

2024 SHSMD Leadership Excellence Award Application

The deadline date for submission is May 6, 2024 at 11:59 p.m. Central

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 of stellar achievement.

THANK YOU for taking the time to nominate a colleague! We anticipate that it will take you approximately 15-25 minutes to complete this nomination form.

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 [download the pdf](#) with all required survey questions and prepare your answers in advance.

Also, before proceeding, you should have the nominee's resume/CV and letter(s) of recommendation. If you are unable to provide a resume or CV, a LinkedIn profile link can be included instead.

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

Applications and all attachments must be received by 11:59pm CST on May 6, 2024.

Nominee Information

Provide the nominee's 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
- Solution Provider
- 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
- Unsure

* 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 for at least 5 years?

- Yes
- No
- Unsure

* 13. Does nominee have 15 or more years of experience in the strategy professions (marketing, strategic planning, communications/PR, business development, physician relations, etc.)?

- Yes
- No
- Unsure

* 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 Advisory Board
- 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 health care marketing, planning, business development or communications/PR organization
- Other or unknown (please specify below)

Please provide details.

For each criterion below, please describe how the nominee has demonstrated exceptional performance and/or abilities. Criteria weights are provided in parentheses.

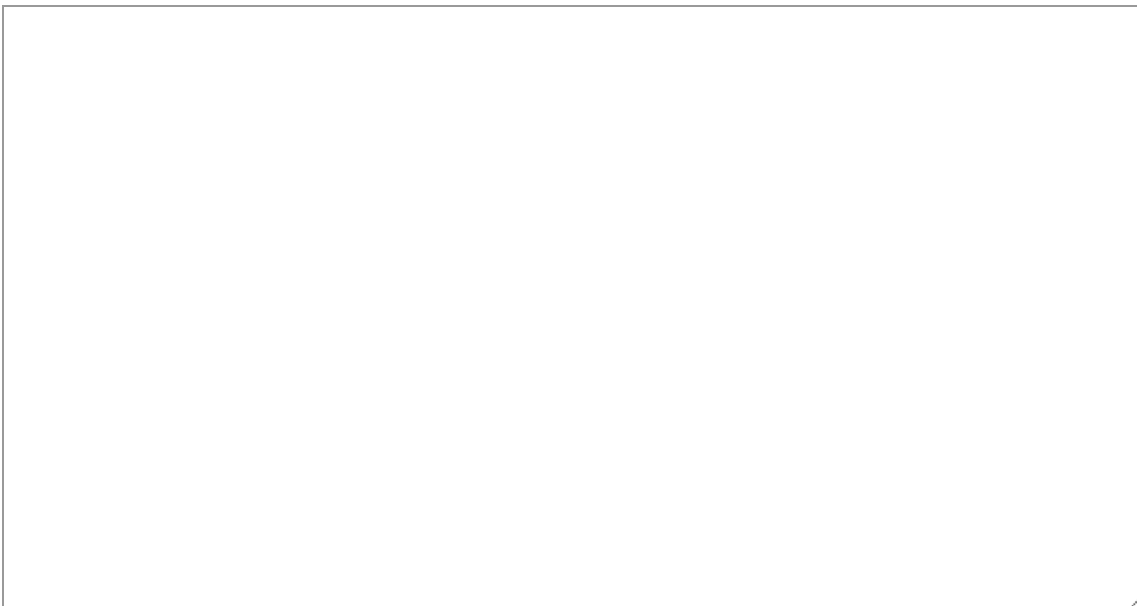
*** 15. Enhancement of the profession (25%)**

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



*** 16. Demonstrated commitment to diversity, equity, inclusion and belonging (DEIB) (15%)**

Demonstrated commitment to DEIB in alignment with SHSMD and the AHA. Exemplified SHSMD Values* (see below), ability to include and engage diverse groups, motivate others, and represent the values of our profession to people in other disciplines and fields.



***SHSMD Values**

Collaboration

We actively seek to learn more about our colleagues and their work. Curiosity, information sharing and continuous learning powers our collective effort to enhance the health and lives of those we serve.

Accountability

We celebrate success and are empowered by what we do well. We own our actions and grow from mistakes as we hold ourselves and our colleagues responsible for doing our best work.

Respect

We appreciate each other as people, honoring the importance of diversity and inclusion in all its forms. We assume positive intent and seize moments for celebration and camaraderie, which contributes to a more powerful society.

Excellence & Innovation

We adapt and lead in a time of rapid change, providing value to our colleagues, customers and partners. We champion professional growth and development, while encouraging new and different thinking, unafraid to change course as we pursue better ways to enhance the field.

*** 17. Stewardship (10%)**

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

*** 18. Career achievements and progression (25%)**

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



**Bridging Worlds: The Future Role of the Health Care Strategist - Implications

BE NIMBLE TO EXCEED THE RATE OF CHANGE: Health care 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.

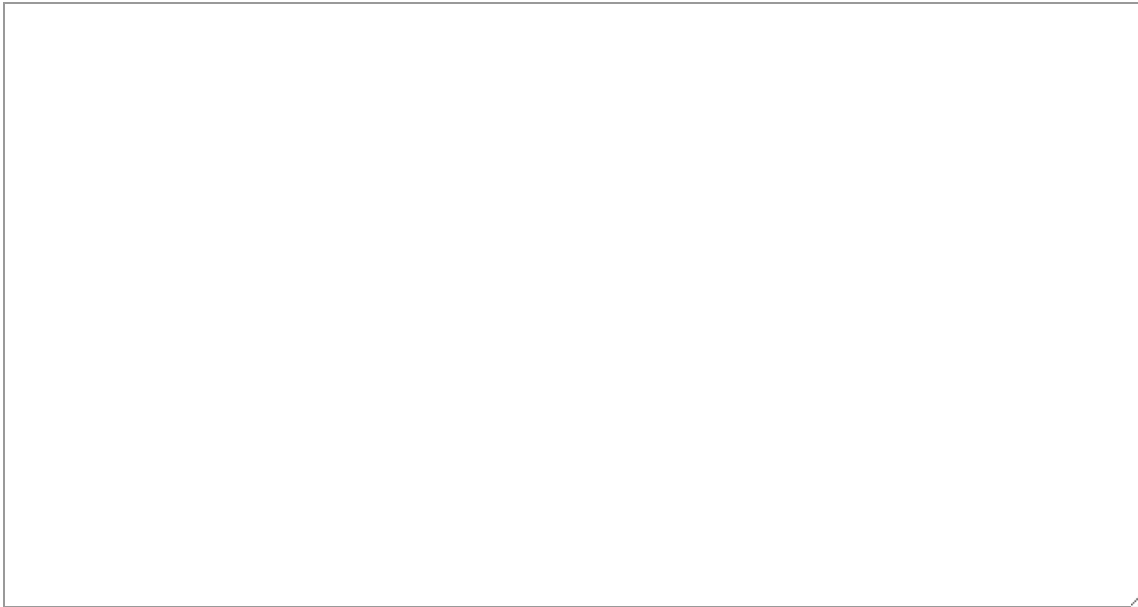
ERASE BOUNDARIES OF BUSINESS: Strategists must help develop accessible, integrated systems of care, assembled through new means, such as partnerships and technology.

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.

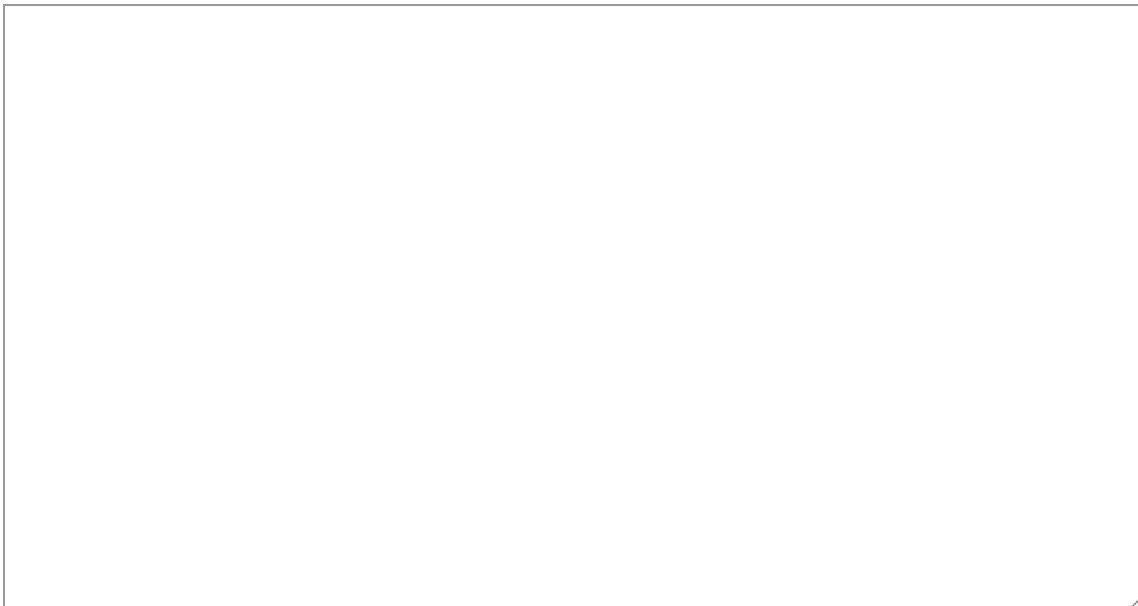
Note: In Bridging Worlds, the term “strategist” refers simultaneously to planning, marketing, communications, physician relations and business development professionals. Whether discovering ways to differentiate and focus, or shaping the future of an organization more globally, our working assumption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

* 19. Innovation (25%)

Describe how the candidate has demonstrated creativity, diversity of thought and nimbleness to exceed the rate of change (as described in Bridging Worlds) relevant to the strategy profession(s).



* 20. 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

* 21. 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

* 22. 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

23. 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

* 24. 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

25. 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

26. If you are unable to provide a resume or CV, include the URL to the nominee's LinkedIn profile here.

Nominator Information

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

* 28. Your/Nominator's Title

* 29. Nominator's Organization

* 30. Nominator's Phone Number

* 31. Nominator's Email Address

* 32. 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.

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