

For Immediate Release

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TOP HEALTH MEDIA AND INFORMATION FIRMS FORM POINT-OF-CARE COMMUNICATION COUNCIL

NEW YORK, NY (May 31, 2013)—Seven leading point-of-care health media and information firms have formed a new industry association called the Point-of-Care Communication Council (PoC³). PoC³ will be the definitive driver for patient and physician/healthcare provider engagement with an overall desire to positively contribute to patient health and healthcare outcomes through point-of-care communications in doctor's offices, pharmacies and hospitals.

"Critical health decisions are made at the point-of-care." said Tom McGuinness, CEO of PatientPoint and Co-Chair of the PoC³ organizing committee. "As a result, effectively providing information to an engaged consumer will help promote favorable health outcomes and drive healthcare efficiencies. Point-of-care communication will become increasingly important as millions of new patients enter the health system under the Affordable Care Act coupled with the fact that people are living much longer today."

MISSION

Advocate for the effective use of the point-of-care channel to advance health and healthcare outcomes

Dan Stone, CEO of AccentHealth and Co-Chair of the PoC³ organizing committee added, "Point-of-care communications and the companies that provide these services have been around for a long time, however, point-of-care channels are underutilized and their unique effectiveness is not always understood. The industry will benefit greatly from a common platform to promote the benefits of point-of-care communication and help facilitate measurement standards."

PoC³ was formed to:

- Help manufacturers, healthcare providers and healthcare systems reach patients at the point-of-care to drive patient engagement.
- Partner with manufacturers to help educate regulatory agencies as to the importance of appropriate point-of-care medical marketing/communication.
- Articulate and promote how point-of-care investments positively contribute to patient health outcomes and overall healthcare system efficiencies.
- Help manufacturers appropriately drive superior brand performance at the point-of-care.
- Enhance and set standards for industry measurement to facilitate efficient and expanded use of the point-of-care channel.
- Set guidelines for appropriate and ethical business conduct to support fair competition and overall industry growth.

The founding members of PoC³ are comprised of senior executives from AccentHealth (Dan Stone, CEO); Catalina Health (Renee Selman, President) HealthBridge (Clay Romweber, President), Health Media

Network (Chris Culver, CEO), Health Monitor Network (Eric Jensen, CEO); PatientPoint (Tom McGuinness, CEO); and Time Inc.'s Targeted Media Health (John Kenyon, VP, Managing Director). Similar to other industry associations, PoC³ has three membership tiers: **General Members** are firms who provide health education, medical marketing and programs in doctor's offices, pharmacies and hospitals. **Associate Members** consist of like firms under a certain revenue threshold, while **Affiliate Members** are companies that provide services to the General and Associate Members including research organizations and advertising agencies.

The new association will meet on June 12 in New York City to discuss a number of initiatives including the formation of the following committees: Membership/Outreach, Regulatory/Public Policy, Measurement/Impact, and Industry Guidelines/Ethical Business Conduct.

For Point-of-Care Communication Council membership information, contact membership@poc3.org.

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