

2019 SHSMD Leadership Excellence Award Application

The deadline date for submission is April 30, 2019.

The SHSMD Leadership Excellence Award honors outstanding achievement among healthcare marketers, planners, and public relations/communication practitioners — individuals who are truly exemplars of the strategy professions. Nominees must be SHSMD members in good standing and should have ten or more years of experience in planning, marketing or public relations/communications, including at least five years in a health care organization. Nominee's career achievements will be judged on four criteria:

Nominees' career achievements will be judged on the following criteria:

Innovation (20%)

Demonstrates creativity, diversity of thought and nimbleness to exceed the rate of change (identified in Bridging Worlds: The Future Role of the Healthcare Strategist) through innovative use of solid marketing, public relations and/or planning techniques including—but not limited to—new product development, product line management, sales, community relations, environmental analysis, strategic partnerships, competitor assessment, needs assessment, forecasting or network development

Enhancement of the Profession (30%)

Participation in professional organizations, publication in the professional literature, teaching or instructional experience, professional public speaking and/or enhancing credibility of the profession. Provide examples of how the nominee has shared knowledge and contributed to the development of healthcare strategy functions.

Career Achievements and Progression (25%)

Demonstrated significant career progression, documented results and work that is reflective of the implications identified in Bridging Worlds

Exceptional Leadership Abilities (20%)

Exemplifies SHSMD values: integrity, ability to work with diverse groups, motivating/mentoring others, exemplifying the values of our profession to people in other disciplines/other fields. Please provide examples of how the nominee has inspired or encouraged others to improve performance and/or instilled a sense of purpose in his or her teams.

Community Service (5%)

Demonstrated mentorship, volunteer experience and/or community involvement by the nominee at the local community, regional or state level. These activities should be independent of the professional organization or employer.

To nominate a colleague, please respond to the questions in this survey, and email a copy of the nominee's CV or resume to Ann Feeny at shsmd@aha.org. Your nomination must be received no later than **5:00 pm CST on April 30, 2019**

Nominee Information

Provide nominee information below.

* 1. Nominee's Full Name

* 2. Nominee's Title

* 3. Nominee's Organization Name

*** 4. Organization Type:**

- Hospital
- Health system
- Academic medical center
- Rural hospital
- Children's hospital
- Ambulatory care center
- Long-term-care center
- Skilled nursing facility
- Subacute care or rehab facility
- Physician group
- Other healthcare provider
- Academia
- Association
- Consulting firm
- Vendor
- Other

Other (please specify)

*** 5. Nominee's City**

*** 6. Nominee's State**

*** 7. Nominee's Phone**

8. Nominee's Fax

* 9. Nominee's Email Address

10. Is nominee a current member of SHSMD?

* 11. Does nominee have 10 or more years of experience in planning, marketing or public relations/communications?

Yes

No

* 12. Does nominee have at least five years' experience working in a health care organization?

Yes

No

* 13. SHSMD Involvement: Indicate how the nominee has been involved with SHSMD (Check ALL that apply)

Served on the SHSMD Board of Directors

Served on a SHSMD committee or task force (describe below)

Served as a speaker for a SHSMD conference, seminar, webinar, or online course

Led a roundtable discussion at a SHSMD Annual Conference

Been a session moderator at a SHSMD Annual Conference

Written an article, book, or white paper for SHSMD

Been an exhibitor at a SHSMD Annual Conference

Served on the board of a local healthcare marketing, planning, or public relations organization

None

Other

SHSMD committee or task force (please specify)

For each criterion below, please describe how the nominee has demonstrated exceptional performance and/or abilities.

*** 14. Enhancement of the profession**

Describe how the nominee has enhanced the profession through accomplishments in professional organizations, publication in the professional literature, professional public speaking or work to enhance the credibility of the profession.

*** 15. Exceptional personal qualities and leadership abilities**

Describe how the candidate demonstrates evidence of exceptional personal and leadership qualities that exemplify the SHSMD Values* (see below). Describe how the candidate exemplifies the values of our profession to people in other disciplines and fields.



***SHSMD Values**

People — The strength in the Society is in its members, its leaders and its staff - a community of dedicated and talented individuals who find inspiration and fulfillment in their mission of serving others.

Integrity — To be credible, reliable and genuine in our relationships and in the development and delivery of information, products and services to hospital leaders and the entire health care community.

Leadership — To pursue our mission with courage and integrity, always striving to do what is right for patients and communities even in the face of adversity or controversy.

Diversity — To foster a culture that enables people to grow and learn from each other by respecting, valuing and embracing difference- of people, of backgrounds, and ideas.

Collaboration — To share our knowledge and expertise, to learn from the knowledge and expertise of others and to encourage open and direct dialogue throughout our membership and the healthcare field.


Excellence — To consistently exceed the expectations of our colleagues and member in all that we do. To attain the highest standards for Society products and services and cultivate and support our members in establishing and attaining the highest standards in their work.

Innovation — To pursue innovation through the development of new ideas, fresh perspectives and bold approaches that address our members' responsibilities and challenges.

Growth and Development — To encourage and support professional development among our members and our staff.

*** 16. Stewardship**

Describe how the candidate demonstrates mentorship or community involvement on a local, regional or national level.



*** 17. Career achievements and progression**

Describe how the candidate demonstrates significant career progression and documented results in work that is reflective of the implications identified in Bridging Worlds**.



****Bridging Worlds: The Future Role of the Healthcare Strategist – Implications**

- **BE NIMBLE TO EXCEED THE RATE OF CHANGE** : Healthcare strategists need to evolve as fast as the external environment. They must frame problems, ask provocative questions, and move the organization to action.
- **TELL STORIES. CREATE EXPERIENCES** : Understanding needs and motivations to compel storytelling and intentionally designing experiences is a critical part of influencing consumer behavior.
- **INTEGRATE AND CO-CREATE** : The healthcare strategist must facilitate conversations within multi-layered and complex organizations, create coalitions, and seek out a diversity of inputs.
- **ERASE BOUNDARIES OF BUSINESS** : Strategists must help develop accessible, integrated systems of care, assembled through creative means such as partnerships and technology.
- **GENERATE DATA-DRIVEN INSIGHT** : Data is only valuable if it can deliver insights and better decisions, and strategists have a role in identifying the best tools to collect, interpret, and communicate information.

Note: In Bridging Worlds, the term “strategist” refers simultaneously to planning, marketing, communications, physician relations, and business development professionals. Whether discovering ways to differentiate and focus, or shaping the future of an organization more globally, our working assumption is that the practice of strategy is universal, though the application of strategy is likely specific to each particular discipline.

* 18. Please provide any additional comments about your nomination here, including an overall reason for nominating the individual. Reference any specific achievements, e.g., articles or books written, presentations, other awards or recognitions.

Information Required to Complete Application

To complete your nomination, be sure to e-mail a copy of the nominee's CV or resume to Ann Feeney at shsmd@aha.org. This required documentation must be received no later than 5:00 pm CST on April 30, 2019.

Nominator Information

* 19. Nominator's Signature - Please type your full name

* 20. Nominator's Title

* 21. Nominator's Organization

* 22. Nominator's Phone Number

* 23. Nominator's Email Address

* 24. Describe your relationship with the nominee (e.g., supervisor, client, consultant, peer, or coworker):