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The Point of Care Marketing Association Welcomes Upstream360 as Newest Member
The Product Communication Agency Joins as Member

NEW YORK – (September 21, 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 Upstream360 has joined as an affiliate member. Based in Cincinnati, OH, Upstream360's specialty is bespoke video creation for POC companies, brands, and agencies.

"POCMA is very excited to welcome Upstream360 as a member," said POCMA Executive Director, Nicole Divinagracia. "They are an innovative agency with unique offerings to businesses in the POC industry. Their perspective and knowledge are welcome as we grow the POC landscape." POCMA is also pleased to note that Upstream360 is partnering with them to produce their Academy program scheduled to launch this fall.

"Upstream360 is delighted to have joined POCMA and support the organization's mission to grow the POC channel," said Kevin Ungi, Upstream360 Executive Director. "POC is a unique channel that requires unique content. As The Product Communication Agency, Upstream360 is committed to creating unique, best-in-class POC content that educates, reassures, and empowers patients to have informed conversations with their HCP. We are excited to partner with POCMA in creating the Academy program. We look forward to the program launch and seeing its impact on the POC companies, brands, and agencies we support."

When it comes to educating the industry, POCMA seeks to have all areas of Point of Care marketing represented. Their expanded membership, including the addition of Upstream360 is critical to ensure key stakeholders in the industry have a voice. POCMA is pleased to have their participation in future events to educate on topics critical to helping clients build their businesses.

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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 Upstream360

Upstream360 is The Product Communication Agency. We believe that every product has a hidden, yet irresistibly intuitive idea at its core, waiting to be unleashed. Some of the world's leading CPG and Pharma companies rely on our team of curiously nerdy scientists, strategists, creatives, and video experts to create compelling product-focused education-first communication programs. Simply said, we produce content that explains what your product does, how it does it, and why people should try it. Learn more at upstream360.com.