



# CALL FOR ENTRIES

**Event Date:** April 2021

**Submission Deadline:** March 3<sup>rd</sup>

## Profiles of the Healthcare Networks

Each healthcare communications network is eligible for a profile in the *Med Ad News* April 2020 magazine. Every healthcare communications agency within these networks that meets the eligibility criteria can be profiled separately in the agency section of the magazine, and the network profiles will have their own section that concentrates on the overall organization. We have defined a network as an organization of individual, self-contained agencies offering services that include, but are not limited to, advertising, medical education, interactive and branding.

### Due By March 3<sup>rd</sup>\*

Written network profile from each healthcare network (totaling about 1,000 words; *Med Ad News* editors reserve the right to edit profiles to reduce the length of text if a high word count is submitted) representing four sections:

**Recent Accomplishments**

Describe the accomplishments during the past year (2020 and early 2021). For example: major account wins; product launches; significant personnel additions; alliances and partnerships formed; business ventures; new initiatives; breakthrough ideas; office relocation; awards won; etc.

**Structure and Services Offered**

Describe the structure – how is the network organized? Describe the major services offered by the network – In addition to advertising, what other types of agencies are in the network (medical education, interactive, meeting planning, etc.)? Please describe these businesses and who is in charge of them.

\*1) Please adhere to the submission deadline dates. Failure to do so could jeopardize your opportunity to appear in the April 2021 edition.

2) *Med Ad News* editors reserve the right not to publish data from agencies that have not completely filled out the documents or that do not meet our criteria. The editors reserve the right to question the data.

**Future Plans**

Describe the plans for the future – for example: new business offerings and office or personnel expansion. What are the agency goals?

**Philanthropy/Citizenship**

Describe any pro-bono work, community service, charity sponsorships, environmental initiatives, etc.

**Submission Instructions:**

Please e-mail the agency profile submission to [Andrew.Humphreys@medadnews.com](mailto:Andrew.Humphreys@medadnews.com) by the due date above. Materials should be clearly labeled with the agency name and brief description of its contents i.e., "Company Name" Network Profile 2021.xls.

**Contacts:**

**Questions about the Network Agency Profile Submission Process:**

Andrew Humphreys at 267-685-9573 or [Andrew.Humphreys@medadnews.com](mailto:Andrew.Humphreys@medadnews.com)

**Manny Awards Ticket Information:**

Daniel Becker at 973-507-6701 or [Daniel.Becker@medadnews.com](mailto:Daniel.Becker@medadnews.com) or Visit [MannyAwards](#)

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