

THE COMPLETE REACH OF POINT OF CARE

POCMA commissioned MedFuse, a healthcare data technology company to analyze the reach of Point of Care based on prescription and medical claims data. This data proves that Point of Care partners can provide meaningful reach for brands at the Point of Care.

Patients seen by an HCP with Point of Care Media are **14% more likely** to receive an Rx²

80% of Rx patients are seen by an HCP with Point of Care Media¹

3 out of 4 Rx are written by an HCP with Point of Care Media¹

Point of Care HCPs write **2.1x more Rx²**

Point of Care HCPs see **2.4x more patients²**



Patient and Rx Reach by HCP Specialty

