

Introduction to the Point of Care Academy



Welcome to the Point of Care Academy, created by the Point of Care Marketing Association! My name is Nora and I'll be your instructor throughout this curriculum.

The Point of Care Marketing Association, or POCMA, supports the growth of the POC channel through education and advocacy so, ultimately, patients experience better health outcomes.

But what is point of care exactly? Point of care, or POC, is the moment a patient interacts with and receives care from a healthcare professional in a healthcare setting.

At POCMA, we have three main objectives: 1. to create awareness of the point of care channel, 2. to educate the industry on the value it delivers, and 3. to promote transparency and credibility through our auditing and credentialing programs.

One way we deliver on our goals has been to create this academy. Our approach is simple. We've designed a curriculum that helps you understand planning, buying, executing, and measuring point of care campaigns.

If you're new to point of care or simply want to brush up on POC marketing skills, these videos are for you. Each video is short and easily digestible so you can watch a video between meetings, during lunch, or when you have time to spare. The content has been curated by industry leading experts, so you know the information is credible and backed by decades of research and experience.

After you complete each course, we make it fun with special badges that you can download and collect. And after collecting all seven badges, we'll award you with a certificate that you can share with coworkers and clients or on social media!

So, what exactly will you be learning?

The first level in our curriculum consists of seven courses. Each course is designed to give you broad insight into that topic.

The topics we will cover in the courses include:

- POC 101
- Investing in POC Marketing
- The POC Audience
- The POC Landscape
- POC Marketing Strategies
- List Matching 101 and
- Non-Endemic Advertising in POC.

First up is POC 101, an introduction to Point of Care that will give you a foundational understanding of the POC channel, plus a small taste of what's to come in future sections.

See you in the next video!