



Press Release

InStep Health President & CEO Named to PoC3 Board

CHICAGO, IL – (August 26, 2020) – The Point of Care Communication Council (PoC3), a nonprofit organization focused on advocating for the effective use of the point of care (POC) channel to advance health and healthcare outcomes, today announced a new board member, President and Chief Executive Officer of InStep Health, Nathan Lucht.

Board members of PoC3 are responsible for driving the mission of the organization – *to advocate for the effective use of the point of care channel to advance health and healthcare outcomes*. Each board member brings a unique voice and vision to the organization and acts as an integral part of driving the advisory council and each committee to uphold PoC3's guiding principles and ethical commitments for the betterment of patients and the healthcare industry. "I'm so pleased to be part of the board. Like PoC3, InStep Health is a firm believer in ethically marketing to patients and providers and being transparent and forthright about the results of marketing campaigns. I'm looking forward to working with the other board members and company leaders that share these principles and the passion to improve our industry," Lucht shares.

About the InStep Health

InStep Health delivers a completely integrated platform to connect pharmaceutical, OTC, and CPG brands with patients, consumers, and providers in meaningful ways at every point of the wellness continuum. Their programs encompass the doctor's office, the pharmacy aisle, and everywhere in between with their digital initiatives. The company uses deep data combined with an extensive network of over 30,000 retail locations and 250,000 HCP partners to deliver access, influence, trial, and mindshare—while measuring the results. In-office, in-pharmacy, and digital programs from InStep Health provide patients and consumers with the information they need to lead healthier lives.

About the Point of Care Communication Council (PoC3)

The Point of Care Communication Council (PoC3) exists to advocate for the effective use of the point of care channel to advance health and healthcare outcomes. Members of the nonprofit point of care industry association work closely with brand, agency and provider stakeholders to advocate for the channel and promote its positive impact to ensure its continued growth as a vital and innovative segment of healthcare marketing.

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