



Point of Care Communication Council

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Point of Care Communication Council Welcomes Three New Members

New members exemplify PoC3 continued accelerated growth and diversification

NEW YORK – (September 19, 2019) – The [Point of Care Communication Council \(PoC3\)](http://poc3.org), 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 three new member companies: CoverWrap Communications, Rx EDGE Media Network, and Targeted Media Health (a division of Meredith Corporation).

The new member companies demonstrate PoC3's ongoing expansion and commitment to serve as the leading collective voice in progressing POC channel opportunities. "PoC3 has grown tremendously over the past year, and we anticipate the growth increasing in 2020. We expect to see different types of companies, all with common interest in the PoC3 mission, wanting to build on the unprecedented momentum in the POC channel," said PoC3 Executive Director Karen Newmark.

"There is real advancement happening with POC marketing, and industry stakeholders want to work together in driving innovation," she adds. "PoC3 has several committees established in addition to our Industry Advisory Council, all focused on enabling action through the sharing of subject matter expertise."

New PoC3 member companies are excited to join at this pivotal point of growth for the association and industry, and to help influence and amplify the future of POC marketing. In the near term, they plan to immerse into the PoC3 Verification & Validation Guidance effort and the establishment of measurement best practices.

"As the leader of a company that truly understands the importance of validating results, I'm excited to collaborate with industry executives and thought leaders to help define standards and measurement practices for point of care," said Nate Lucht, President & CEO of Rx EDGE and Leverage Point Media.

Targeted Media Health's VP and Managing Director, John Kenyon, echoed the sentiment.

"Meredith Corporation's Targeted Media Health division is excited to formally join the Point of Care Communication Council. As members we look forward to advocating for POC, especially as technology expands its transformational impact on healthcare overall. We also plan to help shape the emerging standards for accountability and transparency across the extraordinary POC channel."

David M. Kenyon, CEO at CoverWrap Communications, summarizes.

“PoC3 is protecting and strengthening the future of point of care marketing for all stakeholders. We look forward to supporting PoC3’s efforts and providing valuable input in the years to come.”

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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 CoverWrap Communications

CoverWrap Communications is the leading independent provider of point of care magazine coverwrap advertising — reaching targeted audiences for leading ad agencies and pharmaceutical advertisers. We partner with the world's leading and most trusted content providers including Hearst Magazines, American Media, Forbes, Newsweek, among many others. Our customized solutions drive meaningful conversations between patients and physicians which deliver better health outcomes. CoverWrap Communications also produces and distributes specialized health magazines for specific treatments in HCP waiting room offices under its new business unit POC Health™. CoverWrap Communications is located in Vero Beach, Florida and has representatives nationwide. For more information, visit <https://www.coverwrap.com/>.

About Rx EDGE Media Network

Since its inception in 2000, Rx EDGE Media Network has helped pharma brands who want to reach health information-seeking consumers. We are the only pharmaceutical marketing company to influence consumers using multi-channel media methods that include a unique combination of digital messaging and strategic in-store displays within the aisles of the pharmacy, the single most-visited healthcare destination in the nation. Our programs apply best in class data to reach the highest-potential patients. We connect brand messages with their intended target audience across all digital devices, and applicable in-store aisles to engage patients throughout their healthcare paths and daily lives. We enjoy strong partnerships with the nation’s leading retail pharmacies and pharmaceutical manufacturers. Our reputation for producing successful and accurate program results is validated by a third-party metrics. Learn more at <https://www.rxedge.com/>.

About Targeted Media Health

Targeted Media Health (TMH) is powered by Meredith, one of America’s largest media companies. TMH provides comprehensive point of care solutions including precise audience targeting, quality editorial environments, and 25+ years of measurable brand lift for advertising partners. We find the intersection between patients and pharma brands to deliver success. No one else has the tools, content, relationships, and trust that Meredith and TMH can deliver. For more information, visit <https://targetedmediahealth.com/>.