



**Media Rating  
Council, Inc.**

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March 20, 2026

Mr. Sean Slovenski  
President & CEO  
PatientPoint  
5901 E. Galbraith Road, Suite R1000  
Cincinnati, OH 45236

Dear Mr. Slovenski,

The Media Rating Council (MRC) Board of Directors has voted in favor of 1) Continuing accreditation of metrics reported through the PatientPoint digital point of care (POC) marketing service's Digital Campaign Report and 2) Granting initial accreditation of metrics reported through the PatientPoint digital POC marketing service's Campaign Delivery Report (the Service), a copy of which is attached below 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), inclusive of interim guidance*; (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". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

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, Hannah Bolcar, Shadi Hamdan (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: **9/8/2025 9:20:43 AM**

Contract #	Contract Start	Contract End	Months Contra...	Reach	Locations	Average
[REDACTED]	04/01/2025	03/31/2026	12	522		

Program Detail #

Company

Brand

Indication

Average Locations	Average Devices	Average HCPs	Total Ad Plays	% Open Days Played	
Report Summary:	603	607	3,612	821,951	95.68%

Year-Month	Locations	Devices	HCPs	Ad Plays	Play Days	Open Days	% Open Days Played
2025-04	628	632	3,683	186,332	12,547	13,546	92.63%



### Campaign Delivery Report



Data Displayed Up To: **9/8/2025 9:20:00 AM**

Contract Number	Contract Start	Contract End	Months Contracted	Reach	Locations	Average
[REDACTED]	04/01/2025	03/31/2026	12	522		

Program Detail #

Company

Brand

Indication

Average Locations	Average Devices	Average HCPs	Total Ad Plays	% Open Days Played	
Report Summary:	606	610	3,621	913,064	95.46%

Year-Month	Locations	Devices	HCPs	Ad Plays	Play Days	Open Days	% Open Days Played
2025-04	628	632	3,683	186,332	12,547	13,546	92.63%