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The Point of Care Marketing Association Welcomes WebMD as its Newest Member
Leader in the POC Industry Brings Key Knowledge and Dynamic Vision to Association

NEW YORK – (August 5, 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 that WebMD has joined its membership. WebMD’s platforms support physicians, hospitals, and healthcare organizations in elevating patient-centric interactions to reach and engage qualified patients, improving outcomes and driving growth.

“We are thrilled to welcome back WebMD to the Point of Care Marketing Association” said POCMA Executive Director, Nicole Divinagracia. “WebMD helped shape the point of care industry over 17 years ago and their leadership and vision for POC will be a tremendous asset to the association. We are also pleased that The Wellness Network, member of POCMA for several years, will continue its membership under WebMD.”

“At WebMD, advancing health literacy -- giving our communities the relevant and relatable information they need to take action on their health and well-being -- has always defined who we are and what we do,” said Steve Peraino, Group General Manager, WebMD. “Our point-of-care offerings, in-office and in-hospital, are an integral part of that commitment, ensuring that we are delivering the kinds of solutions that consumers and patients need at any point in their healthcare journey. We look forward to working together with POCMA to advance our shared goals.”

POCMA aims 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 through various educational and awareness activities. They will hold their first Industry Connect Series with “The Foundations of Healthcare Data,” a webinar on Wednesday, August 10, 10 – 11AM (ET). 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.

About WebMD:

WebMD Point of Care in-office and in-hospital solutions reach over 500,000 HCPs across 300,000+ doctors’ offices and 2,000 hospitals to meet the needs of patients at every stage of their healthcare

journey. WebMD's platforms support physicians, hospitals, and healthcare organizations in elevating patient-centric interactions to reach and engage qualified patients, improving outcomes and driving growth. Learn more [here](#).