



**FOR IMMEDIATE RELEASE**

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### **The Point of Care Marketing Association Welcomes Doceree as its Newest Member**

**NEW YORK – (October 25, 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 Doceree has joined as a member. Doceree offers a global platform building unprecedented solutions for HCP programmatic messaging with proprietary data tools.

POCMA Executive Director, Nicole Divinagracia said, “We’re thrilled to welcome Doceree as a member of the association. Their experience delivering effective HCP marketing solutions will be a great addition to POCMA and we look forward to their meaningful contributions.”

“Doceree is excited to partner with POCMA and bring standardization to HCP messaging on point-of-care channels,” commented Harshit Jain, MC, Founder & Global CEO, Doceree. “We will utilize the collaboration to educate marketers around industry best practices and tactics for meaningful communication campaigns. The partnership also provides us the opportunity to equip platforms on making the most of messaging from life sciences organizations to improve patient outcomes. We look forward to working cohesively with other members to evolve the POC ecosystem, bringing transparency and effectiveness to POC messaging.”

POCMA has recently seen expanded membership and continues to enhance its educational offerings. They are hosting an in-person Industry Connect Series event in late October and will also launch the Point of Care Academy as an educational source for all aspects of the point of care channel.

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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 [www.pocmarketing.org](http://www.pocmarketing.org).

#### **About Doceree**

Doceree is the first global network of HCP-only platforms for programmatic messaging. Founded in 2019 by eminent healthcare marketing professionals, Doceree aims to address the problem of rising cost of healthcare by bringing efficiency and effectiveness to healthcare professional engagement (HCP) by using data and creativity in healthcare marketing. Learn more at [www.doceree.com](http://www.doceree.com).