



WHPRMS

Wisconsin Healthcare Public Relations & Marketing Society

Fellow Applicant Guidelines

WHPRMS Fellows are professionals in healthcare marketing and public relations who demonstrate exceptional competence and ability in the areas of:

**Leadership
Innovation and creativity**

**Problem solving
Organizational impact**

This level of achievement is an honor bestowed on members who have met the criteria and are viewed as outstanding in their profession.

As part of the fellowship application, the candidate must:

- be an accredited member of the WHPRMS Leadership Recognition Program.
- accumulate a minimum of 125 points.
- submit four complete sets of all application materials in folders or binders to include:
 - a copy of a professional history or resume highlighting work experience, responsibilities, career progression, awards, accomplishments and education.
 - three letters of endorsement following guidelines found on page two of this document (one must be from a senior leader within your organization or a client if you are self-employed).
 - a narrative discussing a problem or challenge faced by your organization, your role and the outcome (examples may include crisis communications, management or industry issues, branding campaign or service launch or promotion) – supplemental materials are encouraged and could include media clippings, brochures, creative collateral, etc.
 - a narrative demonstrating the impact you have had on your organization in each of the three categories listed below. Offer examples of leadership, problem solving, innovation and creativity and include media clippings, brochures, creative collateral, etc. as appropriate to support your efforts.

CATEGORY I – Health Care Industry

Evidence of innovative program development and implementation of healthcare marketing and public relations strategies that demonstrate overall knowledge of the industry and disciplines.

-OR-

Evidence of work that has been published and demonstrates overall knowledge of the healthcare industry and healthcare marketing and public relations.

CATEGORY II – Community/Professional Service

Evidence of active participation and leadership in civic and community service organizations.

-OR-

Evidence of active participation and leadership in marketing or public relations organizations such as WHPRMS, PRSA, SHSMD, IABC, ACHE, AMA, etc.

CATEGORY III – Knowledge Sharing

Evidence of teaching and training or mentoring people (which could include interns) in the profession or participation in seminars/conferences as a featured speaker.

-OR-

Evidence of professional consulting assignments in which your knowledge and skills are shared with others.

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- participate in an interview conducted by a panel of three judges who have expertise in the healthcare industry and/or the field of marketing and public relations. Topics in the interview may include follow-up discussion of materials submitted, industry challenges or hot topics. Candidates will have an opportunity to demonstrate their understanding of current issues, industry trends and public relations and marketing principles while earning points.



GUIDELINES FOR LETTERS OF REFERENCE

Thank you for agreeing to serve as a reference for _____.
Insert name of Fellow candidate

WHPRMS is a non-profit professional organization dedicated to providing a wide range of services to marketing and public relations professionals working in the healthcare industry. Leadership Recognition is a program designed to reward members who excel in their profession.

The program offers three tiers: certification, accreditation and fellowship status. Fellows are best defined as professionals in healthcare marketing and public relations who demonstrate exceptional competence and ability in the areas of:

**Leadership
Innovation and creativity**

**Problem solving
Organizational impact**

This level of achievement is an honor bestowed on members who have met the program's criteria, participated in an interview conducted by a panel of professionals employed in the areas of healthcare, public relations and/or marketing, and earned an adequate number of points.

A Fellow should be someone who exhibits exceptional competence. Fellows should go the extra mile. We are looking for leaders who demonstrate creative problem solving and individuality. We want those who are not afraid to roll up their sleeves and lend a hand in order to accomplish a goal.

In writing this recommendation, please give the judges your subjective view of this candidate. Items to consider addressing include but are not limited to the candidate's

- significant accomplishments
- work ethic
- community commitment
- team building skills
- role as an educator
- role as a change agent

If you have any questions, please do not hesitate to call us. Your letter of recommendation can be given to the candidate for submission upon completion or, if you prefer, you can mail a copy to:

WHPRMS Leadership Recognition
c/o Tim Drinan - Ministry Health Care
11925 W. Lake Park Drive, Suite 100
Milwaukee, WI 53224

We must receive your letter no later than Friday, July 24, 2009.

Respectfully,

Tim Drinan
2008 WHPRMS Leadership Recognition Chair