

# POINT OF CARE CERTIFICATION SUCCESS

## Highlights of Verification & Validation Guidance



The Point of Care Marketing Association has created industry guidelines and a path for Point of Care (POC) media companies to earn the valuable Point of Care Marketing Association Certification Seal annually. We strive to define industry best practices for media buyers, their clients and POC media companies which build trust among the industry for the POC channel.

### Why does POCMA have Guidelines?

- Define** industry best practices.
- Engender** trust among industry for POC channel.
- Provide** a standardized process to identify product lines that adhere to our requirements and are certified.
- Address** current business practices and metrics used to conduct business.
- Establish** minimum standards for the POC channel.

35+ product lines are currently certified



### What does the POCMA Certification Seal mean?

- Ensures product lines are audited by POCMA approved 3rd party auditors.
- Identifies product lines that are compliant with POCMA Guidance annually.

**Certification is for individual product lines, not an entire company**



### There is a Rigorous Auditing Process (VARIES BY PRODUCT LINE)

#### 1. Network Audit

Confirm the product line is present, operational and being accurately reported (only for permanently placed, aka “fixed” assets)

#### 2. Campaign Audit

Confirm the buy delivered to the contracted metrics and defined success criteria.

### How is a Network Audit Conducted?

- Evaluate the POC media company’s procedures and internal controls by conducting a series of test transactions, third-party confirmations and/or physical observations and any other tests deemed necessary under the circumstances.

**Network Audit Success Determination: 92.5% or higher**

*For more details on the Network Audit requirements, refer to pages 5-7 of The Guidance Document.*

### What are the Campaign Audit Requirements?

- Digital campaign audit verify ads were delivered. The entire campaign population must be audited using electronic logs (i.e., proof of play logs) from the POC media company or via 3rd party electronic logs if the POC media company uses services accredited/certified by AAM, BPA or MRC.
- Campaigns with guaranteed distribution must audit and verify printing/production, shipping, and/or delivery.
- Shipping confirmation must include confirmation of purchased locations if audit is done in conjunction with a list match.
- Mobile/Beacon reporting must be done via 3rd party tracking.
- Sampling is validated if the display is made available to patients.
- If exam room programs have guaranteed placement, each exam room at a location must be audited. If not possible, signed affidavits by office are acceptable.
- Campaign Audit Success Determination: Campaign must meet contractual agreement, including documented make-good, if applicable.**

*For more details on the Campaign Audit requirements, Refer to pages 8-9 of The Guidance Document.*

### How many campaigns are required to be audited for certification?

- Audits must be completed for 25% of all paid campaigns within product line being certified.
- Individual campaigns under \$50K may be excluded, but cannot exceed 20% of total campaigns.

### What are the audit requirements for each product line classification?

Product Line Classification	Network Audit Required	Campaign Audit Required
Digital Back Office Screen: Internet Connected	✓	✓
Digital Exam Room Screen: Internet Connected	✓	✓
Digital Exam Room Screen: Non-Internet Connected (i.e., SD Card, USB)	✓	✓
Digital Pharmacy Screen: Internet Connected	✓	✓
Digital Tablets: Internet Connected	✓	✓
Digital Waiting Room Screen: Internet Connected	✓	✓
Digital Waiting Room Screen: Non-Internet Connected (i.e., SD Card, USB)	✓	✓
Mobile/Beacon		✓
Patient Check-in & Management Network: Internet Connected		✓
Print, Fixed Asset with Guaranteed Placement	✓	✓
Print or Other Non-Fixed Asset with Guaranteed Distribution		✓
Sampling		✓

For any media type not specified, POC media companies must work with POCMA to confirm the audit requirements.

How do I know if a product line is certified? Visit: [pocmarketing.org/certified-products/seal-recipients/](https://pocmarketing.org/certified-products/seal-recipients/)