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The Point of Care Marketing Association Welcomes Populus Media as its newest member

Expanding membership with a company offering virtual care solutions and telehealth media engagement

NEW YORK – (March 3, 2022) – The Point of Care Marketing Association (POCMA), a nonprofit organization to support the continued growth of the Point of Care (POC) channel through education and advocacy, announced the addition of Populus Media to their growing list of members.

The Point of Care landscape has evolved and there are more opportunities for a patient to interact with their doctor. “We are thrilled to have Populus Media as a member and the opportunity to collaborate with their leadership team on shaping the industry,” said POCMA Executive Director, Nicole Divinagracia. Ray Rotolo, Chief Growth Officer Populus Media shared the same sentiment, “Populus is excited to be part of an organization who is recognizing the changing landscape of where patients are receiving care.” Ray will represent Populus Media on the POCMA Board of Directors and will be a tremendous asset given his extensive background.

The expansion in membership demonstrates POCMA’s ongoing commitment to ensure all areas of Point of Care marketing have a hand in educating and advocating for the use of best practices and guidelines. Telehealth will be a featured topic on the agenda of the 2022 Point of Care NOW industry summit on Wednesday, March 30th in NYC. Also, POCMA will release their Academy program later this year which will include training on all areas of Point of Care Marketing. The inclusion of Populus Media as a member provides additional expertise in the virtual care channel, which will be beneficial for those enrolled in the program.

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About the Point of Care Marketing Association

The Point of Care Marketing Association 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 pocmarketing.org.

About Populus:

POPULUS MEDIA is a patient engagement company that provides pharmaceutical brands and their agencies with the only way to reach a captive audience as they wait for their scheduled or on-demand virtual doctors’ visits and guarantee ROI by delivering patient acquisition and verified prescriptions leveraging telehealth as a medium. Learn more at populus-media.com