



Point of Care Communication Council

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Point of Care Communication Council Names Karen Newmark as Executive Director

Newmark brings nearly two decades of pharmaceutical industry, agency experience to role

NEW YORK – (November 26, 2018) – The [Point of Care Communication Council \(PoC³\)](#), a nonprofit organization focused on advocating for the effective use of the point of care (POC) channel to advance health and healthcare outcomes, has named Karen Newmark as Executive Director.

Newmark is an award-winning business leader with niche expertise in pharmaceutical/healthcare, digital and consumer marketing. She brings more than 17 years of experience in both brand and agency settings to PoC³.

Newmark arrives at PoC³ during a time of unprecedented growth for the POC industry: Brands are increasingly leveraging the power of the channel to communicate with and educate the right patients and physicians at the maximum point of impact. By 2020, POC marketing is slated to account for approximately [15 percent](#) of all pharma DTC spending.

“As POC becomes a mainstream channel, there is enormous opportunity for this industry to facilitate enhanced doctor-patient engagement that will drive earlier diagnoses, better treatments and improved adherence,” said PoC³ Co-Chair Mike Collette. “I can think of no better person to continue to grow the POC channel than Karen, given her deep pharma marketing experience.”

One immediate area of focus for Newmark will be collaborating with the organization’s Industry Advisory Council (IAC). Comprised of 14 senior brand and agency leaders, the IAC is charged with continuing to build industry consensus around POC measurement, auditing and verification standards.

“During this time of rapid channel growth, it’s critical for PoC³ to work collaboratively with key stakeholders to establish universal verification and validation standards that will advance the industry,” said Newmark. “Based on my initial discussions, I know this is an important industry priority. I am looking forward to working with the IAC and all PoC³ members on gaining alignment on measurement standards.”

Newmark's additional core responsibilities will include expanding the number of PoC³ member companies, establishing a Provider Advisory Council and developing and implementing a strategic plan to help ensure the channel's continued growth.

Newmark most recently served as an Associate Brand Marketing Director at Teva Pharmaceuticals. While at Teva, she served as marketing portfolio lead over consumer/patient segments. Newmark also led digital strategy, patient hub services strategy and field nursing strategy for three disease states across multiple brands. Prior to her time at Teva, Newmark's experience spans a diverse landscape of industries and brands in all life cycle stages. She is a recipient of numerous industry awards, most recently the prestigious 2018 DTC Perspectives Top 25 Marketer of the Year award. Newmark also serves as a member of DTC Perspectives' DTC University review board.

"Karen has helped so many brands exceed launch goals and establish a firm, differentiated position in the marketplace," said PoC³ Co-Chair Eric Jensen. "Her invaluable blend of client and agency experience and perspective as a POC buyer make her uniquely suited for this role. We're looking forward to her hitting the ground running to serve our client, agency and provider stakeholders."

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About the Point of Care Communication Council (PoC³)

The Point of Care Communication Council (PoC³) exists to advocate for the effective use of the point of care channel to advance health and healthcare outcomes. Members of the nonprofit point of care industry association work closely with brand, agency and provider stakeholders to set measurement standards and ethical business guidelines for the channel and promote its positive impact to ensure its continued growth as a vital and innovative segment of healthcare marketing. Learn more at PoC3.org.