



Point of Care Communication Council

**FOR IMMEDIATE RELEASE**

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### **Point of Care Communication Council Welcomes Five New Members**

*New members underscore PoC3 accelerated growth, diversification*

**NEW YORK – (January 17, 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 five new member companies: BPA Worldwide, CheckedUp, HealixGlobal, Physician’s Weekly, and The Alliance for Audited Media (AAM).

The five new member companies represent PoC3’s continued growth and increased emphasis on advancing POC channel opportunities through education, advocating for the use of best practices and guidelines, shaping future direction, facilitating growth, and driving innovation. The association’s growth mirrors unprecedented growth seen throughout the POC industry as marketers realize the power of the channel to reach patients and HCPs at critical points along the healthcare journey.

“As trends like consumerism and value-based care transform healthcare, POC now represents anywhere and everywhere a consumer is receiving care. This spans a multitude of channels and key points along the patient journey,” said PoC3 Executive Director Karen Newmark. “The potential impact of more effectively leveraging these channels and points of influence together—particularly when considering how applying data can unlock rich insights—is significant. As such, PoC3 is focused on expanding its membership to include a diverse group of companies with not only a vested interest in this impact but that also bring important subject matter expertise that will help forward the PoC3 mission to advance health outcomes.”

New PoC3 member companies are enthusiastic about the future with the association.

“I’m excited that HealixGlobal is one of the first media agencies to become a formal member of the PoC3,” said HealixGlobal President Jeffrey D. Erb. “By aligning the challenges and goals representative of agencies and pharmaceutical companies with the key players and vendors in the point of care market, it ensures the industry will thrive in a way that is most beneficial to patients and physicians.”

Among the five new PoC3 members are two media auditing companies, BPA Worldwide and AAM. PoC3’s growth to include BPA and AAM demonstrates the association’s continued commitment to build upon and maintain universal verification and validation standards that will advance the industry.

“It is critical to bring media buyers and sellers together to enhance assurance in the growing POC industry,” said AAM VP of Sales George Bartman. “We are excited to join PoC3 and bring our extensive experience in print and digital auditing to the table.”

BPA Worldwide VP of Business Development Dan Schneider adds, “PoC3 has done an excellent job in advocating for guidelines in the point of care advertising space. We value their approach and look forward to contributing to the organization and helping build upon these.”

Rounding out the new PoC3 membership are companies with rich experience working with healthcare professionals.

“The success of Physician’s Weekly has been built on creating a relationship with physicians at the point of care—an often overlooked but powerful channel of communication. I am excited to share our knowledge of the POC channel from the physician side,” said Physician’s Weekly CEO Ezra Ernst.

CheckedUp Senior Director of Marketing Mark Goethals echoed the sentiment.

“CheckedUp is thrilled to be joining other leaders in the point of care and health tech space, and we believe that the addition of our CEO Richard Adweh, MD, to the PoC3 Board of Directors will bring invaluable insights from a physician on patient engagement to the point of care space.”

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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](http://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 CheckedUp**

CheckedUp is a premier specialty technology platform at the point of care actively engaging patients and physicians in the waiting room, exam room and at home. As a health technology leader, CheckedUp aspires to create better educated and more confident patients and physicians who are empowered to make informed health decisions together. Learn more at [www.checkedup.com](http://www.checkedup.com).

#### **About HealixGlobal**

HealixGlobal is the healthcare-centric division of IPG Mediabrands. IPG Mediabrands was founded by Interpublic Group (NYSE: IPG) in 2007 to manage all of its global media related assets. Mediabrands manages \$39 Billion in marketing investments on behalf of its clients, employing over 9,500 marketing communication specialists in more than 200 countries. HealixGlobal is a global innovative media agency with unparalleled healthcare buying power,

preferred rates, and a proven track record for success. Focused exclusively on the healthcare space in both DTC and HCP media, working with a diverse portfolio of pharmaceutical companies, we know that when we put our focus on our clients' goals, we achieve ours as well. For more information, visit <https://www.healixglobal.com/>.

**About Physician's Weekly**

For more than 35 years, Physician's Weekly has been a trusted source of medical news and education for healthcare professionals at the point of care. Their unique wallboard publication—the cornerstone of their success—is located in over 10,000 medical institutions in the country. In the past 5 years, Physician's Weekly has expanded their footprint and their offerings by creating highly targeted specialty networks and including digital products as stand-alone and multi-touchpoint solutions. Learn more at <https://www.physiciansweekly.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](https://www.auditedmedia.com).