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**The Point of Care Marketing Association Welcomes MedFuse as its Newest Member**

*The Healthcare Data Technology Company Joins a Diverse Portfolio of Members*

**NEW YORK – (August 8, 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, today announced the addition of MedFuse to its membership. MedFuse, based in Holmdel, NJ, helps clients via modern, cloud-based data tools to enable complex data to be easily synthesized into actionable insights.

“We are pleased to welcome MedFuse as an affiliate member and look forward to insight from their leadership as we continue to advance the industry,” said POCMA Executive Director, Nicole Divinagracia. “The Point of Care landscape continues to evolve and there are growing opportunities for organizations that support POC companies to help in the channel’s success.”

“MedFuse is excited to join POCMA because we recognize POC is a powerful channel, providing brand and health education to patients and physicians,” commented Eric Talbot, Chief Strategy Officer, MedFuse. “We’re eager to partner with POCMA members to educate the industry on ways to help reduce costs, increase efficiencies, and contribute to population health by leveraging pharmacy and medical claims.”

POCMA welcomes MedFuse just as Eric Talbot is set to lead their first Industry Connect Series with “The Foundations of Healthcare Data,” a webinar on Wednesday, August 10, 10 – 11AM (ET). The expansion in membership and the Industry Connect Series demonstrate POCMA’s ongoing commitment to ensure all areas of Point of Care marketing have a hand in educating the industry to ensure the effective use of the channel to advance patient healthcare outcomes. Additionally, POCMA will release their Academy program later this year which will include training on all areas of Point of Care Marketing.

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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](http://pocmarketing.org).

**About MedFuse:**

MedFuse is a healthcare data technology company with one of the most complete data universes including pharmacy, medical, hospital and long-term care. Its mission is to leverage the power of real-world Healthcare data and modern technology to exceed clients' strategic business objectives; reduce costs, increase revenue, and contribute to population health. Learn more at [medfuse.com](http://medfuse.com).