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### **The Point of Care Marketing Association Welcomes New Member, Primary Care Notebook**

**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 Primary Care Notebook has joined as a member. Primary Care Notebook is a digital, point-of-care, diagnostic and treatment tool that provides support to PCPs, primarily during patient consultations.

POCMA Executive Director, Nicole Divinagracia said, “Educating and supporting healthcare providers is a critical role for Point of Care media. We are pleased to have Primary Care Notebook part of our association as they represent a unique offering for this audience. We look forward to their engagement with our membership.”

“Being a member of POCMA helps perpetuate and advance the foundation of ethics and integrity essential to healthcare marketers,” says Peter Payerli, Vice President, Primary Care Notebook. “Contributing to the growth of the POC Channel aligns with our goal to advance patient care while delivering value to our supporters.”

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 Primary Care Notebook**

Primary Care Notebook is a digital, point-of-care, diagnostic and treatment tool that provides support to PCPs, primarily during patient consultations. Comprising 40,000 pages of clinically indexed information, Primary Care Notebook gives clinicians easy access to bite-sized relevant extracts of international guidance, through use of key word searches or a series of filters within its clinical chapters. Developed with algorithms that ‘think’ as a PCP would, Primary Care Notebook quickly supports the clinician in-consultations where they are looking for added re-assurance in their diagnosis and treatment plan, or in cases of managing a patient with a condition they are less familiar with. Healthcare marketers leverage this specific opportunity to drive switch campaigns, or to increase diagnostic and referral rates. Learn more at [www.primarycarenotebook.com](http://www.primarycarenotebook.com).