








# Phreesia is AAM-Certified

**Phreesia’s PatientConnect technology platform identifies clinically relevant patients and engages them through educational content at a meaningful point in time—right before they see their provider.** Our digital engagement platform has been certified by the Alliance for Audited Media (AAM), an industry leader in cross-media verification and an approved auditing partner of the Point of Care Communication Council (PoC3). This independent, third-party audit guarantees the highest level of transparency in all PatientConnect digital patient engagement campaigns and assures that you are working with a company that follows best practices for media transparency.

## What does the AAM audit provide?

-  An evaluation of Phreesia’s business processes, internal controls and integrated digital engagement system
-  An examination of each facet of the digital engagement delivery system: installation and configuration of software; inventory control; access control; impression and engagement measurement; data processing and reporting
-  A review of Phreesia’s patient opt-in and authorization processes for health-related content and digital engagement
-  Assurance that Phreesia’s general IT controls comply with industry standards
-  Consideration to the Interactive Advertising Bureau’s (IAB) Ad Campaign Measurement and Audit Guidelines; IAB Mobile Web Advertising Measurement Guidelines; the PoC3’s Verification & Validation Guidance; and generally accepted industry best practices

AAM auditors provide continuous post-audit monitoring to ensure that Phreesia’s PatientConnect system continues to meet performance standards and that all digital ad campaign results are accurate, reliable and consistent. This includes:

-  **Analyzing all current campaign activity**
-  **Reviewing monthly measurements and trends**
-  **Identifying additional areas for testing and compliance review**

Interested in learning more? Visit [lifesciences.phreesia.com](https://lifesciences.phreesia.com)

