



POINT OF CARE
MARKETING
ASSOCIATION

Optimizing Healthcare Engagement: The Power of Point of Care (POC) Marketing and Content

What is the Point of Care (POC)?

The Point of Care is defined as the moment a patient receives care through an interaction with a healthcare professional in a healthcare setting. These interactions can take place in various settings, from physical locations like medical offices, hospitals, or pharmacies, or on/via digital platforms such as virtual care and online wellness services.

What is Point of Care (POC) Marketing?

Point of Care (POC) marketing is a pivotal strategy for creating relevant healthcare communications designed to facilitate discussion between patients and healthcare providers. POC marketing can streamline care, set the stage for more informed and engaged healthcare experiences, and improve healthcare outcomes.

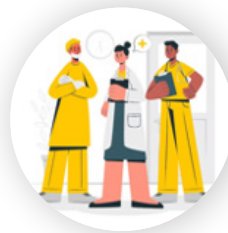
POC marketing leverages the healthcare environment to reach providers in their workflow and patients, when they are thinking about their health and more receptive to receiving health information.



Waiting room



Exam room



Back office



Telehealth



Hospital/Clinic



Pharmacy



EHR

What is Point of Care Content?

Sponsors of point of care content span a diverse spectrum, including patient advocacy groups, public health organizations, and pharmaceutical and medical device manufacturers. This content is uniquely positioned to resonate with audiences at each point of care setting, offering tailored information to educate patients, caregivers, and healthcare providers. Rather than being crafted in a one-size-fits-all manner, POC content is developed with the potential to address individual health concerns with precision and personal relevance. Reflecting the diversity of patient needs, its topics span healthcare education, wellness, prevention, detailed product information, support resources, and more.

Enhancing Healthcare Engagement

Engaging at these crucial interactions, point of care marketing makes the most of these moments to deliver relevant information that enhances the healthcare experience and supports informed decision-making. POC marketing leverages the healthcare environment to reach providers and patients with timely, relevant information.



Benefits of POC Marketing

There are a multitude of benefits for marketers who deliver messages at the POC. The point of care provides contextual relevance and significantly boosts the impact of content. Information shared at these critical touchpoints supports providers with relevant and clinically based information that can improve patient care and outcomes. For patients, this information informs and helps them take a more active role in their care even after leaving a POC setting, reflecting its influential nature.

Why Point of Care Marketing?

- Benefits providers and patients
- Educates and empowers patients
- Engenders trust
- Drives action
- Improves outcomes

71% of consumers expect personalization, and **76%** get frustrated when they don't find it¹

¹ <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying>

78% of patients value point of care media²

² <https://www.ispot.tv/ads/resources/free-reports/pharma-otc-how-these-brands-are-approaching-tv-ads-in-2021/>

2 in 3 patients took action after receiving point of care healthcare information³

³ Kantar Media Healthcare Research, "Point of Care Media Drives Patient and Physician Action, Engagement & Empowerment."

74% of physicians are comfortable offering patients information from pharmaceutical brands if it helps to better educate them on their condition⁴

⁴ PatientPoint/Digital Health Coalition/Sermo, "Education at the Point of Care," November 2019

Even proactive patients struggle to find pertinent healthcare information when they need it. With a growing demand for personalized care and expanding treatment options, the information gap is increasingly evident. To ensure the best healthcare outcomes, it's crucial that both patients and healthcare providers have access to essential information during these critical moments along their care journey. Communication at the POC can maximize the limited patient-doctor time, build trust, and foster shared decision-making—resulting in better health outcomes, including preventive-care uptake, improved disease awareness and management, and lower rates of preventable events, such as hospital readmissions.

In the POC space, targeted marketing messaging isn't just beneficial for patient care—it also significantly boosts marketing effectiveness. By aligning messaging with patient encounters, POC marketing achieves better conversions and strengthens adherence. This precision in communication ensures that marketing efforts are not only seen but felt, leading to a deeper connection with the content and a higher likelihood of engagement. The result is a dual triumph: enhanced patient outcomes and a marketing strategy that delivers measurable results.

About POCMA

The Point of Care Marketing Association (POCMA) advocates for the continual growth and optimization of POC content and marketing. We believe timely and trustworthy information is critical to care. The POC channel is a vital and innovative part of enabling patients, and healthcare professionals to directly improve health outcomes. Our members work closely with marketers to advocate for the point of care channel and showcase its positive impact.