

Profiles of the Healthcare Communications Agencies

Each healthcare communications agency participating in the *Med Ad News* April 2023 edition is requested to submit a self-written profile of its business based on the outline provided below.

Due By February 10th*

- Written network profile from each healthcare agency (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 (2022 and early 2023). 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 agency organized? Describe the major services offered by the agency – advertising, medical education, interactive, relationship marketing, etc.
 - 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.
 - Creative Visuals** (included at discretion of Editorial Team) – See form for details
Photo Size: 5x7 or 7x5 inches Preferred Format: JPG Resolution: 300 dpi or higher

Due By February 24th*

- Executive Photo** – See form for details
Photo Size: 5x7 or 7x5 inches Preferred Format: JPG Resolution: 300 dpi or higher

Submission Instructions:

Please e-mail the agency profile submission to Maria.Fontanazza@medadnews.com by the due date above. Materials should be clearly labeled with the agency name and brief description of its contents i.e., "Petunia Healthcare" Agency Profile 2023.xls.

Contacts:

Questions about the Agency Profile Submission Process:

Maria Fontanazza at 973-494-1674 or Maria.Fontanazza@medadnews.com

Manny Awards Ticket Information:

Daniel Becker at 973-507-6701 or Daniel.Becker@medadnews.com or visit [MannyAwards](http://MannyAwards.com)

*1) Please adhere to the submission deadline dates. Failure to do so could jeopardize your opportunity to appear in the April 2023 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.