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Chicago, IL

## **InStep Health's inOffice Provider Kit Receives Prestigious Certification from POCMA**

InStep Health, a leading provider of point-of-care marketing solutions, is pleased to announce that its innovative inOffice Provider Kit has been officially certified by the Point of Care Marketing Association (POCMA). This identifies a significant milestone in the company's commitment to excellence and quality in point-of-care marketing.

POCMA, a respected authority in the healthcare industry, diligently evaluates and certifies marketing solutions to ensure they meet the highest standards of effectiveness, compliance, and ethical conduct. The certification of InStep Health's inOffice Provider Kit emphasizes its commitment to these principles, demonstrating its ability to deliver impactful and trustworthy messaging to healthcare providers at the point of care.

"We are thrilled to receive certification from POCMA for our inOffice Provider Kit," shared Carrie Heisen, Executive Vice President of Operations at InStep Health. "This recognition is a testament to our unwavering dedication to helping our clients reach healthcare providers with innovative, compliant, and effective marketing solutions that enhance patient education and engagement."

The inOffice Provider Kit is a comprehensive point-of-care marketing solution designed to empower healthcare providers with pertinent, engaging educational materials that can be seamlessly integrated into their daily workflow. Leveraging advanced technology and strategic partnerships, the kit delivers personalized content to healthcare providers, enabling them to educate patients about important health topics, promote preventive care measures, and facilitate informed decision-making.

"POCMA certification reaffirms our commitment to delivering best-in-class point-of-care marketing solutions that drive positive health outcomes," added Nathan Lucht, President and CEO at InStep Health. "We are grateful for the recognition and look forward to continuing our mission of empowering healthcare providers and improving patient care through innovative marketing strategies."

InStep Health's inOffice Provider Kit is already being utilized by healthcare providers across the country to deliver targeted educational content to patients in various clinical settings, including physician offices, hospitals, and pharmacies. With POCMA certification, healthcare providers can trust that they are using a proven and reliable solution to enhance patient engagement and support better health outcomes.

For more information about InStep Health and its certified inOffice Provider Kit, visit [InStepHealth.com](https://InStepHealth.com).

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About InStep Health: InStep Health is a leading provider of point-of-care marketing solutions dedicated to empowering healthcare providers and improving patient outcomes through innovative marketing strategies. With a focus on compliance, effectiveness, and ethical conduct, InStep Health delivers personalized educational content to healthcare providers and patients at the point of care, driving meaningful engagement and facilitating informed decision-making.

Contact: Sarah Chidalek, Director of Marketing | InStep Health | 847-879-6057 | [Sarah.Chidalek@InStepHealth.com](mailto:Sarah.Chidalek@InStepHealth.com)

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