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CONTACT:

Nicole Divinagracia
ndivinagracia@pocmarketing.org

The Point of Care Marketing Association Welcomes Two New Members

NEW YORK – (July 18, 2023) – 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, recently welcomes two new members, CMI Media Group WPP’s healthcare specialist media planning agency, and Compas, a NMSDC-certified diverse-owned media buying agency.

“This is an exciting time for POCMA and we are thrilled to welcome partner agencies CMI Media Group and Compas as agency members.” said POCMA President, Nicole Divinagracia. “Agency representation within the association is critical to ensure we focus on what matters most to these key stakeholders.”

CMI Media Group and Compas have long invested significantly in Point of Care media, and as industry leaders in the planning and buying space, CMI Media Group and Compas’ influence in the channel grants visibility into the evolving Point of Care landscape. Becoming a member of POCMA allows better collaboration with suppliers in the space and gives CMI Media Group and Compas thought leaders the opportunity to influence best practices within Point of Care.

“Point of Care is essential to CMI Media Group’s marketing strategy for reaching HCPs and patients. It helps bridge the communication gap and aids conversations during a patient’s visit, making their time with the physician more effective at getting the treatment information they need. This is a critical intersection of conversation for the patient and prescriber, and an opportunity for marketers,” said Christine Mormile, Director, Media, CMI Media Group, and member of CMI Media Group’s Point of Care Center of Excellence.

“This is an important and growing space for our agencies and it’s important that CMI Media Group and Compas have a place at the table along with many of our preferred supplier partners to promote the POC channel with our pharma clients. With the great work that POCMA is doing in the areas of education, certification, and promotion, we’re excited to be part of the association,” said Nicole Woodland - De Van, President of Compas.

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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 CMI Media Group

CMI Media Group, a WPP company (NYSE: WPP, <http://www.wpp.com>), is a full-service media agency focused solely on health, wellness, and pharmaceutical marketing. CMI Media Group’s core offerings include Audience Strategy, Planning, Development, and Insights; Data and Analytics; Buying and

Investment; and Direct Response and Customer Experience. As the leading media resource for the world's top healthcare companies, CMI Media Group brings together leading technology, data, and talent to deliver seamless capabilities for clients. CMI Media Group has been recognized as a leader in DE&I, talent retention and employee development as well as one of the industry's best places to work. To apply for a position within our teams visit <https://www.cmimediagroup.com/careers>

About Compas

For over 30 years Compas has been partnering with the industry's leading media providers, as well as up-and-coming innovators – representing all channels and tactics – positioning them for success with healthcare clients and agencies. As stewards of its clients' media investments, Compas is committed to enforcing the highest standards of buying execution, effectiveness, transparency and accountability while leveraging its clients' collective buying power through a consortium that unlocks incremental savings. Compas is certified by the National Minority Supplier Diversity Council as a minority-owned-and-operated business and generates significant Tier 1 and Tier 2 Diverse Spend. Compas has been recognized as one of the industry's best places to work, offering industry-leading development and retention. To apply for a position within our teams visit <https://www.compas-inc.com/careers>