

MM+M

AWARDS

2023

— 20TH ANNIVERSARY —

ENTRY KIT

CATEGORIES

Recognizing healthcare media brands – both print and online – that performed best in terms of readership and/or web traffic, advertising revenue, market share, design, editorial quality, creativity, innovation and integration between channels. Also eligible: media makeovers – publisher efforts to remake older media brands, infuse them with a fresh look and voice and transform the property to capture a new audience. Please refer to individual category headings below for the types of work/media covered by each category.

1. Healthcare Consumer Media Brand

Any print publication and/or web property carrying editorial content directed at consumers and patients, including magazines, newspaper sections, custom publications, websites and online versions of print brands.

2. Healthcare Professional Media Brand

Any print publication and/or web property carrying editorial content directed at healthcare professionals, including medical journals and periodicals. Does not include detail aids – these should be entered into Category 20.

HEALTHCARE MARKETING AWARDS

Recognizing outstanding marketing and communications efforts in support of drugs, devices, diagnostics, services and corporations.

3. Use of Customer Experience Marketing

Recognizes customer experience marketing initiatives, from traditional direct marketing efforts (aimed at inducing a response or specific action) to sophisticated adherence programs that excel at brand experience, especially in use of database and Customer Relationship Marketing (CRM) strategy and experience-related touchpoints (e.g., e-commerce, content, design), in an individual medium or working across platforms and targeting any healthcare stakeholder audience (consumer or HCP).

4. Use of Public Relations

Communications efforts that promote awareness and positive perceptions of healthcare devices/products, services, corporations and organizations to consumers, employees, healthcare professionals, the investor community and other stakeholder groups.

5. Health Advocacy/Health Affairs/Public Policy

Recognizing work that moved the needle in health advocacy, public health policy or health-related regulatory/legislative campaigns.

6. Use of Data and Analytics

Recognizing use of new health and non-health data sets and innovative analytics methodologies to:

- Identify and target qualified audiences more effectively (digital, TV and other media channels)
- Validate the impact of exposure to marketing and media (e.g., exposure to multichannel campaigns)
- Drive media planning and marketing budget allocation decisions beyond the use of traditional approaches
- Support market access efforts, such as through use of real-world evidence (RWE) and/or health economics and outcomes research (HEOR)

Data/analytics entrants should describe how data and analytics were used to make effective business decisions and demonstrate value for the brand/company in question.

7. Data Platform

Recognizes best use of agency, client or customer data platforms – for healthcare marketing or medical – to creatively leverage first- or third-party data assets and platform functionality to plan, activate, personalize, target, optimize or analyze media or other data (select at least one). Entry must demonstrate how the use of the platform successfully reaches/exceeds stated healthcare industry objectives with impact, and that leveraging the platform involves unique or innovative approaches (i.e., analysis, technique or application/execution).

8. Branded Website for Consumers

Websites promoting specific branded medical devices/products and services (brand.com) to the consumer audience. Does not include online media properties such as WebMD and Everyday Health.

9. Branded Website for Healthcare Professionals

Websites promoting specific branded medical devices/products and services (brand.com) to HCPs. Does not include online media properties such as Medscape and NEJM.com or CME websites.

10. Disease Education Campaign

Websites, TV ads, CTV ads or other non-film media promoting awareness or offering information about specific disease states (disease.com) or health issues (issue.com). Does not include online media properties such as WebMD and NEJM.com or CME websites. May include such ads that ran programmatically on CTV (connected TV).

11. Health-Tech Innovation

Recognizes a technological innovation that either improved the healthcare system as a whole or solved a problem within it. Entrants should describe the technology and specify how it built on, or reinvented, what came before it. Potential uses might include assisting HCPs in delivering high-quality care, eliminating barriers to access or addressing systemic inefficiencies.

12. Use of Film or Video

Recognizes a film or video of at least 10 minutes in length made for the internet, television, cinema or any other medium. Entrants should describe how the film or video uses storytelling or content marketing techniques to drive awareness of or offer information about specific disease states, health issues or branded medical devices or products. The film must be uploaded as support material to be considered.

13. Use of Social Media – Paid

Any mobile/digital media campaign reaching consumers/patients, healthcare professionals or other stakeholders using social media channels, for the purpose of improving patient health outcomes, not limited to, but including those which support brand campaigns, drive saving cards, facilitate patient-support programs, clinical trial recruitment and disease education.

Showcases best use of mobile-first creative, scaled reach and measured impact quantified through media results, such as: MMM, ROAS, ROI, third-party measurement or cost-per metrics. Does not include organic social efforts. These should be entered into Category 14.

14. Use of Social Media – Organic

Any digital initiative targeting either consumers/patients, healthcare professionals or other stakeholders using social media channels that demonstrates a community-building aspect and best use of platforms. Showcases ideas that produced the most buzz, including social shares, views, likes, tweets, traditional media pickup or positively changed health outcomes in a meaningful way. May include corporate PR efforts, positioning efforts, telling the company story, spokespeople or social media patient tools, etc. Does not include paid social efforts. These should be entered into Category 13.

15. Use of Influencer Marketing

Any marketing initiative involving use of celebrity spokespeople or other personalities designed to build community participation, enhance engagement/viewership or to achieve other goals, through endorsements or related efforts, on behalf of healthcare clients.

16. Digital Initiative for Consumers (includes Medical, as well as Health & Wellness)

Any non-film digital initiatives, aimed at consumers, offering information, tools, education or promotion, relating to:

- Diagnosis, treatment or management of medical conditions and ailments (through telemedicine or other means) and/or online prescribing (via synchronous/asynchronous telehealth), or
- The non-medical, health-and-wellness space

Includes mobile apps or texting, tablet apps, measurement and tracking tools, CRM programs, video games, non-branded sites, voice-activated technology, contests, etc., or any innovative use of health tech or IT, such as chatbots or electronic health records (EHRs), as part of a media strategy, or any drugs+ pairing of nonpharmacological solutions – hardware, software, services – combined with a drug to improve patient outcomes. Does not include video, which should be entered into Category 12.

17. Digital Initiative for Non-Consumers (HCPs, sales reps, etc.)

Any non-film digital initiatives targeting HCPs and/or sales reps, such as CRM programs, e-CME, 3-D animation, interactive live exhibits, video games, non-branded sites and interactive sales training for reps. Also includes smartphone or tablet apps: medical reference, diagnostic or prescribing aids, branded communications, patient records, CME apps, search tools, voice-activated technology, etc. Excludes interactive visual aids (IVAs), e-details or other sales/detail aids. These should be entered into Category 20.

18. Consumer Print Campaign

A single or multi-wave advertisement in support of a prescription or non-prescription drug, medical device/product or service appearing across platforms in any consumer-oriented media (magazine, newspaper, etc.). OTC products aimed at consumers are permitted in this category.

19. Professional Print Campaign

A single or multi-wave advertisement in support of a prescription drug, medical device/product, or service appearing across platforms in any HCP-oriented media (medical journal, periodical, etc.). OTC products aimed at HCPs are permitted in this category.

20. Professional Sales Tool

Any print or digital detail aid (i.e., an e-detail) or sales-enablement tool targeting healthcare professionals in support of a branded prescription product or service. If digital, a video submission is recommended.

21. Corporate Branding Campaign

Any advertisement/campaign, TV spot, website (corporation.com), video or other communications channel used to promote a corporate client or the image of the industry.

22. Philanthropic or Purpose-Driven Campaign

Any philanthropic advertisement/campaign, website (corporation.com), video or other communications channel to promote a nonprofit organization or raise awareness of a specific cause for which the agency received no payment. Work submitted must be on behalf of a pro bono client. Judges may take into account campaign budget when judging its impact.

23. Health Equity and Social Awareness Campaign

Recognizes any healthcare marketing, awareness or educational campaign that targets specific ethnic or religious, disability or LGBTQ audiences, or that focuses on a social issue, using any combination of channels. Jurors will look for an in-depth understanding of the target market in both strategy and execution. Such efforts may be part of a larger company DE&I initiative or health equity effort (targeting either internal workforce or external community).

24. Agency Branding Campaign

Any advertisement/campaign, website (agency.com), video or other communications channel an agency uses to market its own brand, culture and capabilities.

25. TV Advertising Campaign

Branded TV advertisement, or a series of advertisements (maximum of three), used to promote a prescription drug, medical product or service. Excludes unbranded, which should be entered into Category 10.

26. Connected TV Advertising Campaign

Branded CTV advertisement (video and non-linear TV), or a series of advertisements (maximum of three), used to promote a prescription drug, medical product or service. May include CTV ads that ran as single-entry marketing components or as part of a larger campaign. Unbranded should be entered into Category 10.

27. Point-of-Care Marketing

Any use of point-of-care platforms – such as e-prescribing (eRx), telehealth or electronic health record (EHR) platforms – or point-of-care networks – such as screens/wall boards in doctors' offices or in the pharmacy – to communicate during the HCP's workflow or deliver informative messages to patients at decision-making moments. Recognizes campaigns or other uses of point-of-care channels.

28. Multichannel Campaign (Small to Medium Product Size)

An integrated marketing, communications or awareness campaign (encompassing all audiences, from patient and HCP to payer) executed across two or more channels on behalf of a healthcare client. Product revenue less than or equal to \$500 million during 2022.

29. Multichannel Campaign (Large Product Size)

An integrated marketing, communications or awareness campaign (encompassing all audiences, from patient and HCP to payer) executed across two or more channels on behalf of a healthcare client. Product revenue greater than \$500 million during 2022.

30. Product Launch

A marketing or communications campaign (traditional or virtual) to promote a prescription or OTC drug or medical product launched between January 1, 2022, and April 10, 2023.

31. Orphan Product Marketing Initiative

Any single marketing initiative deployed in connection with an orphan population (fewer than 200,000 patients in the U.S.), on behalf of a healthcare product, that demonstrated an effect on marketing goals. Multifaceted campaigns for specialty products or niche disease states should be entered into Category 23 and Category 24.

32. Use of Immersive Technology

Recognizes any use of experiential marketing tools or platforms, such as virtual reality, augmented reality or the metaverse, for education (HCP or consumer), rep training, promotion or awareness. Entrants should explain, as specifically as possible, what users of the technology see and experience.

33. Use of Clinical Trial/Research Marketing

Any method(s) used to enhance or expedite outreach/ awareness efforts for recruiting enrollees or spurring research participation for clinical trials, or to help power the study protocol for a target product, either clinical stage or on-market. May include efforts to promote medical study apps (e.g., Apple Research Kit or Google Health Studies).

34. Use of Market Access Marketing

Any market access communication, marketing campaign or initiative designed to:

- Make clinical and economic arguments to support product access on formularies, medical benefits or innovative contracting (i.e., access)
- Allow practices and/or patients to understand the logistics and the financial support available for prescribed healthcare products (i.e., reimbursement/ affordability)

35. Use of Hospital or Healthcare Services Marketing

Any campaigns designed to promote healthcare services to a consumer audience, executed on behalf of or by hospitals, healthcare systems, medical groups or other ancillary healthcare organizations (e.g., dental centers, cancer centers, dialysis, home health, genetic screening services, mental health and addiction clinics).

36. Global Campaign

Any non-branded, healthcare-related education campaign that appeared in one or more international markets during the eligibility period (regardless of U.S. involvement), promoting awareness or offering information about specific disease states (disease.com) or health issues (issue.com).

37. Patient Education Campaign

Recognizes education initiatives specifically targeted at patients or patient communities. Nominated campaigns should be unbranded in nature. They may run across any patient-facing channel, including television, film, audio/ podcast, online video, social media and more.

INDIVIDUAL AWARDS

Recognizing outstanding performance by individual healthcare marketing execs.

38. Agency Entrepreneur of the Year

Recognizes an agency CEO or other senior principal whose firm's performance stood out during the eligibility period and reflects business acumen, financial growth and an entrepreneurial track record in the healthcare communications sector.

HEALTHCARE AGENCY OF THE YEAR AWARDS

Recognizing outstanding performance by individual healthcare marketing agencies.

39. Small Healthcare Agency of the Year

Recognizing outstanding performance by a healthcare marketing agency with North American revenue of less than \$20 million in 2022.

40. Midsize Healthcare Agency of the Year

Recognizing outstanding performance by a healthcare marketing agency with North American revenue of \$20 million to \$80 million in 2022

41. Large Healthcare Agency of the Year

Recognizing outstanding performance by a healthcare marketing agency with North American revenue of greater than \$80 million in 2022.

42. PR Agency of the Year

Recognizing outstanding performance by agencies whose primary business involves healthcare public relations or issues management.

43. Medical Communications, Education or Affairs Agency of the Year

Recognizing outstanding performance by agencies whose primary business involves medical communications, medical education or medical affairs.

44. Independent Agency of the Year

Recognizing outstanding performance by independent agencies that are not majority owned by a holding company or network. All disciplines are welcome. Entrants must be majority-independent owned, or at least 51% privately held. Agencies not eligible are those that are either majority or fully backed by a holding company. **Please enter the appropriate category based on the existence of private-equity (PE) backing:***

- 44a. Independent, without PE backing: Enter this category if your agency **has not** accepted any such funding.
- 44b. Independent, with PE backing: Enter this category if your agency **has** accepted any such funding. **In order for a submission to be considered, the entrant must identify its equity partner.**

**Recognizing that the agency environment is a dynamic one, MM+M reserves the right to recategorize an entry if additional information about its PE funding comes to light during the judging process.*

45. Market Access Agency of the Year

As brands continue to increase the volume and sophistication of their payer communications and market-access programs, these agencies have evolved their offerings and, in turn, helped clients differentiate themselves in a hotly competitive climate.

46. Data and Analytics Agency of the Year

Deploying AI assistants or machine learning to support sales reps and drive multichannel customer engagement? This category recognizes agencies that stand out for exceptional use of data science, either on behalf of clients or for internal marketing challenges.

47. Rare Disease Agency of the Year

As pharma's offerings become more and more specialized, marketing around rare conditions has evolved from a niche offering to a must-have. Here MM+M recognizes the agencies most skilled at supporting products that treat rare diseases, whether creating pipeline assets and facilitating clinical trials or taking the lead on launch and promotion.

48. Agency Newcomer of the Year

The pandemic era activated an entrepreneurial impulse in any number of healthcare marketing professionals. This category celebrates the agencies that have been birthed since January 1, 2022.

49. Healthcare Media Agency of the Year

This category recognizes the agencies that specialize in the buying and placement of health media.

HEALTHCARE AGENCY NETWORK AWARD

Recognizes the best large agency network.

50. Large Healthcare Network of the Year

This award recognizes the very best healthcare-focused agency network for overall performance during the entry period with U.S. revenue of more than \$300 million.

MM+M PLATINUM AWARD

51. The MM+M Platinum Award for Outstanding Contribution to Healthcare

Recognizes exceptional contribution to healthcare by an individual, a team, an organization, an association or other relevant group. **Cannot be entered directly.**

MM+M TITANIUM AWARD

52. The MM+M Titanium Award for Best in Show

Recognizes an exemplary campaign or marketing initiative (Categories 3 to 37) that distinguishes itself as "best in show." **Cannot be entered directly.**

JUDGING

After entries are submitted, a panel of jurors will begin a thorough process that includes pre-scoring to select a top 8, subsequent deliberation and the ultimate decisions of each Gold and Silver. Scoring of entries will be made solely at the discretion of the jurors and their decisions will be final. Only the highest-scoring entries will be awarded Gold. Note: This may mean that certain categories do not merit Gold. Jurors do not discuss their individual scores with anyone – not even each other. As such, the winners are not known until Awards night itself.

Jurors include healthcare marketers from the agency, client, publishing and service sectors. Jurors will be chosen for their professional and wide-ranging level of expertise.

Any juror who has a potential conflict of interest, including, but not restricted to, working for an agency that submitted that campaign and/or being involved with any aspect of the project, will not be allowed to judge that entry.

Jurors may move entries between categories if deemed to be unsuitable for the category entered, but appropriate for another. Category changes will be made solely at the discretion of the jurors and their decisions will be final.

All jurors will be required to sign a confidentiality agreement that bans them from disclosing information from entry submissions. A maximum of five entries from each category will make up our shortlist of finalists, which will be published online in July 2023 and in print in July/August 2023.

For each set of categories, the jurors are looking at the following:

Healthcare Media Awards

Outstanding service to both readers and advertisers with demonstrable performance in readership/web traffic, revenue, innovative offerings and market share. (For media makeovers, use similar metrics.)

Healthcare Marketing Awards

Campaigns that deploy clever strategy, innovative and creative execution (through state-of-the-art strategies and tactics) with demonstrable results.

Individual Award

For Agency Entrepreneur (cat. 38), please include information such as 2022 business performance; actions taken to foster agency culture, recruitment and philanthropy; and track record of entrepreneurship.

Healthcare Agency Awards

Recognizing outstanding performance by individual healthcare marketing agencies.

Healthcare Agency Network Award

Recognizes the best large agency network.

ENTRY REQUIREMENTS

1. The MM+M Awards are open to all agencies, clients, production companies, studios, marketing researchers and any other firms that produce or publish healthcare marketing materials or content. All categories relate to work or analytics created and executed in the U.S. or Canada. International work can be considered as long as the campaign included a U.S. element and the U.S. element is submitted with the entry.
2. To be eligible, entries must represent work that ran (or analytics that were conducted for Category 6) between April 9, 2022, and April 20, 2023. Qualifying campaigns must have been active for at least part of the eligibility period but need not necessarily have been launched during this time frame nor have run for the entirety of this window. Product Launch eligibility period runs from January 1, 2022, to April 20, 2023.
3. Each entry must be submitted online. The entry form will vary for each category. Please refer to the entry form section in this entry kit for further details. Once all entry information is prepared, visit <https://www.mmm-awards.com> to submit entries. All entries must be submitted and paid for online. Input entry information and save as a draft to return at a later date to submit payment. Credit cards accepted include Visa, Mastercard and American Express. Entries that are not paid prior to judging will not be considered.
4. A single entry can be entered into multiple categories providing it applies to the specific criteria stated within each category. However, a separate set of support materials must be submitted for each category entered.
5. You will be offered the opportunity, when entering online, to submit information separately that should be kept confidential (i.e., submitted only to the jury). MM+M reserves the right to publish details of entries in the Awards Book of the Night, case studies and related materials.
6. To accompany your submission, entries should be supported with relevant backup materials. These support materials should show evidence of the success of your work. Please refer to the support material section of this entry kit for further details. A video is strongly encouraged for all submissions, especially the agency categories, as it is the most-effective way to help tell your story.

SUPPORT MATERIALS

In addition to the online entry form, support materials will be accepted for all entries. This will enable you to expand on the success of your entry. Support materials for each category will vary, but it is suggested that you provide whichever type of support material you deem most suitable to showcase your individual entry. All materials must be PC and MAC compatible.

TYPES & REQUIREMENTS

Unless labeled as mandatory, you can choose what type of support material you wish to upload to support your entry. The options of the types we accept are listed below:

Image (Mandatory)

- Every entry must be accompanied by an image. The image should be a visual representation of the entry. If you are a finalist, MM+M will use this image both digitally and in print to support your entry.
- Logos alone are not acceptable images.
- For category 6 (Data/Analytics or Innovation), if the analytics are not associated with a campaign, an infographic or other data visualization is acceptable.
- For category 38, the Agency Entrepreneur Award, please upload an image of the nominee.

Requirements:

- Please name file with submitting company at beginning of the file name

Video (Strongly encouraged for all categories)

Requirements:

- Play time less than 2 minutes
- Please name file with submitting company at beginning of the file name

PDF Requirements:

Websites/Microsites

Please enter the URL of each website/microsite in the appropriate field on the online entry form. There will be a space for you to add a login/password if necessary.

Requirements:

- The URL must remain active until October 5, 2023, or the material will not be viewed.

FAQ

What if my submission has confidential information?

There is a section on the entry form that is dedicated to any confidential information. This information will only be seen by our jurors and not used beyond awards judging.

What is the eligibility period for the entries?

To be eligible, entries must represent work that ran (or analytics conducted for Category 6) between April 9, 2022, and April 20, 2023. Qualifying campaigns must have been active for at least part of the eligibility period but need not necessarily have been launched during this time frame nor have run for the entirety of this window. New Product Launch eligibility period runs from January 1, 2022, to April 20, 2023.

What is the cost to enter the MM+M Awards?

The cost of each entry is \$475.

What is the deadline to submit?

The entry deadline is Wednesday, April 12, 2023, 6 p.m. ET. Late entries will be received until Wednesday, April 26, 2023, 6 p.m. ET. However, those entries received after Wednesday, April 12, will incur a late fee of \$265 per entry. No exceptions.

Do I need to answer the “budget” question in categories 3 to 37?

Our jurors hold senior-level posts in the industry, so they understand the desire to not reveal certain specifics. However, don't allow your budgets to be among those hidden factors. Such details allow entities and campaigns of varying sizes to be compared effectively. Your budget underscores the conditions under which a campaign was executed. And remember: Respect of confidentiality is paramount to both MM+M and its jurors.

What is needed to satisfy the requirement to include “budget” for any and all entries among the Healthcare Marketing Awards (categories 3 to 37)?

Budget is defined as “all in” – that is, the total for agency fee, out-of-pocket, media, sponsorships, etc. If you are comfortable divulging specific spends for the aforementioned, go ahead and list them.

How do you define “product revenue” for the Multichannel Campaign awards, which are grouped by Small to Medium Product Size (Category 28) and Large Product Size (Category 29)?

Product revenue is defined as annual U.S. sales for the product in question.

Do I need to submit a video as support material?

Videos are optional but strongly encouraged to support your submission. Videos are the best opportunity for you to uniquely tell your story and have become almost a standard for compelling and award-winning entries. A video can enhance or fill in any gaps from your entry, which may end up being the deciding factor for judges.

How is my entry judged?

After entries are submitted, a panel of jurors will begin a thorough process that includes pre-scoring to select a top 8, subsequent deliberation at a live judging day and the ultimate decisions of each Gold and Silver.

Can I change my written entry and or support material after I've submitted and paid?

No. Unfortunately, you will not be allowed access to your entry once it has been submitted and paid for.

Can I remove an entry after it has been submitted and paid for?

No. If you have an issue, please contact Anna Naumoski at anna.naumoski@haymarketmedia.com

When are finalists announced?

In July 2023 at <https://www.mmm-awards.com>. All finalists will also be notified via email.

When are the winners announced?

The awards ceremony will take place on Thursday, October 5, 2023. More information will be available soon. For any specific questions, please visit <https://www.mmm-awards.com> or contact Anna Naumoski at anna.naumoski@haymarketmedia.com.

Whom do I contact for entry inquiries?

Anna Naumoski at
anna.naumoski@haymarketmedia.com

Whom do I contact for ticket inquiries?

Anna Naumoski at
anna.naumoski@haymarketmedia.com

Whom do I contact for sponsorship inquiries??

Doreen Gates at 267-477-1151 or
doreen.gates@haymarketmedia.com

ENTRY FORM

Healthcare Media Awards

Submitter Company (agency/client/other)
Client Company (if not applicable, write n/a)
Brand (if applicable)

TITLE/HEADLINE OF ENTRY:

You will have a maximum of 200 words for each of the sections below. The entry should have a clear description of the publication/website and its performance during the eligibility period, including:

- Editorial mission statement
- Key features and standout attributes
- Increases in paid circulation (where relevant), readership/usership, web traffic
- Increases in advertising market share (where relevant)
- Innovations to design and format
- Enhancements to editorial and demonstrable benefits to users
- Increase in total revenue
- For custom publications, please state the name of the client company and brand

CONFIDENTIAL INFORMATION (150 WORDS):

If you have any confidential information that cannot be viewed by the general public or published anywhere, please write it here. This information will be reserved for the judging panel only.

UPLOAD SUPPORT MATERIAL

Unless labeled as mandatory, you can choose the type of support material you wish to upload to support your entry. The types we accept are listed below:

Image (Mandatory)

Every entry must be accompanied by an image. The image should be a visual representation of the entry. If you are a finalist, MM+M will use this image both digitally and in print to support your entry. Logos alone are not acceptable images.

Requirements:

- Please name file with submitting company at beginning of the file name

VIDEO (STRONGLY ENCOURAGED)

It is suggested that each entry be accompanied by a short video.

Requirements:

- Play time less than 2 minutes
- Please name file with submitting company at beginning of the file name

PDF

Requirements:

The file should be no larger than 15 MB

WEBSITES/MICROSITES

Please enter the URL of each website/microsite in the appropriate field on the online entry form. There will be a space for you to add a login/password if necessary.

Requirements:

- The URL must remain active until October 5, 2023, or the material will not be viewed.

ENTRY FORM

Healthcare Marketing Awards

Submitter Company (agency/client/other)
Client Company (if not applicable, write n/a)
Brand (if applicable)

TITLE/HEADLINE OF ENTRY:

You will have a maximum of 200 words for each of the sections below. The entry should have a clear description of the campaign and its performance during the eligibility period, including:

- Budget*
**Please refer to our FAQ section in the entry kit if you need further clarification*
- Situation analysis
- Research/planning
- Target audience
- Campaign objectives
- Strategic insight
- Creative execution
- Response/results (including a source from metrics)

CONFIDENTIAL INFORMATION (150 WORDS):

If you have any confidential information that cannot be viewed by the general public or published anywhere, please write it here. This information will be reserved for the judging panel only.

UPLOAD SUPPORT MATERIAL

Unless labeled as mandatory, you can choose the type of support material you wish to upload to support your entry. The types we accept are listed below:

Image (Mandatory)

Every entry must be accompanied by an image. The image should be a visual representation of the entry. If you are a finalist, MM+M will use this image both digitally and in print to support your entry. Logos alone are not acceptable images. For Category 6 (Data/Analytics), if the analytics are not associated with a campaign, an infographic or other data visualization is acceptable.

Requirements:

- Please name file with submitting company at beginning of the file name

VIDEO (STRONGLY ENCOURAGED)

It is suggested that each entry be accompanied by a short video.

Requirements:

- Play time less than 2 minutes
- Please name file with submitting company at beginning of the file name

PDF

Requirements:

The file should be no larger than 15 MB

WEBSITES/MICROSITES

Please enter the URL of each website/microsite in the appropriate field on the online entry form. There will be a space for you to add a login/password if necessary.

Requirements:

- The URL must remain active until October 5, 2023, or the material will not be viewed.

ENTRY FORM

Individual Award

NOMINATED PERSON

Company name of nominated person

Job title of nominated person

Title/Headline of entry (should be name of nominee):

You will have a maximum of 320 words for each of the sections below. The entry should have a clear description of the nominee or team, including:

- Bio of the nominee/brief résumé/education background or highlights of experience and skill set.
- Professional accomplishments during entry period (nominee's bottom-line impact on the organization, which could include accounts won, campaigns led, and operational improvements facilitated)
- Activities outside work (this encompasses both industry organizations and any work done with charities, nonprofits, universities, and the like)
- Displays of leadership (demonstration of teams or nominee's role as a mentor, an adviser to clients [where applicable], a brand steward [where applicable], and so on)

CONFIDENTIAL INFORMATION (150 WORDS):

If you have any confidential information that cannot be viewed by the general public or published anywhere, please write it here. This information will be reserved for the judging panel only.

UPLOAD SUPPORT MATERIAL

Unless labeled as mandatory, you can choose the type of support material you wish to upload to support your entry. The types we accept are listed below:

The inclusion of employer testimonials and samples of work achievement would be ideal support material to include for these categories.

Image (Mandatory)

Every entry must be accompanied by an image. The image should be a visual representation of the entry. If you are a finalist, MM+M will use this image both digitally and in print to support your entry. Logos alone are not acceptable images. Please upload an image of the nominee.

Requirements:

- Please name file with submitting company at beginning of the file name

Video (Encouraged)

It is suggested that each entry be accompanied by a short video.

Requirements:

- Play time less than 2 minutes
- Please name file with submitting company at beginning of the file name

PDF

Requirements:

The file should be no larger than 15 MB

Websites/Microsites

Please enter the URL of each website/microsite in the appropriate field on the online entry form. There will be a space for you to add a login/password if necessary.

Requirements:

- The URL must remain active until October 5, 2023, or the material will not be viewed.

ENTRY FORM

Healthcare Agency of the Year Awards

AGENCY NAME

You will have a maximum of 200 words for each of the sections below. The entry should have a clear description of the agency, including:

- Revenue for 2022*
U.S., global (where applicable) and organic growth
- Breakdown of growth from existing clients versus new business
- Overview of practice areas, offices and capabilities
- List of practice areas added during the entry period
- Breakdown of how much business falls into each practice
- A list of any long-term accounts
- Review of exceptional client work during entry period, such as campaigns, product launches and other notable achievements
- Details of account wins and losses within the entry period
- Information on new products, partnerships and innovations during entry period (includes acquisitions)
- Staff numbers: Total staff as of Dec. 31, 2022
(U.S. and global, if applicable)
- Key staff additions and departures during entry period
- Details of HR programs and staff/culture initiatives that moved forward during the entry period
- Industry leadership. This includes the agency's involvement in the Coalition for Healthcare Communication, Medical Advertising Hall of Fame, 4A's, etc., as well as other examples of thought leadership
- Information about agency's charitable/community efforts
- Description of the agency's "brand" and how it was further established and developed during the entry period
- Three client testimonials

**Certain information, including client wins and profitability/revenue, can be marked confidential and won't be published. Omitting this information entirely, though, could very well affect how judges score your entry. In cases of firms that do not report exact figures due to Sarbanes-Oxley, we strongly recommend being as specific as possible with all monetary figures submitted. Confidentiality will be respected to the utmost; but this is a critical factor in how judges score entries.*

CONFIDENTIAL INFORMATION (150 WORDS):

If you have any confidential information that cannot be viewed by the general public or published anywhere, please write it here. This information will be reserved for the judging panel only.

UPLOAD SUPPORT MATERIAL

Unless labeled as mandatory, you can choose the type of support material you wish to upload to support your entry. The types we accept are listed below: The inclusion of a video would be ideal support material to include for these categories.

Image (mandatory)

Every entry must be accompanied by an image. The image should be a visual representation of the entry. If you are a finalist, MM+M will use this image both digitally and in print to support your entry.

Logos alone are not acceptable images.

Requirements:

- Please name file with submitting company at beginning of the file name

VIDEO (MANDATORY FOR LARGE AGENCY)

A video is strongly encouraged for all agency submissions and a requirement for the Large Healthcare Agency category. Making a video specifically for this awards shot (not just re-purposing a video you already have) increases your chances of winning.

Requirements:

- Play time under 2 minutes
- Please name file with submitting company at beginning of the file name

PDF

Requirements:

The file should be no larger than 15 MB

Websites/Microsites

Please enter the URL of each website/microsite in the appropriate field on the online entry form. There will be a space for you to add a login/password if necessary.

Requirements:

- The URL must remain active until October 5, 2023, or the material will not be viewed.

ENTRY FORM

Healthcare Network of the Year Awards

Network name

You will have a maximum of 200 words for each of the sections below. The entry should have a clear description of the network, including:

- Revenue for 2022*
U.S., global (where applicable), and organic growth
- Breakdown of growth from existing clients versus new business
- Overview of agencies, their practice areas and capabilities
- List of any agencies added during the entry period
- Breakdown of how much business falls into each agency
- A list of any long-term accounts
- Review of exceptional client work during entry period, such as campaigns, product launches and other notable achievements
- Details of notable account wins and any losses within the entry period
- Information on new products, partnerships, and innovations during entry period (includes acquisitions)
- Staff numbers: Total staff as of December 31, 2022 (*U.S. and global, if applicable*)
- Key staff additions and departures during entry period
- Details of HR programs and staff/culture initiatives that moved forward during the entry period
- Industry leadership. This includes the agency's involvement in the Coalition for Healthcare Communication, Medical Advertising Hall of Fame, 4A's, etc., as well as other examples of thought leadership
- Information about network's charitable/community efforts
- Description of the network's "brand" and how it was further established and developed during the entry period
- Three client testimonials

**Certain information, including client wins and profitability/revenue, can be marked confidential and won't be published. Omitting this information entirely, though, could very well affect how judges score your entry. In cases of firms that do not report exact figures due to Sarbanes-Oxley, we strongly recommend being as specific as possible with all monetary figures submitted. Confidentiality will be respected to the utmost; but this is a critical factor in how judges score entries.*

CONFIDENTIAL INFORMATION (150 WORDS):

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UPLOAD SUPPORT MATERIAL

Unless labeled as mandatory, you can choose the type of support material you wish to upload to support your entry. The types we accept are listed below: The inclusion of a video would be ideal support material to include for these categories.

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Every entry must be accompanied by an image. The image should be a visual representation of the entry. If you are a finalist, MM+M will use this image both digitally and in print to support your entry. Logos alone are not acceptable images.

Requirements:

- Please name file with submitting company at beginning of the file name

VIDEO

A video is strongly encouraged for all agency submissions. Making a video specifically for this awards (not just re-purposing a video you already have) increases your chances of winning.

Requirements:

- Play time under 2 minutes
- Please name file with submitting company at beginning of the file name

PDF

Requirements:

The file should be no larger than 15 MB

WEBSITES/MICROSITES

Please enter the URL of each website/microsite in the appropriate field on the online entry form. There will be a space for you to add a login/password if necessary.

Requirements:

- The URL must remain active until October 5, 2023, or the material will not be viewed.