the browser page, and
 - **Time Requirement:** The time the pixel requirement is met was greater than or equal to one continuous second, post ad render
 - o **Video Ads:** Viewable Video Ads are counted when the follow criteria are met:

- **Pixel Requirement:** Greater than or equal to 50% of the pixels in the advertisement were on an in-focus browser tab on the viewable space of the browser page, and
- **Time Requirement:** The time the pixel requirement is met was greater than or equal to two continuous seconds, post ad render
- **Click or Click-Through:** The measurement of a user- initiated action on an ad element (advertisement), usually causing an HTTP 302 redirect to another web location, thereby transferring the user from a publisher site to an advertiser site. Additionally, internet-based search activity or shopping activity can lead to click- through transactions on search results or other content sites that display ad impressions, which similarly can result in redirects to other web locations, such as an advertiser site. These measurements should be filtered for click counting purposes for robotic activity and invalid click activity in accordance with the provisions of this guideline.
- **Conversion:** The percentage of users who complete a desired action (e.g., purchase or registration) compared to all users who were exposed to an ad.
- **Engagements:** A spectrum of consumer advertising activities and experiences—cognitive, emotional, and physical.
- **Defer to IAB/MRC terms and definitions for any other applicable terms.**

Email Audit Report Terminology

- **Bounce Rate:** The percentage of total emails sent that could not be successfully delivered to the recipient's inbox.
- **Click-Through Rate (CTR):** The percentage of email recipients who clicked on one or more links contained in a given email.
- **Delivered:** The volume of emails sent.
- **Open Rate:** The percentage of total emails sent that were opened by the recipient.