



**Media Rating  
Council, Inc.**

420 Lexington Avenue  
Suite 343  
New York, NY 10170

Tel: (212) 972-0300  
Fax: (212) 972-2786  
[www.mediaratingcouncil.org](http://www.mediaratingcouncil.org)

January 25, 2024

Mr. Mike Collette  
Chief Executive Officer  
PatientPoint  
5901 E. Galbraith Road, Suite R1000  
Cincinnati, OH 45236

Dear Mr. Collette,

The Media Rating Council (MRC) Board of Directors has voted in favor of granting initial accreditation exclusive to metrics reported through PatientPoint digital point of care marketing service's Digital Campaign Report (the Service), a copy of which is attached for reference.

Accreditation indicates that the measurements reported by the Service comply with: (1) MRC's *Minimum Standards for Media Rating Research*; (2) the *Desktop Display Impression Measurement Guidelines*; (3) the *Mobile Application Advertising Measurement Guidelines*; (4) the *Digital Video Ad Impression Measurement Guidelines (the Video Impression Guidelines)*; (5) the *MRC Invalid Traffic Detection and Filtration Standards Addendum (IVT 2.0)*; (6) the procedures described in PatientPoint's answers to the *Media Rating Council Questionnaire*; and (7) the procedures described in procedure manuals and textual materials included in reports of the Service.

We congratulate you on achieving this important Industry standard of quality, and we look forward to continuing our work with you in the future.

Sincerely,


A handwritten signature in black ink that reads "George W. Ivie".

George W. Ivie  
Executive Director and CEO


Copy to: MRC Out-of-Home Committee  
MRC Digital Committee  
MRC Executive Committee  
Fernando Perez, Davaine Burke (EY)  
Anthony Torrieri, Ron Pinelli, Laris Oliveri (MRC)

PatientPoint Accredited Metrics

- Average Locations
- Average Devices
- Average HCPs
- Total Ad Plays
- Percent (%) Open Days Played
- Locations
- Devices
- HCPs
- Ad Plays
- Play Days
- Open Days
- Percent (%) Open Days Played



## Digital Campaign Report



Data Displayed Up To: **8/7/2023 9:00:00 AM**

Contract #	2023-07-01	2024-06-30	12	2,499	Health Care Providers	Average
	Contract Start	Contract End	Months Contra...	Reach	Reach Unit	Term Definition

	Average Locations	Average Devices	Average HCPs	Total Ad Plays	% Open Days played
<b>Report Summary:</b>	418	423	2,587	59,687	98.12%

Year-Month	Locations	Devices	HCPs	Ad Plays	Play Days	Open Days	% Open Days played
2023-07	418	423	2,587	59,687	5,571	5,678	98.12%

\*Ad Plays represent the total of all creatives that played during the month and is not meant to represent audience impressions.  
\*\*Unique HCPs reported each month are based on the collective locations at which they practice. PatientPoint does not capture which days of the week they may practice at each location and while an HCP may not be at each location every day, patients are still being seen.

Version 1.4.4