

Industry experts Nate Lucht and Jeff Newell to share insight on the future of Point of Care at *Medical Marketing and Media's* Transforming Healthcare Conference

East Dundee, IL. April 22, 2019. On May 8th, 2019 *Medical Marketing & Media* (MM&M) will host its annual spring conference, "Transforming Healthcare" at the Edison Ballroom in New York City. This one-day event has attracted pharmaceutical marketers along with a variety of other healthcare professionals to meet collectively regarding industry trends and changes and the driving forces behind them. The conference is comprised of featured talks by industry experts along with panel discussions on the convergence of new and old technologies.

Nate Lucht, CEO of Rx EDGE Media Network, and Jeff Newell, CEO of Pharmacy Quality Solutions will combine their industry expertise in their talk on *The Future of Point of Care*. Lucht states, "Healthcare is seeing a sizeable shift in the scope and definition of "point of care." Patients want convenience, quality, and more control. There are a lot of innovative players within the sector that are quickly evolving to meet these needs." Newell added "Nate and I both lead companies with a unique bird's-eye view of both the professional and the consumer healthcare worlds. We are excited to share a few of our perspectives and are also looking forward to hearing the thoughts of other industry leaders attending the event this year."

About MM&M's Transforming Healthcare Conference

The Edison Ballroom is located in the heart of Times Square. The agenda includes three keynote presentations and seven panel discussions. A cocktail and networking reception will officially draw the conference to a close.

[CLICK HERE FOR TICKETS](#)

Scroll down the page to Sponsor Ticket

Select Purchase Ticket

You will automatically receive a 30% discount courtesy of Rx EDGE Media Network

About Rx EDGE Media Network

More than 70 pharma companies spanning 80 therapeutic categories have leveraged the power of Rx EDGE Media Network because they recognize the importance of the pharmacy channel. Rx EDGE delivers patients to your brand through unique online and in-aisle resources with the potential to reach millions of consumers looking for guidance, health services, and prescriptions across our network.

Contact:

Kathleen Bonetti

Executive VP, Marketing

Rx EDGE Media Network

O: 847.879.6036 | **C:** 847.971.4106 | rxedge.com