



**Media Rating
Council, Inc.**

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March 20, 2026

Mr. Jim Lang
Interim CEO and Chairman of the Board
PatientPoint
5901 E. Galbraith Road, Suite R1000
Cincinnati, OH 45236

Dear Mr. Lang,

The Media Rating Council (MRC) Board of Directors has voted in favor of 1) Continuing accreditation to metrics reported through the PatientPoint digital point of care (POC) marketing service's Digital Campaign Report and 2) Granting initial accreditation to metrics reported through the PatientPoint digital POC marketing service's Campaign Delivery Report (the Service), reporting Ad Play activity within PatientPoint's Waiting Rooms, Exam Rooms and Back Office networks, respectively. A copy of the campaign delivery report 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 PatientPoint's textual materials included in the reports to subscribers and the Description of Methodology.

We congratulate you on maintaining 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)
Hannah Bolcar, Shadi Hamdan, Laris Oliveri, Ron Pinelli, Anthony Torrieri (MRC)

