



**Notice Pursuant to the National Cooperative Research and  
Production Act of 1993 -- Point of Care Marketing  
Association**

Notice is hereby given that, on July 24, 2023,  
pursuant to section 6(a) of the National Cooperative  
Research and Production Act of 1993, 15 U.S.C. 4301 *et seq.*  
("the Act"), POINT OF CARE MARKETING ASSOCIATION ("POCMA")  
has filed written notifications simultaneously with the  
Attorney General and the Federal Trade Commission  
disclosing (1) the name and principal place of business of  
the standards development organization and (2) the nature  
and scope of its standards development activities. The  
notifications were filed for the purpose of invoking the  
Act's provisions limiting the recovery of antitrust  
plaintiffs to actual damages under specified circumstances.

Pursuant to section 6(b) of the Act, the name and  
principal place of business of the standards development  
organization is: Point of Care Marketing Association,  
Verona, NJ. The nature and scope of POCMA's standards  
development activities are: to develop, promulgate and  
publish voluntary consensus standards for the Point of Care  
Media Advertising Industry using procedures that  
incorporate the attributes of openness, balance of  
interests, due process, and appeals process, and consensus.  
The POCMA intends to standardize the terms and conditions

for point of care media advertising to make it easier for advertising agencies and marketers to buy and capture value from advertising in healthcare settings.

**Suzanne Morris,**  
*Deputy Director Civil Enforcement Operations,  
Antitrust Division.*

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