



# Trending Points

A quarterly newsletter from The Point of Care Marketing Association

## Point of Care Marketing News

### 2022 POC Industry Summit

This past March, we hosted the return of our annual Point of Care Summit. Back after a two-year hiatus due to COVID, the 2022 Summit marks a new day for the organization, showcasing our new look, feel and mission. The event was attended by 180 healthcare marketing professionals, all excited to reconnect with friends, clients, and colleagues. The day was filled with thought provoking content for Point of Care marketers. The full program is available on our [website](#) along with video highlights from the day.

### 2022 POCMA - Industry Connect Virtual Insight Series - Save the Date!

On July 27th from 2-3pm EST, we'll host our first virtual session, *Foundations of Healthcare Data*. This session will cover the basics of healthcare data, including the types, sources and availability. We will also address where the data comes from and why it matters to you. Q&A will follow the presentation. Registration details coming soon.

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## Noteworthy Points from Members



## Relaunched Clinician Update®

Prepares HCPs to engage their patients more effectively while reinforcing and deepening the brand relationship. Key benefits for the Digital and Print Clinician Update® are noted [HERE](#).



## PatientPoint, NAMI Collaborate to Highlight Mental Health at the Point of Care

PatientPoint has a new collaboration promoting online resources from National Alliance on Mental Illness (NAMI) and the NAMI Help Line in the offices of more than 140,000 physicians nationwide. Learn more [HERE](#).



## Engaging Gen Z patients more effectively

Based on a survey of nearly 4,000 patients, this Phreesia Life Sciences report explores generational differences in patient health behaviors and reveals where—and how—pharma marketers can connect with the Gen Z audience. Find out about the factors that motivate their healthcare decision-making, what they say they want to see from pharma and more. [READ REPORT](#)

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## Industry Points of Interest

- Pharma marketers, take note: Rural patients have technology, but lag in trust and health confidence, study says (**Source: EndPoints News**)
- Despite TV ads, most asthma patients don't recognize new biologic brands, but they're willing to try them, a survey find (**Source: Fierce Pharma**)
- The second life of the QR Code (**Source: MM+M**)



## Verification and Validation Guidance

**Download our updated version [HERE](#)**

Looking for auditing and reporting requirements related to product line certification? Our newest guidance document is streamlined for your use with a summary version coming soon.

## Certification

### Product line certification

New product lines from **Health Monitor Network®** and **Mesmerize** have been certified! Please check our **website** for the complete listing, including product line renewals from **CheckedUp, InStep Health, Health Media Network, PatientPoint, Phreesia Life Sciences**, and **Physician's Weekly**.

We also have a downloadable **PDF** of all certified product lines.

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# Calendar of Events

## Point of Care Marketing Association - Industry Connect

July 27, 2022 2-3pm EST



The Point of Care Marketing Association [pocmarketing.org](https://pocmarketing.org)

[View as Webpage](#)

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