

Point of Care Communication Council Releases Draft of New Verification and Validation Guidance

FOR IMMEDIATE RELEASE

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Open Comment Period to Enable Full Stakeholder Input

NEW YORK – (June 03, 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 Draft Version 2 Verification and Validation Guidance for open comment. PoC3 encourages and invites the media buying community, both pharmaceutical marketers and agency partners, to review and provide feedback.

This new Draft guidance was created by the PoC3 Verification & Validation Committee, comprised of leaders within multiple POC media companies and auditing companies. Placebridge is the newest company providing auditing services to join the member ranks of PoC3 and participate in the [Verification & Validation Committee](#), along with The Alliance for Audited Media (AAM) and BPA Worldwide who joined PoC3 in late 2018.

This Draft guidance was also influenced greatly through collaboration with the [PoC3 Industry Advisory Council](#), which includes elite senior leaders across pharmaceutical companies, advertising agencies, and other key stakeholder companies.

“PoC3 is focusing heavily on advocating for guidelines in the POC advertising space, now and into the future,” said PoC3 Co-Chair Mike Collette. “This is an industry priority and an opportunity to advance the point of care marketing channel as it continues to grow at an accelerated pace.”

The Draft guidance will be accessible on the [PoC3 website and open for comment](#) until Monday, June 24. Subsequent to June 24, PoC3 will publish a summary of comments

received along with a formal response. The final PoC3 Version 2 Verification & Validation Guidance will be published later this summer.

“Within this new version of the Verification & Validation guidance, we are creating a clear path for POC media companies to become ‘PoC3 Certified’. This will enable the buying community to see consistency in guidelines followed across POC companies. PoC3 is excited to bring this important process forward for the industry,” said PoC3 Co-Chair Eric Jensen.

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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 PoC3.org.

About BPA Worldwide

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. BPA’s services have expanded with the launch of the Tech Assurance brand to assist in the creation of standards and external assurance thereof. We do so for government and industry trade bodies. [BPA Technology Assurance](#) provides verification that companies are compliant with industry standards in the digital advertising ecosystem.

About Placebridge

Founded in 2017, PlaceBridge is a data-driven business intelligence platform providing services to the out of home media industry, with a unique focus on healthcare environments. Through a suite of proprietary products, PlaceBridge provides compliance and verification, location insights and marketplace development. Learn more at placebridge.com.

About The Alliance for Audited Media (AAM)

The Alliance for Audited Media powers transparency and collaboration between North America's leading media professionals. AAM is a recognized leader in media verification with audit expertise across platforms including web, mobile, out-of-home, email and print. More than 4,000 publishers, advertisers, agencies and technology vendors depend on AAM's independent, third-party media audits, technology certification audits and data-driven insights to transact with trust. To learn how AAM brings trust and transparency to today's point of care ecosystem, visit audited-media.com.