



# Healthcare Marketing Impact Awards

**Modern  
Healthcare**



**AdAge**

**Submission Guidelines  
& FAQs**

# 2023 Healthcare Marketing Impact Awards Submission Guidelines & FAQs

## General requirements

All information included in the entries for the 2023 Healthcare Marketing Impact Awards program is limited to work that debuted any time from Jan. 1, 2022 and June 26, 2023.

The information included in your entries should be publishable by the time the awards are unveiled in November 2023. Any notes saying “not for public” or “off the record” will be ignored. Please do not include information that cannot be made public in a story. Any and all elements included in your entry forms can be used in your winning write-ups on ModernHealthcare.com and AdAge.com. We will consider any information you include publishable, and we will not honor any requests to remove information that was in the entry from a story.

Please be mindful of all the requirements of each category and make sure to enter your work into the appropriate category. In the rare case the judges may opt to move an exceptional entry into what they deem to be the appropriate category if they feel it was entered into the wrong category.

## Technical specs

We want you to supply the best of what you have available, which is why we don't have any real spec requirements for the files you upload. We do request you supply high-resolution files (as high-res as you have available, minimum width of 1200 px) as some files may be used in your winning write-ups should you win. Please note that our award system requires all direct uploads to be 2GB or less. If your file is larger than 2GB, please supply a link.

Keep in mind that the judges see a lot of work, so you want any work and/or case studies to be short and sweet. Two to five minutes is good; anything nearing 10-15 minutes is too long, unless longer format work falls naturally into that category.

## The entry forms

Although the instructions along the way are pretty straightforward and will walk you through the process of providing the appropriate information and uploading any necessary information supporting material, it's good to know what information you'll need to gather prior to entering.

- Agency/Company name**
- Agency/Company address**
- Campaign name**
- Client name**
- Type of healthcare organization**
- Background information on the client/healthcare organization being represented in the campaign (250 words)**
- A description of the business challenge or problem addressed by the campaign (250 words)**
- A summary of the media or communications plan and description of the creative executions (250 words)**
- A summary of the campaign's results (250 words)**
- Supporting Information**
  - ▶ Please upload a video, images and all supporting info that best represents your advertising/marketing effort.
  - ▶ Work samples (maximum of five)

All information included in your entry form is considered publishable. Please submit high-resolution files.



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## FAQs

### What kinds of healthcare organizations are eligible?

All kinds of healthcare organizations are eligible for the Healthcare Marketing Impact Awards, as long as they fall within the three groups outlined in the client type outlined in the [category descriptions](#). Please note that at this time we do not consider companies producing products that are not licensed for use as medications or medical devices.

### What's new

We have revamped our categories this year, including adding ones that recognize innovative use of data, purpose-led campaigns and branded entertainment as well bringing in a favorite of the Ad Age Creativity Awards—the Tiny But Mighty category.

### What materials do I need to enter?

You'll need background information on the campaign that includes the client; a description of the business challenge or problem addressed by the campaign; a summary of the media or communications plan and description of the creative executions; and a summary of the campaign's results, including relevant metrics.

You'll also need to provide examples of the work, such as videos, audio files, images, case studies or a PDF.

### Who judges the Healthcare Marketing Impact Awards?

The awards will be judged by the editorial teams of Modern Healthcare and Ad Age.

### When is the deadline for entering?

The final deadline for all entries is Sept. 5, 2023, at 5 p.m. PT.

### What forms of payment are accepted?

All entries must be submitted and paid by credit card online [here](#).

Please contact [mhwards@modernhealthcare.com](mailto:mhwards@modernhealthcare.com) if you experience any issues submitting payment.

### Can I edit my entry after I submit?

Unfortunately, once you have submitted your entry, you will not be able to log in to edit the form in any way. If there is factual information that is incorrect, please contact the Modern Healthcare awards team to request a change.

Please note changes cannot be made once the final deadline has passed and judging has started.

### When and how will winners be announced?

Winners will be notified in October and announced in November.

