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## **Point of Care Testing Association Welcomes AdvaMed as Partner**

*Global trade association joins U.S. advocacy coalition seeking to facilitate access to safe, effective, and cost-effective patient testing at the time of treatment*

**Washington, DC** – The Point of Care Testing Association (POCTA), the advocacy coalition that seeks to facilitate access to safe, effective, and cost-effective patient testing at the time of treatment, announced today it has welcomed AdvaMed, the medtech association, as its first “Partner” organization.

POCTA launched the Partner program to build stronger ties with key stakeholder organizations to more effectively promote medically appropriate and cost-effective point of care testing. AdvaMed is the first organization to join POCTA as a new “Partner” in the Partner program, which enables POCTA and its partner organizations to more regularly, easily and effectively advocate for shared policy objectives.

Together, POCTA and AdvaMed will continue to work to advance effective policies to improve health through better access to point of care testing.

POCTA members are comprised of manufacturers of point of care diagnostic technologies that enable physicians to monitor chronic conditions, diagnose illnesses, and provide timely information for patients in a variety of care settings.

AdvaMed is a trade association leading the effort to advance medical technology to achieve healthier lives and economies around the world. With more than 400 members worldwide, AdvaMed acts as the common voice for companies producing medical devices, diagnostic products and digital health technologies.

“As one of the leading organizations advocating to ensure patient access to diagnostic medical technology, we are delighted to welcome AdvaMed to the Point of Care Testing Association,” said Eric Zimmerman, on behalf of POCTA. “We look forward to strengthening an already strong collaboration with AdvaMed as we continue to work to protect a strong infrastructure that allows for rapid and effective diagnostic testing.”

Those interested in learning more about POCTA, its legislative and regulatory/reimbursement priorities and membership/partnership opportunities are encouraged to visit <https://pointofcaretestingassociation.org/>.

### **About The Point of Care Testing Association (POCTA)**

The Point of Care Testing Association (POCTA) seeks to facilitate access to safe, effective, and cost-effective patient testing at the time of treatment. POCTA brings together other like-minded stakeholders, thought leaders, and experts to help inform and advance effective reimbursement policies that can improve health outcomes by supporting access to POC testing. Laboratory testing furnished at the point of care (POC) benefits patients and the health care system. POC testing enables physicians to monitor chronic conditions, diagnose illnesses, and provide timely

information to patients in a variety of care settings, from clinics to pharmacies to community centers to non-hospital facilities (e.g., assisted living). To see a list of our members and learn more about our initiatives, visit <https://pointofcaretestingassociation.org/>.

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