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Cincinnati health care tech firm adds chief digital officer

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PatientPoint, a health care communications firm whose clients include physician groups and hospitals, has hired the company's first chief digital officer.

Bill Jennings will oversee all proximity marketing and programmatic video solutions for Sycamore Township-based PatientPoint.

"The digital out-of-home programmatic and proximity marketing markets are booming right now," said Mike Collete, CEO of PatientPoint. "With Bill on our team, we are in a stronger position to fully capitalize on the substantial addressable market opportunity."



COURTESY OF PATIENTPOINT

Bill Jennings is chief digital officer of PatientPoint.

Jennings will also serve as a critical adviser with regard to PatientPoint Digital Solutions for physician offices, hospitals and local health care brands, including search-engine marketing, online listing management and website optimization.

He will be based out of the company's New York office. PatientPoint has more than 425 employees including 215 at its Kenwood Collection headquarters.

The firm's brochures and digital screen messaging programs for exam rooms, waiting rooms and the physician back office enable more than 51,000 doctor offices and 1,000 hospitals nationwide to share customized messaging to impact more than a half-billion patient and caregiver visits each year.

While the company provides educational materials and health-related news to patients, it also relays messages from advertisers such as pharmaceutical firms.

Jennings brings more than 20 years of digital media and video experience to PatientPoint and the new role. He founded the programmatic health platform PageScience, which pioneered a way for pharmaceutical brands to leverage contextual targeting for programmatic media buying.

After Accent Health acquired PageScience in 2016, Jennings served as president of digital and programmatic to hone Accent Health's programmatic and geotargeted waiting room network offerings for both pharmaceutical and non-pharmaceutical brands.

Before launching and serving as CEO of PageScience, Jennings was in executive leadership positions at the social media platform Vitruve (now part of Oracle), the video ad network Lightningcast and A&E TV

Networks.

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