



ConnectiveRx

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The Point of Care Marketing Association Welcomes Newest Member, ConnectiveRx *ConnectiveRx's Frank Dana to Join Board of Directors*

NEW YORK – (October 17, 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 ConnectiveRx has joined its membership. ConnectiveRx designs solutions that help pharmaceutical manufacturer clients ease patients and prescribers through roadblocks that make today's prescription journey feel complicated and expensive. The company's deep history in the healthcare market started when the Physician's Desk Reference (PDR) was launched 75 years ago and became providers' most trusted source for all FDA-approved drug labels and information.

"POCMA is thrilled to welcome ConnectiveRx as a member," said POCMA Executive Director, Nicole Divinagracia. "ConnectiveRx has a longstanding, reputable history in the healthcare industry. We look forward to collaborating with them as we continue to drive growth and awareness within the POC space."

"Our mission at ConnectiveRx is to take the pain out of the prescription process and we know that point of care channels are essential to the success of that mission," said Frank Dana, president and chief commercial officer, ConnectiveRx, who will join POCMA's board of directors. "With our POCMA membership, we look forward to continuing to enhance education, thought-leadership, and solutions that advance the point-of-care industry and better support patients along their health journey." ConnectiveRx designs solutions that give patients a clearer pathway to their medications, while reducing out-of-pocket costs. They facilitate high-impact, point-of-care communications to healthcare providers and patients when and where they need it.

POCMA aims to ensure all areas of Point of Care marketing have a hand in educating the industry. The addition of ConnectiveRx provides additional expertise within the EHR landscape which allows POCMA to continue to build awareness and educate on all aspects of Point of Care.

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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 ConnectiveRx

ConnectiveRx works hard to help take the pain out of the prescription process for pharmaceutical manufacturers, healthcare providers and their patients. Through a software-driven platform of patient support, affordability, awareness and adherence solutions for branded and specialty medications, the company provides services which help patients and their healthcare providers navigate the complex patient journey for more than 84 million patients and 1.6 million healthcare providers each year. ConnectiveRx is headquartered in both Whippany, NJ and Pittsburgh, PA. To learn more, visit www.connectiverx.com or follow us on [Twitter](#), [LinkedIn](#) and [Facebook](#) @ConnectiveRx.

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