

2020 SHSMD Leadership Excellence Award Application

The deadline date for submission is May 1, 2020, at 11:59 pm.

2020 SHSMD Leadership Excellence Award Application

THANK YOU for taking the time to nominate a colleague!

The SHSMD Leadership Excellence Award honors outstanding leaders who have contributed to the field of health care strategy, including marketers, planners, and communications/PR leaders—individuals who are truly exemplars of the strategy professions and can demonstrate a career lifetime of stellar achievement.

BEFORE YOU BEGIN:

Please refer to [this page](#) for details on the Criteria, Nomination Process, and Eligibility for the award.

As a first step we recommend you use this PDF form of all required survey questions and prepare your answers in advance.

Also, before proceeding, you should have the nominee's resume and letter(s) of recommendation.

Please gather all pieces before submitting the application, this survey tool does not allow you to save your work and come back later.

SUBMIT ALL INFORMATION ONLINE AT <https://www.surveymonkey.com/r/SHSMD-LEA-2020>

Applications and all attachments must be received by 11:59pm CST on May 1, 2020.

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
- 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?

- Yes
- No
- Unknown

* 11. Has nominee been a member of SHSMD for at least 10 years?

- Yes
- No
- Unsure

* 12. Has nominee worked in the health care field at least 5 years?

- Yes
- No

* 13. Does nominee have 20 or more years of experience in the strategy professions (marketing, strategic planning, communications/PR, business development, physician relations, etc.)?

- Yes
- No

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

- Served on a SHSMD committee, task force or work group (please specify below)
- Served on the SHSMD Board of Directors
- Served as a speaker for a SHSMD conference, seminar, webinar, podcast or online course
- Written an article, book, blog post or white paper for SHSMD
- Served on the board of a local healthcare marketing, planning, business development or communications/PR organization
- Other (please specify below)

Please provide details.

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

*** 15. Enhancement of the profession**

Describe how the candidate has participated in professional organizations, publications in the professional literature, professional public speaking and/or enhancing the credibility of the profession.

*** 16. 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.

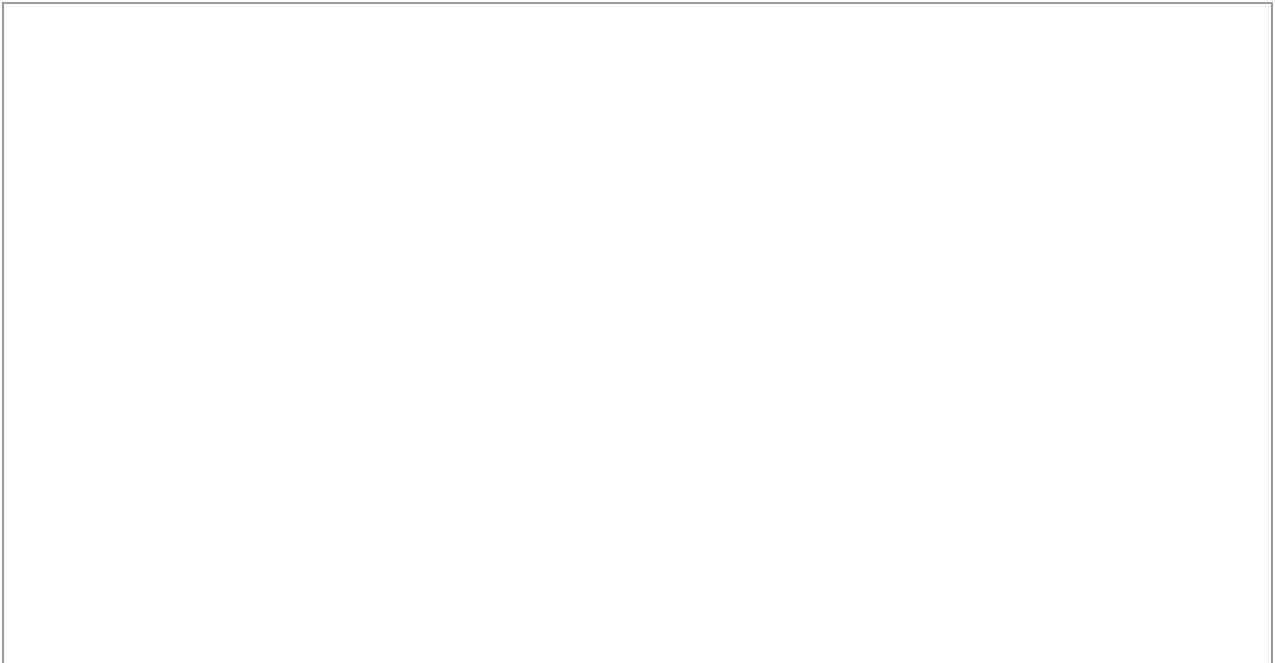
Excellence — To consistently exceed the expectations of our colleagues and member in all that we do. To attain the highest standards for Society products and services and cultivate and support our members in establishing and attaining the highest standards in their work.

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.

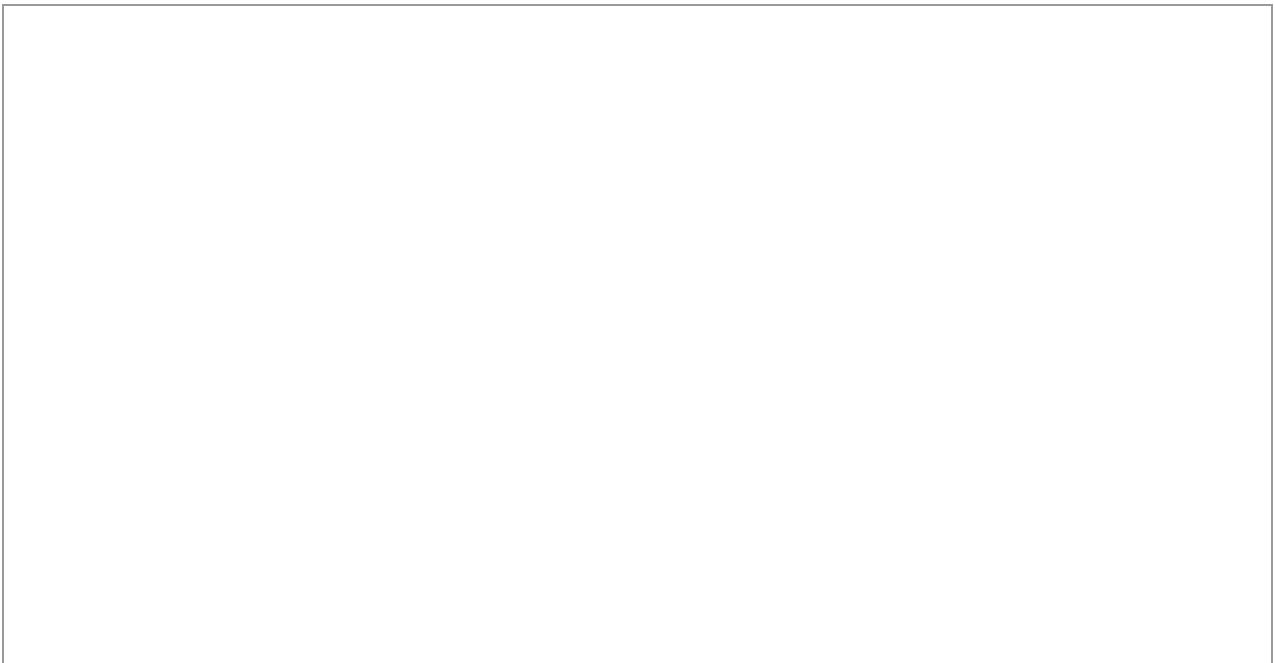
*** 17. Stewardship**

Describe how the candidate demonstrates mentorship or community involvement on a local, regional or national level. Community service may also be considered.

A large, empty rectangular box with a thin black border, intended for the candidate to provide a detailed response to the stewardship question.

*** 18. 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**.

A large, empty rectangular box with a thin black border, intended for the candidate to provide a detailed response to the career achievements and progression question.

*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.
- **Create Consumer Experiences. Tell Powerful Stories:** Understanding needs and motivations is key to influencing consumer behavior through stories and experiences.
- **INTEGRATE AND CO-CREATE:** Healthcare strategists must facilitate conversations within multilayered and complex organizations, create coalitions, and seek out diverse inputs.
- **ERASE BOUNDARIES OF BUSINESS:** Strategists must help develop accessible, integrated systems of care, assembled through new means, such as partnerships and technology
- **GENERATE DATA-DRIVEN INSIGHT:** Data is only valuable if it can deliver insights and better decisions. Strategists must identify 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.

* 19. 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

20. Upload Letter of Recommendation #1. 16MB Max. Only PDF, DOC, DOCX, PNG, JPG OR GIF files are supported.

Choose File

Choose File

No file chosen

21. Upload Letter of Recommendation #2. 16MB Max. Only PDF, DOC, DOCX, PNG, JPG OR GIF files are supported.

Choose File

Choose File

No file chosen

22. Upload Letter of Recommendation #3 (if required). 16MB Max. Only PDF, DOC, DOCX, PNG, JPG OR GIF files are supported.

Choose File

Choose File

No file chosen

* 23. Do you agree with this statement? "To the best of my knowledge, there is no conflict of interest between the nominee and those who have supplied letters of recommendation."

Yes

No

Unsure

24. Upload the nominee's resume or CV. 16MB Max. Only PDF, DOC, DOCX, PNG, JPG OR GIF files are supported.

Choose File

Choose File

No file chosen

Nominator Information

* 25. Nominator's signature. Please type your full name.

* 26. Nominator's Title

* 27. Nominator's Organization

* 28. Nominator's Phone Number

* 29. Nominator's Email Address

* 30. I confirm that I do not have a business, financial or personal conflict of interest related to this nomination and that my below description of my relationship to the nominee is complete and accurate. My entering my full name below is equivalent to a written signature.

* 31. Describe your relationship to the nominee (e.g., supervisor, co-worker, client, direct report, senior leader).