



SUBMISSION DEADLINE – FEBRUARY 2, 2024

Healthcare Communications Agency Profile

Each healthcare communications network participating in the *Med Ad News* Annual Agency issue is requested to submit a self-written profile of its business based on the outline provided below. Every healthcare communications agency within these networks that meets the eligibility criteria can be profiled separately in the profile 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 advertising, medical education, interactive and branding, and more.

Due by February 2nd

Written network profile from each healthcare network (minimum 1000 words, maximum 1200 words) representing four sections. *Med Ad News* editors reserve the right to edit profiles to reduce the length of text as needed.

- Recent Accomplishments – Describe the accomplishments of the past year (2023 and early 2024).
 - Major account wins
 - Product launches
 - Significant personnel additions
 - Alliances and partnerships formed
 - Business ventures
 - Awards won
 - New initiatives
 - Breakthrough ideas
 - Office relocations
 - Etc.
- Structure and Services offered.
 - How is the agency organized?
 - What major services are offered?
 - Advertising
 - Medical Education
 - Interactive
 - Relationship marketing
- Future Plans
 - New business offerings
 - Personnel expansions
 - Agency goals
- Philanthropy / Citizenship
 - Pro-bono work
 - Community service
 - Charity sponsorships
 - Environmental initiatives

Please email the network profile submission to Maria.Fontanazza@medadnews.com by February 2, 2024. Materials should be clearly labeled with agency name and brief description of the contents i.e., “Petunia Healthcare” Network Profile 2024.doc.

Please adhere to the category submission requirements and deadline dates. Failure to do so could jeopardize your opportunity to appear on the Manny Awards voting site. Entry fees are non-refundable.