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## **MRC Expands Scope of Its Accreditation Areas to Include Point of Care Digital Advertising**

### ***PatientPoint Becomes the First POC Service To Earn MRC Accreditation***

New York, NY (January 30, 2024): The Media Rating Council (MRC) Board of Directors has voted to grant MRC accreditation to PatientPoint, making it the first service to earn the distinction of MRC accreditation for Point of Care (POC) advertising measurement. PatientPoint's MRC accreditation is specific to those metrics produced in its Digital Campaign Report for the PatientPoint legacy network footprint.

Accreditation of PatientPoint was granted after a rigorous audit conducted by an independent CPA firm on behalf of the MRC, and a review process overseen by MRC's Out-of-Home and Digital committees. In addition to including procedures that are common to most or all of MRC's auditing of digital measurement properties, MRC's audit of PatientPoint also included supplemental auditing designed specifically for the POC market, such as taking steps to confirm the availability and functioning of the video devices on which the measured advertising appears in PatientPoint's affiliated health care provider locations.

George W. Ivie, Executive Director and CEO of the MRC, stated, "Now, for the first time, Point of Care advertisers can have the confidence MRC accreditation provides that the measurements on which they base their investments are valid, reliable and effective, and are done in accordance with broader industry standards for measurement." He went on to note, "In addition to the assurances MRC accreditation itself provides to the entire marketplace, the visibility that comes with an audit into the techniques employed by POC measurers serves to greatly enhance the understandings of those MRC members who rely on these metrics to place their ads and evaluate the effectiveness of their POC investments, providing them with the opportunity to more efficiently plan and execute their future ad spends."

Participation in the MRC audit and accreditation process is open to any interested POC measurement company. For further information, please contact the MRC.

### **About MRC**

The Media Rating Council is a non-profit industry association established in 1963 comprised of leading television, radio, print and digital media companies, as well as advertisers, advertising agencies and trade associations, whose goal is to ensure measurement services that are valid, reliable and effective. Measurement services desiring MRC accreditation are required to disclose to their customers all methodological aspects of their service; comply with the *MRC Minimum Standards* for Media Rating Research as well as other applicable industry measurement guidelines; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently approximately 110 research products are audited by the MRC. Additional information about MRC can be found at [www.mediaratingcouncil.org](http://www.mediaratingcouncil.org).

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