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The Point of Care Marketing Association Welcomes Newest Member, Veradigm
Veradigm's Stuart Green to Join Board of Directors

NEW YORK – (September 15, 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 Veradigm has joined its membership. Veradigm®, a leading provider of healthcare data and technology solutions and a business unit of Allscripts Healthcare Solutions (NASDAQ: MDRX) delivers highly targeted awareness messaging to healthcare providers in their normal workflow, at the point of care, in a manner compliant with HIPAA and other applicable laws. The Veradigm electronic health record (EHR) and ePrescribing platforms comprise one of the largest U.S. ambulatory user groups.

“POCMA is excited to have Veradigm as our newest member and first within the EHR landscape,” said POCMA Executive Director, Nicole Divinagracia. “Veradigm’s platform of reaching HCPs in their workflow makes them an excellent resource for the association and its members. We look forward to their insights and involvement as we grow the POC industry.”

“At Veradigm, we share in POCMA’s goal of raising healthcare providers’ awareness through innovative point of care marketing channels,” said Stuart Green, Senior Vice President & General Manager, Veradigm, who will join POCMA’s board of directors. “With our membership, we look forward to contributing to the establishment of industry best practices and building connections with other point-of-care industry leaders and influencers.”

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. Events such as the recently launched Industry Connect Series and Industry Summit, newsletters, and topical white papers, allow members to stay abreast of industry critical trends. Additionally, POCMA will release phase one of 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.