

For Immediate Release

New Life Sciences Trade Group To Focus On Point of Care

(Malvern, PA - February 28, 2013) - A group of leading suppliers of life science marketing and educational services has banded together to form [DecisionPoint: The Point of Care Communications Association](#). The new, nonprofit trade association will focus on educating life science and pharmaceutical companies about the value, benefits and proper use of point of care communications available for both patient and provider education.

“This is an important event for the healthcare community”, noted Rishi Shah, DecisionPoint Chairman and CEO of [Context Media, Inc.](#), a founding member of the organization. “By coming together as a professional trade association, companies interested in promoting effective and appropriate communications that benefit patients, providers and the sponsors of point of care communications now have a cohesive voice. This gives the industry a means of helping life science companies discover point of care as an optimal method of delivering health information. We look forward to growing the organization in coming months, and hope responsible companies across the life science and pharmaceutical industry will join us in this effort”.

Kathleen Bonetti, Vice President of Marketing for an additional founding company, [LeveragePoint Media/Rx EDGE Pharmacy Networks](#), echoed Shah’s comments by noting “Point of Care is a location with a purpose---it is where patients and prospective patients are gathering information, interacting with healthcare providers, learning, and making decisions. There is no better channel for the delivery of targeted, meaningful communications that reach people when it matters the most. By bringing together a group of companies who have a common interest and commitment, this association will raise the profile of Point of Care within the pharmaceutical industry and reinforce its tremendous value as a communication channel.”

The new association has four primary objectives:

- Educating life science companies about the value, benefits, and proper use of point of care communications
- Creating a platform for cooperative industry efforts
- Promoting professionalism and ethics in point of care programs offered to patients and providers
- Facilitating the growth of point of care communications within the health care community

DecisionPoint was incorporated in Delaware as the Point of Care Communications Association, a 501(c)(6) nonprofit business league early last year, and the organization's founding members have focused on honing the group's purpose and mission over recent months. Context Media Chairman and CEO Rishi Shah will serve as the organization's inaugural chairman, with industry veterans Kathleen Bonetti (VP of Marketing for LeveragePoint Media/Rx EDGE Pharmacy Networks), Mike Cunnion (CEO of [Remedy Health Media](#)), and Mark Heinold (CEO of [LDM Group](#)) serving as the organization's initial board of directors. The healthcare marketing agency [Dudnyk](#) is also a founding member of the association, and Dudnyk president Frank Powers led the organization's formative promotional and creative efforts. Dudnyk also created the group's web presence and marketing materials. DecisionPoint has also selected [Think Patients LLC](#) to manage the organization's day-to-day activities, with Think Patients president Joe Meadows serving as Executive Director of the organization.

DecisionPoint founding members now hope to recruit additional member companies and advertising agencies to join them in this effort, and outreach efforts will begin immediately. The group is already collaborating with conference company [CBI](#) to create and co-sponsor the industry's first Point of Care Summit in September of this year, with a Philadelphia location likely.

To find out more about DecisionPoint: The Point of Care Communications Association, contact the group at 267-388-3110 or visit the organization's website at [DecisionPt.org](#).

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