

Information Page - SHSMD Rising Star Award

Thank you for helping SHSMD identify its 2024 Class of Rising Stars! Whether for your own recognition or that of a treasured colleague, we appreciate your participation in providing data to help us identify some exceptional strategy professionals.

BEFORE YOU BEGIN:

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

As a first step we recommend you [download the PDF](#) form of all required survey questions and prepare your answers in advance. This survey tool does not allow you to save your work and come back later, so we also recommend you gather all pieces before submitting an application.

If you are nominating someone, you should have the nominee's resume and letter(s) of recommendation before proceeding. Should you find that you are having difficulty gathering their resume and letter(s) of recommendation, you can send the nominee [this message](#) asking them to complete the survey themselves.

When submitting a self-nomination, please share your application responses with the persons who are submitting recommendation letters.

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

Nominee Information

Please provide some information on the person you wish to nominate for the Rising Star award.

* 1. Nominee's Full Name (self-nomination is acceptable)

* 2. Title

* 3. Organization Name

* 4. Organization Type:

- Hospital
- Health system
- Academic medical center
- Rural hospital
- Children's hospital
- Consulting firm
- Vendor
- Other

Other (please specify)

* 5. City

* 6. State

* 7. Phone

8. Fax

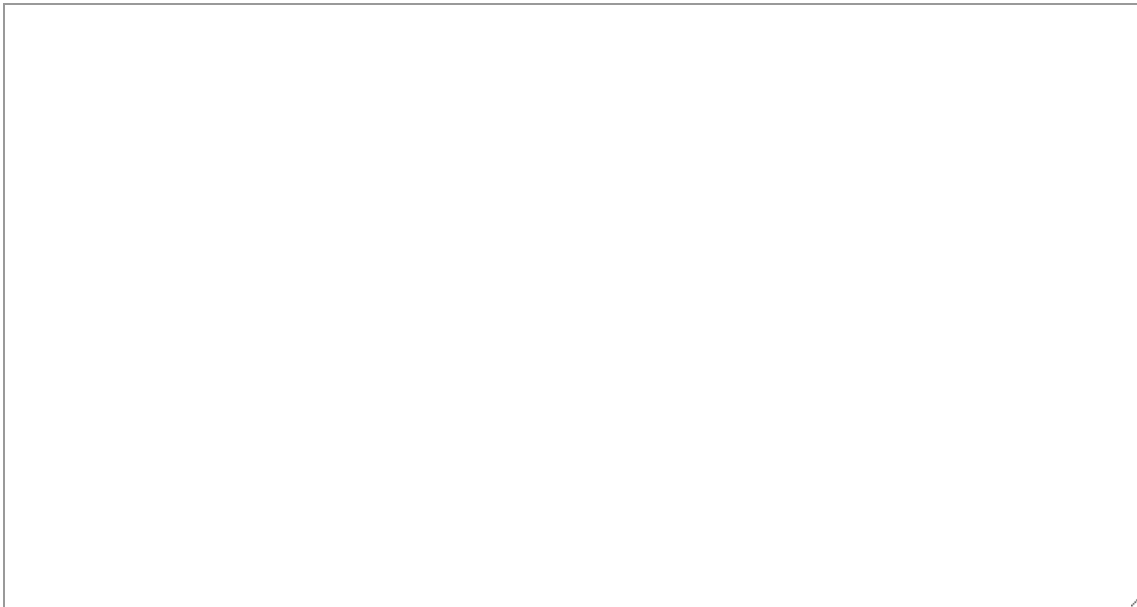
* 9. Email Address

Please answer each section below based on the award criteria in 2,000 characters or fewer.

If you are unable to answer, provide a short phrase or "unknown", since the fields below are required.

*** 10. Potential for Expanded Leadership**

Demonstrated potential for expanded leadership based on their cross functional collaborative abilities, their participation in professional and/or community organizations, teaching/instructional experience, publication in professional literature, professional public speaking, motivation and/or mentoring of other professionals.



* 11. Demonstrated Achievement

Career progression including any leadership roles, with documented results of his/her professional work, including work that has benefited a hospital, health system or other health care organization. Work is reflective of the themes identified in Bridging Worlds: The Future Role of the Health Care Strategist*.



***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 their 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: Health care 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.

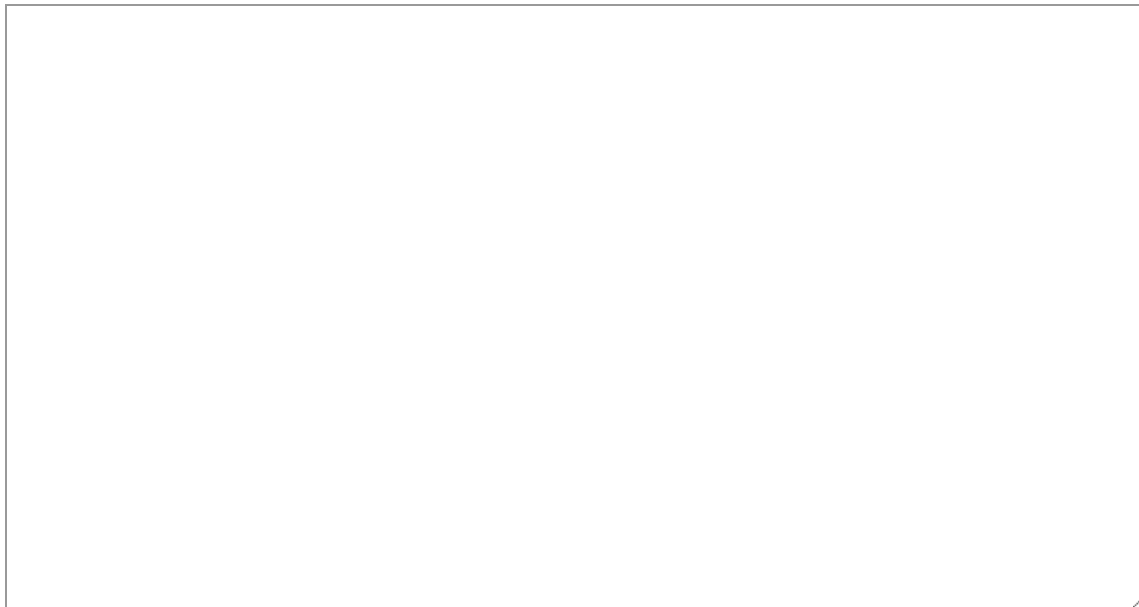
Generate Data-Driven Insight: Data is only valuable if it can deliver insights and better decisions. Strategists must identify the best tools to collect, interpret, and communicate information.

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.

Exceptional Personal Qualities

* 12. Exceptional Personal Qualities

Evidence of the nominee's exceptional personal qualities and integrity, considering the values of our profession and those of SHSMD**. Engagement in professional service on a local, regional and/or national level. Demonstrated commitment to diversity, equity, inclusion and belonging in alignment with SHSMD through proactive engagement with diverse groups. This may also include relevant community service.



**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

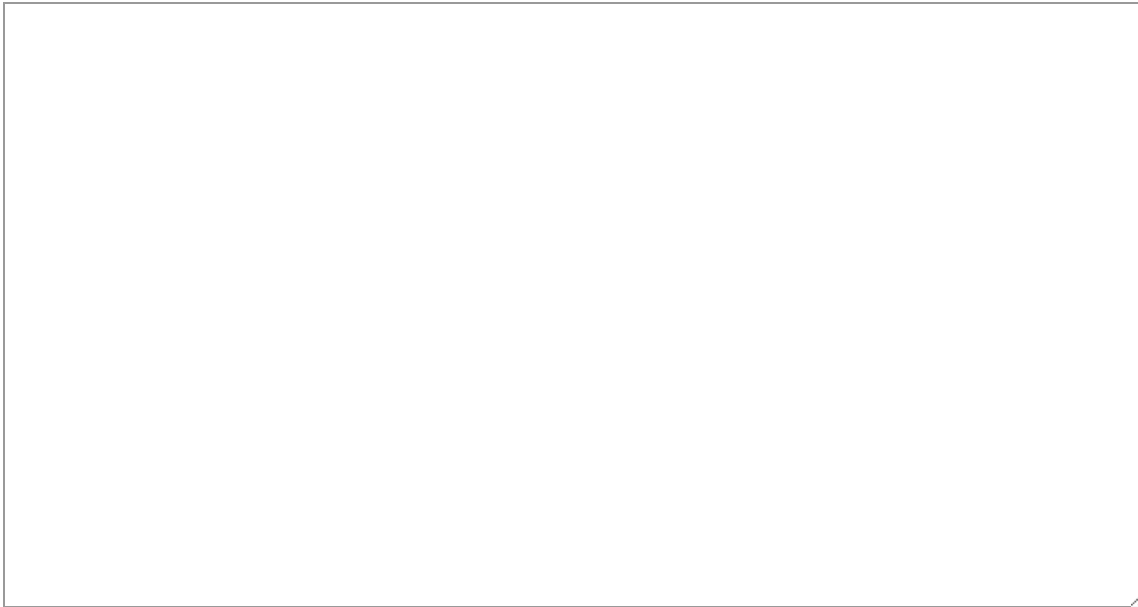
We appreciate each other as people, honoring the importance of diversity and inclusion in all its forms. We assume positive intent and seize moments for celebration and camaraderie, which contributes to a more powerful society.

Excellence & Innovation

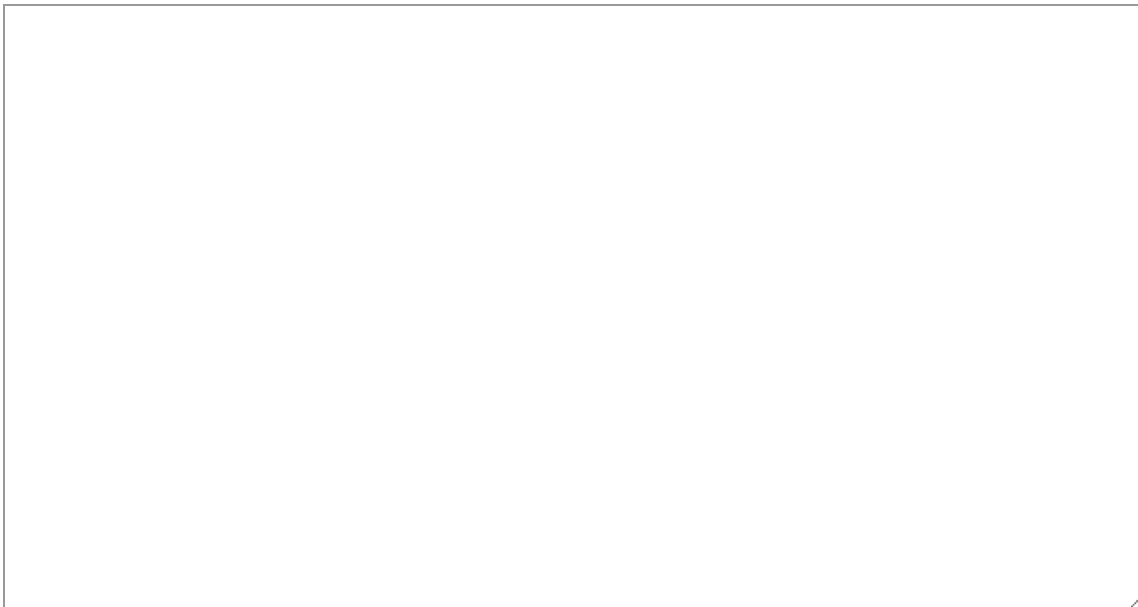
We adapt and lead in a time of rapid change, providing value to our colleagues, customers and partners. We champion professional growth and development, while encouraging new and different thinking, unafraid to change course as we pursue better ways to enhance the field.

*** 13. Innovation**

Provide evidence as to how the nominee demonstrates curiosity, diversity of thought and nimbleness to exceed the rate of change (identified in Bridging Worlds) through innovative use of solid marketing, communications/PR, business development and/or strategic planning techniques, including—but not limited to—new product development, product line management, sales, community relations, environmental analysis, competitor assessment, needs assessment, forecasting or network development (e.g., creating new/novel partnerships, drawing and applying examples from other industries, etc.).



*** 14. Provide any additional comments about your nomination here (200 words), including overall reason for nominating the individual or yourself.**



* 15. Is the nominee a current member of SHSMD?

- Yes
- No
- Unknown

* 16. SHSMD Involvement: Has the nominee (Check ALL that apply)

- Served on a SHSMD committee or task force (please specify below)
- Served as a speaker for a SHSMD conference, seminar, webinar, podcast or online course
- Led a roundtable discussion at a SHSMD Annual Conference
- Written an article, book, blog or white paper for SHSMD
- Been an exhibitor or sponsor at a SHSMD Annual Conference
- Served on the board of a local health care marketing, planning, or public relations organization (specify below)
- Contributed on MySHSMD discussions, surveys, review of materials, beta testing
- Other or Unknown (specify below)

Please provide details.

* 17. Is the nominee currently in a health care strategy profession role (marketing, strategic planning, communications, business development, physician relations, etc)?

- Yes
- No

* 18. Has the nominee worked at least two years with a health care organization?

- Yes
- No

* 19. Is this a self-nomination?

- Yes
- No

20. If you were nominated and asked to complete this survey, please attach your nominator's message below. As an alternative, you can copy and paste the message in the next question.

16MB Max. Only PDF, DOC, DOCX, PNG, JPG, JPEG, GIF files are supported.

Choose File

Choose File

No file chosen

* 21. Your/Nominator's signature - Please type your full name

* 22. Your/Nominator's title

* 23. Your/Nominator's organization

* 24. Your/Nominator's phone number

* 25. Your/Nominator's email address

* 26. 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.

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

28. Additional comments

Upload Required Files. If you cannot upload, send to shsmd@aha.org by May 6.

* 29. Upload Letter of Recommendation #1

16MB Max. Only PDF, DOC, DOCX, PNG, JPG, JPEG, GIF files are supported.

Choose File

Choose File

No file chosen

* 30. Upload Letter of Recommendation #2

16MB Max. Only PDF, DOC, DOCX, PNG, JPG, JPEG, GIF files are supported.

Choose File

Choose File

No file chosen

* 31. 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."

Agree

Disagree

Unsure

* 32. Upload the nominee's resume or CV

16MB max file size. Only PDF, DOC, DOCX, PNG, JPG, JPEG, GIF files are supported.

Choose File

Choose File

No file chosen

33. Provide a URL to the individual's online bio or LinkedIn page, if available.

THANK YOU!

Thank you for submitting this nomination. All candidates with complete applications will be reviewed by the awards committee. Final notification will be shared in July. If you have questions, please contact shsmd@aha.org.