



Point of Care Communication Council

**FOR IMMEDIATE RELEASE**

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**The Point of Care Communication Council Welcomes Havas Media Group as its newest member**  
*Additional media agency member exemplifies our continued accelerated growth and diversification*

**NEW YORK – (January 24, 2022)** – The [Point of Care Communication Council \(PoC3\)](#), a nonprofit organization to support the continued growth of the Point of Care (POC) channel through education and advocacy, announced the addition of Havas Media Group to their growing list of members.

The excitement continues as the PoC3 further expands its membership. “I’m thrilled that Havas Media Group has joined our organization. Their knowledge and expertise in the POC media space will be a tremendous asset as we continue to move the industry forward,” said PoC3 Executive Director, Nicole Divinagracia. The addition of Havas Media Group marks the third media agency to become a member of the Point of Care Communication Council. The inclusion of media agencies demonstrates the PoC3’s ongoing commitment to partner with multiple stakeholders to shape the POC industry.

Point-of-care (POC) advertising is rapidly growing as an effective, innovative, and vital segment of healthcare marketing,” said Greg Walsh, CEO, Havas Media Group, North America “PoC3’s commitment to the importance of appropriate and ethical POC medical marketing will help us deliver more meaningful media experiences for our clients, their brands, healthcare providers, and, ultimately, enhance patient health outcomes.”

“POC advertising has proven itself to be very educational and has played a critical role throughout the pandemic.” added Shane Ankeney, President, Havas Health Media, North America. “It’s important that Havas Media has a finger on the pulse of the current POC environment and we’re thrilled to partner with PoC3 to have a hand in shaping the vision for how we can move the industry forward.”

The PoC3 has built momentum following the approval of their strategic plan and will be focusing on education and advocating for the use of best practices and guidelines. The expansion of member types provides the opportunity to drive growth and innovation in this ever-changing landscape. “I’m excited to see Havas Media Group join the PoC3. They have been a great partner to our industry for several years, so we look forward to their direct participation as we take POC to a new level,” said PoC3 Co-Chair John Kenyon.

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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 patient 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 Havas Media Group:**

Havas Media Group (HMG) is the media experience agency. HMG delivers this brand promise through the Mx System, where meaningful media helps build more meaningful brands. HMG is part of the Havas Group, owned by Vivendi, one of the world's largest integrated content, media, and communications groups. HMG also consists of two global media networks: Havas Media and Arena Media. The media experience agencies are home to more than 10,000 specialists across 150 countries worldwide, with 62 Villages. Global clients include Hyundai Kia, Puma, TripAdvisor, Michelin, Telefónica, Swarovski, Reckitt Benckiser, among many others. For more information, visit the website or follow Havas Media Group on Twitter @HavasMedia, LinkedIn @Havas Media Group, Facebook @HavasMedia or Instagram @havas.