



Point of Care Communication Council

FOR IMMEDIATE RELEASE

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Point of Care Communication Council Publishes Industry Verification and Validation Guidance

Guidance raises the bar in facilitating confidence and transparency within POC media community

NEW YORK – (October 18, 2019) – 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, today announced the release of its official [Verification and Validation Guidance](#). The intent of the published guidance is to serve as a unified set of industry standards that will define best practices, engender trust among those who transact at the point of care, and provide a clear and standardized mechanism enabling media buyers to determine which POC media vendors are certified and adhering to the auditing requirements set by PoC3.

This guidance was created by the PoC3 [Verification & Validation Committee](#), comprised of executives within multiple POC media companies and auditing companies. It was also influenced significantly through collaboration with the [PoC3 Industry Advisory Council](#), which includes senior leaders across pharmaceutical companies, advertising agencies, and other key stakeholder companies.

“The PoC3 Verification and Validation Guidance is pivotal to the POC industry at large,” said PoC3 Co-Chair Larry Newman. “As the channel continues to grow and advance at an accelerated rate, having a unified set of checks and balances will help buyers understand POC opportunities and have confidence in program implementations and results.”

In addition to incorporating insight from PoC3 member companies, pharmaceutical companies, advertising agencies, and other stakeholder companies, the PoC3 Verification and Validation Guidance released today incorporates public feedback collected over the summer during an open comment period.

“Ensuring that all industry stakeholders had the opportunity to contribute and provide input was critically important in developing this guidance. Our hope is that all POC media companies will strive to become PoC3 Certified. It’s a high bar requiring substantial investment in external independent auditing, improved operational processes and IT reporting systems. This collective effort continues to elevate the industry, and we’ve been seeing ongoing momentum and energy as a result,” said PoC3 Co-Chair Mike Collette.

Included in this momentum is a flurry of new member companies that have recently joined PoC3 to help contribute to a collective industry voice working to shape the future of POC marketing. The number of PoC3 members has more than doubled in under a year. New PoC3 member companies include CoverWrap Communications, Remedy Health Media, Rx EDGE Media Network, Targeted Media Health (a division of Meredith Corporation), and Waiting Room Subscription Services (WRSS, a division of Subdirect, LLC).

“PoC3 has grown tremendously over the past year, and we anticipate the growth increasing in 2020. In the months ahead we expect to see different types of companies—all with common interest in the PoC3 mission—joining our ranks to work collaboratively in driving innovation,” said PoC3 Executive Director Karen Newmark.

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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 advocate 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 <https://poc3.org>.