



WHPRMS

Wisconsin Healthcare Public Relations & Marketing Society

Leadership Recognition Application Guidelines

Please review the following information before completing your application.

FEES

Leadership Recognition fees cover costs of program administration and are charged as follows:

\$35 Certified status \$50 Accredited status \$95 Fellow status

Your non-refundable check payable to WHPRMS must accompany your application materials.

CRITERIA FOR APPLICATION

To apply for Certified status you must

- be a WHPRMS member of good standing for two or more consecutive years
- have attended one WHPRMS-sponsored conference and two or more national, regional, or state conferences with emphasis on healthcare marketing or public relations
- accumulate 40 or more points from the Leadership Recognition program point schedule
- provide documentation to illustrate your competence and achievement in the area of health care public relations and/or marketing
- include a recent photograph and brief biography (250 words or less) for potential use in presentation materials

To apply for Accredited status you must

- be a Certified member of the WHPRMS Leadership Recognition program
- be a WHPRMS member of good standing for three or more consecutive years
- have attended two WHPRMS-sponsored conferences and two or more national, regional or state conferences with emphasis on healthcare marketing or public relations
- accumulate 75 or more points from the Leadership Recognition program point schedule
- provide documentation to illustrate your competence and achievement in the area of health care public relations and/or marketing
- include a recent photograph and brief biography (250 words or less) for potential use in presentation materials

To apply for Fellow status you must

- be an Accredited member of the WHPRMS Leadership Recognition program
- be a WHPRMS member of good standing for four or more consecutive years
- accumulate 125 or more points from the Leadership Recognition program point schedule
- submit three letters of recommendation (refer to *Guidelines for Letters of Recommendation* for specific details)
- explain a significant challenge faced by your organization and detail your specific role using a narrative format
- submit a written summary of your experience in the healthcare industry, involvement in community and professional service, and role as an educator of others in the industry (refer to *Fellow Applicant Guidelines* for specific details)
- submit a professional history or resume outlining all work experience to date (refer to *Fellow Applicant Guidelines* for specific details)

CRITERIA FOR APPLICATION – Fellow (Continued)

submit four complete copies of all application materials in folders or binders for review by the panel of judges

participate in an interview session with the panel of judges (to be scheduled in August or September on a date and at a location mutually acceptable to all parties)

include a recent photograph for potential use in presentation materials

DEADLINE

Applications and supporting documents may be submitted at any time but all materials must be received no later than Friday, July 24, 2009. Judging will be held in August or September and awards will be presented at the annual conference in October. Awards will be mailed to any recipients unable to attend the conference.

SUBMISSION OF APPLICATION MATERIALS

Mail a copy of your application materials and check payable to WHPRMS for delivery on or before July 24, 2009 to:

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

Confirmation of receipt of materials will be e-mailed to all applicants.

