



Point of Care Communication Council

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Point of Care Communication Council Welcomes Two Agencies on the Board of Directors
New members exemplify PoC3 continued accelerated growth and diversification

NEW YORK – (October 29, 2021) – 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 two media agencies have become members and will have representation on their Board of Directors: Publicis Health Media and Rapport.

The new member companies demonstrate PoC3's ongoing expansion and commitment to partner with multiple stakeholders to shape the POC industry. "The inclusion of media agencies on the Board of Directors is a game changer. It is critical to have representation across company types when industry decisions are being made," said PoC3 Executive Director, Nicole Divinagracia.

"The PoC3 is taking a new approach and focusing on what matters most to industry leaders. The addition of media agencies as members, and with two Board positions, we'll ensure all voices are heard and that PoC3 initiatives align with industry priorities," she adds.

"The POC category continues to boom and has proven itself to be resilient throughout the pandemic. It's important that Rapport has a pulse on the current POC environment and a hand in shaping the vision for how we can move the industry forward. It starts with educating our media specialists and clients and working together with media owners to create positive patient health outcomes," said Laura Brandes, Group Director at Rapport. She is thrilled to join the PoC3 Board of Directors, stating, "This opportunity gives agencies a seat at the table and ensures all facets of the business are being properly represented."

Sarah Bast, SVP Point of Care Lead at PHM states, "While PHM has grown to be the No. 1 agency in our industry, at heart we're still a startup, continually reimagining media for health and wellness. In this spirit we have reimagined POC beyond the physical or virtual exam room to include all connection points between the HCP and patient. We look forward to partnering with the PoC3 to continue growing and advancing the Point of Care channel. At PHM, we've significantly grown our dedicated POC team over the last year and have internal workstreams that align to the efforts and workstreams of PoC3. Joining forces with this association will help move our industry forward."

"There is a lot of momentum at PoC3 right now as we're beginning to execute our Strategic Plan. We're excited agencies realize the value of the association and what it means for the industry," said PoC3 Co-Chair Dr. Richard Awdeh.

"This association welcomes other companies who share the same vision as Rapport and PHM. With the right resources and commitment from industry executives and thought leaders, the PoC3 will raise awareness of POC media," 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.

About Publicis Health Media

PHM is the leading health media agency in the US. We are designed for—and dedicated to—delivering best-in-class solutions that connect people with meaningful health and wellness solutions every day. Guided by our genuine passion for health and wellness, our work across the entire media ecosystem helps real patients navigate the most pivotal moments of their healthcare journeys.

To learn more about Publicis Health Media, visit <https://www.publicishealthmedia.com/>

About Rapport

Rapport is a global out-of-home media agency with a deep understanding of digital, data, production and emerging technologies. We're expanding our offering to clients within the healthcare space by providing a holistic approach to the journey of care – marrying data, technology and innovation in the office, at home and beyond. We are prioritizing efficiency and accountability while delivering scale outside the point of care by leaning in to a multi-touch solution.

For more information on Rapport, visit: <https://rapportww.com/us/>