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news release



National Community Oncology
Dispensing Association, Inc.
PASSION FOR PATIENTS
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***Oncolytics Today* Applies For BPA Worldwide Business Publication Membership**

Shelton, CT June 2020 – *Oncolytics Today* announced it has applied for business publication membership in BPA Worldwide. *Oncolytics Today* is published by the National Community Oncology Dispensing Association, Inc. (NCODA) (Cazenovia, NY).

BPA Worldwide will analyze *Oncolytics Today's* circulation size – including print and digital editions - source make-up, demographics and geographic coverage. The magazine will have 12 months to complete its initial circulation audit.

NCODA Founder and Executive Director, Michael Reff, RPh, MBA said, “NCODA is committed to producing the highest quality publication for our medically integrated oncology practice community. Working with BPA Worldwide will allow us to continue our Mission while strengthening the *Oncolytics Today* brand, providing full transparency in the publication process.”

“We are pleased that *Oncolytics Today* has applied for business membership in BPA Worldwide,” said BPA President and CEO Glenn Hansen. “We applaud the publisher for providing advertisers and prospects with the solid assurance of an independent circulation audit conducted according to our world-respected, uncompromising standards. With a BPA audit, media buyers can be confident that circulation claims are accurate, and that they have the verified data that they need to assess a publication’s effectiveness in serving its market.”

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About BPA Worldwide. [BPA Worldwide](#) is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing 2,100+ annual audits of media channels in more than 20 countries, BPA is a trusted resource for compliance and assurance services.

BPA's services have expanded with the launch of the iCompli brand to assist in the creation of standards and external assurance thereof. We do so for government and industry bodies. [BPA iCompli Technology Assurance](#) provides verification that companies are compliant with industry standards in the digital advertising ecosystem.

[BPA iCompli Sustainability](#) provides gap analysis, competitor benchmarking and external assurance for companies interested in following GRI, SASB, ASTM and ISO sustainability and corporate social responsibility guidelines and standards.

[BPA iCompli Events](#) provides verification of compliance with UFI industry standards for the measurement of trade show attendees and exhibitors.

The latest innovation to move the industry forward is the [BPA Media Exchange](#), an online private marketplace which offers automated media solutions for buyers and sellers of digital advertising.