



AmeriKYP Digital and Z-CARD® North America Partner to Bring Measurable NFC-in-Print Education to Healthcare Brands

New NFCRx™ platform transforms pharmaceutical print into interactive patient education with measurable digital engagement and analytics.

DELRAY BEACH, FL, UNITED STATES,
September 2, 2026 /EINPresswire.com/
-- FOR IMMEDIATE RELEASE

Delray Beach, FL August 31, 2026.

AmeriKYP Digital, a pioneer in technology-enabled print media since 2007, today announced a partnership with Z-CARD® North America to deliver affordable, measurable NFC-in-print educational marketing solutions for pharmaceutical, medical technology and healthcare brands.

The partnership combines AmeriKYP Digital's NFCRx™ platform with Z-CARD® North America's popular pocket-sized, multi-fold print media. Embedded NFC technology allows patients and healthcare professionals to access audio, video, interactive content and other educational resources with one tap of a compatible smartphone.

No app, download or password is required.

Z-CARD® North America has provided compact multi-fold print deliverables to pharmaceutical and healthcare organizations for decades. Through this partnership, Z-CARD® pocket media can now incorporate AmeriKYP's TAP2WEB™ NFC technology and proprietary TAPIT2TRACKIT™ analytics—turning traditional educational print materials into connected, measurable digital experiences.



ZCARD® with NFC EDUCATIONAL POCKET BOOKLET.
READ, TAP2WEB))) , LEARN, MEASURE.

“Print media has traditionally been difficult to measure,” said Rich Butler, Managing Director and Founder of AmeriKYP Digital. “Our NFCRx platform changes that.

Healthcare brand managers can now provide convenient printed educational materials while gaining meaningful visibility into how audiences engage with connected digital content.”

Supporting Patient and HCP Education

With one tap, NFCRx® can connect users to product information, proper-use instructions, treatment education, safety resources, patient-support programs and other multimedia content.





Z-CARD® NFC Passport — Read. Tap. View. Listen. Learn. Measure.

For patients, accessible education can help reinforce proper product use, treatment compliance and medication adherence—important factors in supporting better health outcomes. Healthcare

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With direct-to-consumer pharmaceutical advertising facing increased scrutiny and potential restrictions, our NFCRx.com and NFC-in-print launch at an important time.”

Rich Butler, Managing Director, AmeriKYP Digital Marketing

professionals can conveniently access current clinical, product and patient-support resources through a familiar printed format.

Applications include patient starter kits, disease-state education, HCP materials, product launches, clinical trial enrollment, medical device instructions for use and OTC consumer education.

Proprietary TAPIT2TRACKIT™ Analytics

AmeriKYP's proprietary TAPIT2TRACKIT™ platform provides brand managers with actionable campaign metrics

through an easy-to-navigate dashboard.

Depending on campaign configuration, available data may include total taps, unique users, content views, completion rates, viewing time, repeat engagement and frequently accessed

resources. These insights help brand teams evaluate campaign performance and optimize educational content.

“Print is no longer a black box,” Butler said. “Every tap can provide insight into what audiences accessed, what they watched and how long they remained engaged.”

[NFCRx.com](http://www.NFCRx.com) Launch

AmeriKYP Digital will also launch www.NFCRx.com, where pharmaceutical, medical technology and healthcare brands can learn how to incorporate affordable NFC-enabled print into patient and HCP educational programs.

“With direct-to-consumer pharmaceutical advertising receiving increased public and policy scrutiny—and television advertising potentially facing new restrictions—our NFCRx.com platform and NFC-in-print launch come at an important time,” Butler said.

“Pharmaceutical companies can connect patients and healthcare professionals seamlessly to audio, video and interactive educational experiences while measuring engagement and evaluating the results of their print media campaigns.”

About AmeriKYP Digital

AmeriKYP Digital, (PPAI 537995 SAGE 69655), a veteran Supplier serving print & promotional products distributors for decades, has pioneered technology-enabled print media since 2007. The company was the first to introduce the Paper Webkey and later became an innovator in audio- and video-in-print media and direct-mail marketing.

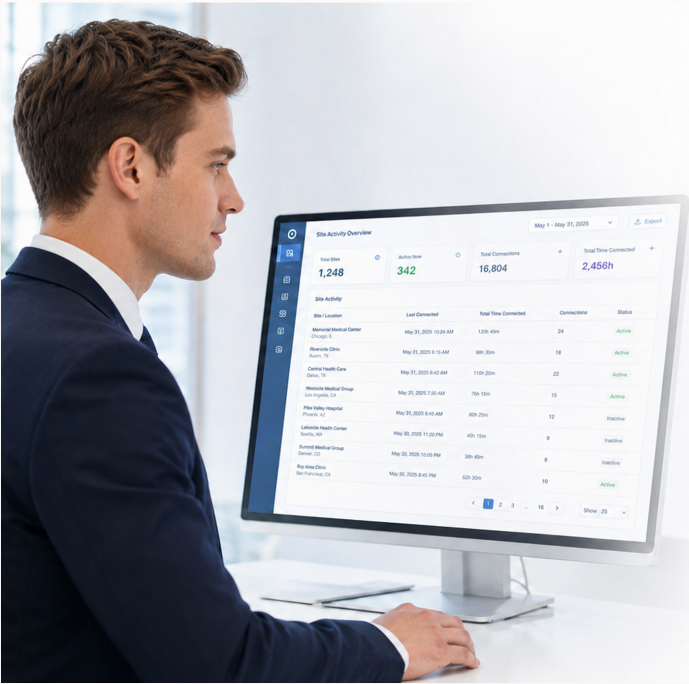
Its NFCRx™ platform combines printed educational materials, TAP2WEB™ NFC technology, multimedia content and proprietary TAPIT2TRACKIT™ analytics to create measurable print-to-digital educational experiences.

Visit www.NFCRx.com.

About Z-CARD® North America

NFCRx[™] MEDICAL EDUCATION
Tap into Better Health[™]

Tapit2Trackit[™]
Digital Analytics



Site Location	Last Connected	Total Time Connected	Connections	Status
Manly Medical Center Chicago, IL	May 21, 2023 10:28 AM	12m 45s	24	Active
Manly Medical Center Chicago, IL	May 21, 2023 8:42 AM	8m 30s	18	Active
Central Health Care Chicago, IL	May 21, 2023 8:42 AM	14m 20s	22	Active
Manly Medical Group Los Angeles, CA	May 21, 2023 7:28 AM	7m 15s	15	Active
Manly Medical Group Phoenix, AZ	May 21, 2023 6:45 AM	6m 20s	12	Inactive
Manly Medical Group Dallas, TX	May 21, 2023 11:20 PM	4m 10s	9	Inactive
Manly Medical Group Denver, CO	May 21, 2023 11:20 PM	3m 45s	8	Inactive
Manly Medical Group San Francisco, CA	May 21, 2023 8:42 PM	5m 20s	10	Active

TAPIT2TRACKIT™ — Turning NFC-in-Print Engagement Into Measurable Digital Analytics.

For over 30 years Z-CARD® North America has pioneered Print for a Digital Age, providing one of a kind, pocket-sized multi-fold printed media used by pharmaceutical, healthcare and a wide range of other major categories. Through its partnership with AmeriKYP Digital, Z-CARD® pocket media can now incorporate NFC technology, multimedia educational content and measurable analytics.

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