

Modern Healthcare | **AdAge**

2025 Healthcare Marketing Impact Awards

Entry Kit 2025

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Client types

Presented by Modern Healthcare and Ad Age, the Healthcare Marketing Impact Awards recognize healthcare’s best advertising, marketing, promotion and communication campaigns on and across all media platforms.

All information included in the entries for the 2025 Healthcare Marketing Impact Awards program is limited to work that debuted between Jan. 1, 2024 and July 1, 2025. The information included in your entries should be publishable by the time the awards are unveiled in November 2025. Any information marked as “not for public” or “off the record” cannot factor into judging. Please do not include information that cannot be made public in a story. We may not be able to accommodate requests to remove items from this entry once it has been submitted.

Any and all elements included in your entry forms can be used in your winning write-ups on [ModernHealthcare.com](https://www.modernhealthcare.com) and [AdAge.com](https://www.adage.com).

We’re looking for ingenuity and creativity that advance efforts by providers, insurers, suppliers and advocacy groups to deliver high-quality, affordable and accessible healthcare; promote the health of individual patients, groups and communities; and help organizations thrive in today’s rapidly changing healthcare industry.

Client types

The 2025 Healthcare Marketing Impact Awards are open to campaigns for clients of the following types:

Providers/Insurers

Providers are defined as organizations that are classified within the following categories of business: hospitals, medical clinics; multi-hospital systems; academic medical centers; ambulatory surgery centers; specialty hospitals; physician groups; minute-clinics; ambulances; emergency services and post-acute care including rehab facilities, skilled nursing facilities and nursing homes.

Insurers are defined as organizations that are classified within the following categories of business: insurance carriers; third-party payers; health plan sponsors; government plans and integrated delivery networks.

Suppliers/Vendors/Pharmaceutical

Suppliers/Vendors are defined as organizations serving healthcare providers and payers. These can include, but are not limited to, companies that provide architectural, construction and design, group purchasing, financial, legal, information technology, investment or real estate services; pharmacy benefit managers; medical device manufacturers; schools and universities; consultants; or recruiting and staffing firms.

Pharmaceutical organizations are defined as organizations that develop, produce and market drugs, pharmaceuticals or medical devices licensed for use as medications.

Advocacy

Advocacy organizations are defined as organizations that are classified within the following categories of business: government agencies; professional associations; patient advocacy groups; charitable groups and special interest groups related to healthcare.

To be eligible for the Healthcare Marketing Impact Awards, work must have debuted and run between Jan. 1, 2024 and July 1, 2025. The program will recognize gold, silver and bronze winners for each client type in each of the following categories:

Branded Entertainment/Content Campaign of the Year

This category recognizes creative uses of storytelling on any number of platforms, such as long-form films, branded content, podcasts and native advertising on publishing sites. Campaigns that win in this category represent the sort of storytelling you would not expect to find within a traditional ad buy.

Data-Driven Campaign of the Year

Contenders in this category show that data can be a valuable driver of insight, creativity and impact. This category will honor campaigns that marry data and creative ideas, resulting in powerful, innovative marketing that propels healthcare organizations forward.

Digital Campaign of the Year

The rapidly changing digital landscape presents a unique opportunity for healthcare marketers to create innovative messaging on phones, laptops or elsewhere in the digital realm. Winners will demonstrate strategic use of digital media, whether that's app or SEO campaigns, websites, or mobile, gaming or other emerging tech activations, as long as the execution is rooted in digital.

Film/TV/Video of the Year

Contenders in this category will be broadcast or digital TV/video ads or campaigns that communicate an impactful message with a fresh point of view and sharp strategy. Films longer than 60 seconds can be entered, but entrants should use their discretion as to whether the work better fits into the branded entertainment/content campaign category.

Integrated Campaign of the Year

This category recognizes exceptional campaigns that carry through various media (i.e., TV, print, social, etc.) to form a cohesive whole.

Print/Out-of-Home Work of the Year

This category celebrates impactful ideas in print and out-of-home advertising, including billboards. While the idea and creative are important, judges will also look for how the ad/campaign uses the media buy and placement to create the most impact.

Purpose-Led Campaign of the Year

This category awards campaigns and initiatives that have a positive impact on society, addressing the health industry's shortcomings and systemic inequities. Winning campaigns will demonstrate how to combine strategy with creativity to produce effective ideas that move communities to action and shine a light on a path forward for other organizations. This category is not limited to work for advocacy clients; as with other campaign categories, winners will be recognized for each client type: providers/insurers, suppliers/vendors/pharmaceutical companies and advocacy.

Social Media Campaign of the Year

This category celebrates social media campaigns that demonstrate innovative strategic thinking, strong brand voice and thoughtful attention to and engagement with communities on their respective platforms.

Tiny But Mighty

A favorite of the Ad Age Creativity Awards, this category celebrates the best of tiny but mighty attention-grabbers. The idea of "tiny" may apply to "small" formats, such as tweets, pre-roll ads, social posts and GIFs. It may also apply to a minuscule budget or media buy. Ultimately, winners in this category are a testament to how ingenuity can lead to big impact, despite constraints of medium, budget and more. That story should be clearly laid out in the submission.

Agency of the Year ^{NEW}

Agency of the Year recognizes one agency that demonstrates a deep understanding of healthcare's complexities and turns insight into impactful marketing. Unlike previous years, this award will not be selected from among winning campaign entries. To be considered, agencies must submit directly to the Agency of the Year category. Agencies do not have to submit campaigns to other categories to be considered, although doing so offers the chance for individual campaigns to be recognized. *Only one winner will be named.*

Best in Show

The Best in Show Award will be chosen from the top award winners for each campaign category. Judges will select the honoree that best demonstrates how impact and results can be obtained without sacrificing integrity in messaging.

Note: Best in Show award will be given to one honoree only.

Modern Healthcare and Ad Age reserve the right to withhold or add awards as the quality of submissions dictates. If during the review process the judges feel your entry is better suited to another category and would like to award you in that category, the judges have the right to move your entry.

Submission guidelines

General requirements

All information included in the entries for the 2025 Healthcare Marketing Impact Awards program is limited to achievements that occurred or work that debuted between Jan. 1, 2024 and July 1, 2025.

The work being evaluated by the judges must fall within this eligibility period. Elements of the work may have been introduced earlier and may have continued after the eligibility period, but the work entered must have run in the qualifying time between Jan. 1, 2024 and July 1, 2025. Results that fall outside the eligibility time period (either prior to Jan. 1, 2024 or after July 1, 2025) that help provide context for judges to assess the significance of results achieved within the eligibility time period are fine to submit. No work after July 1, 2025 will be considered in judging.

The information included in your entries should be publishable by the time the awards are unveiled in November 2025. This means anything in the entry forms can be used in your winning write-ups on [ModernHealthcare.com](https://www.modernhealthcare.com) and [AdAge.com](https://www.adage.com)—any information marked confidential will be discarded and not considered in the judging.

Please be mindful of all the requirements of each category and make sure to enter your work into the appropriate category. In the rare case the judges may opt to move an exceptional entry into what they deem to be the appropriate category if they feel it was entered into the wrong category.

Campaign entry forms

Below please find the information you'll need to gather prior to entering.

- **Agency/Company name**
- **Agency/Company address**
- **Campaign name**
- **Client name**
- **Type of healthcare organization**
- **Background information on the client/healthcare organization represented in the campaign (250 words)**
- **A description of the business challenge or problem addressed by the campaign (250 words)**
- **A summary of the media or communications plan and description of the creative executions (250 words)**
- **A summary of the campaign's results (250 words)**
- **Supporting Information**

Please upload video, images and all supporting info that best represents your advertising/marketing effort. Work samples (maximum of five)

Healthcare Agency of the Year entry form

Below please find the information you'll need to gather prior to entering.

- **Healthcare agency name**
- **Agency headquarters**
- **Year established**
- **Number of offices and locations**
- **Full-time headcount**
- **Top three clients**
- **Your story (350 words)**

Your story should offer insight on how your agency is positioned to deliver exceptional work for the healthcare industry specifically. Please provide a broad explanation of your business and why your agency should be Agency of the Year. Take into consideration the business successes, work and other accomplishments—or even struggles and missteps—that have shaped your agency between Jan. 1, 2024, and July 1, 2025.

- **Agency growth and strengths (no word max)**

Tell us about your growth, your strengths and why clients are coming to you in particular. Please also include a general breakdown of where your revenue comes from (e.g. 5% mobile, 30% digital, 2% out of home, etc.). Please provide a detailed list of account wins and losses with their estimated value per annum. If you have pro bono projects or healthcare-related initiatives that are not client-related, please note them as well.

- **Portfolio**

Include examples of work from a minimum of two (2) and up to four (4) distinct campaigns for healthcare clients that debuted and ran between from Jan. 1, 2024 and July 1, 2025. For each campaign or project you submit, please upload up to three samples (case study, photo, video, website), and describe in fewer than 350 words each, the client assignment and the objective. Also, tell us what the execution—or, if it makes more sense, the campaign that it's a part of—achieved. Please include ad metrics, such as recall and/or business results like sales or market share. The stronger the results, the stronger the submission.

General FAQs

What kinds of healthcare organizations are eligible?

All kinds of healthcare organizations are eligible for the Healthcare Marketing Impact Awards, as long as they fall within the three groups outlined in the client type outlined under [Client types](#). Please note that at this time we do not consider companies producing products that are not licensed for use as medications or medical devices.

What's new this year?

Agency of the Year is a standalone category this year, recognizing one agency that demonstrates a deep understanding of healthcare's complexities and turns insight into impactful marketing. Unlike previous years, this award will not be selected from campaign entries. To be considered, agencies must submit directly to the Agency of the Year category—no campaign entry required. Only one winner will be named.

What materials do I need to enter?

You'll need background information on the campaign that includes the client; a description of the business challenge or problem addressed by the campaign; a summary of the media or communications plan and description of the creative executions; and a summary of the campaign's results, including relevant metrics. You'll also need to provide examples of the work, such as videos, audio files, images, case studies or a PDF.

What are the technical specs for entries?

We accept .mov, mp4, jpg, png, pdf, ppt, docx formats. Please note the size limit for direct uploads is 2GB. For anything larger, please supply a link that must remain accessible until November 2025. If you would like to link to a website, please include the full URL. Keep in mind that the judges see a lot of work, so you want any work and/or case studies to be short and sweet. Two to five minutes is good; anything nearing 10-15 minutes is too long, unless longer format work falls naturally into that category. *Note: Embedded hyperlinks are not supported within our platform.*

Who judges the Healthcare Marketing Impact Awards?

The awards will be judged by the editorial teams of Modern Healthcare and Ad Age.

What is the deadline and how much does it cost to enter?

The final deadline for all entries is Aug. 11, 2025, at 5 p.m. PT. The entry fee is \$450 per entry.

What forms of payment are accepted?

All entries must be submitted and paid by credit card via the entry portal [here](#).

Please contact mhawards@modernhealthcare.com if you experience any issues submitting payment.

Can I edit my entry after I submit?

Unfortunately, once you have submitted your entry, you will not be able to log in to edit the form in any way. If there is factual information that is incorrect, please contact the Modern Healthcare awards team to request a change.

Note: changes cannot be made once the final deadline has passed and judging has started. Any requests to remove details from an entry during or after judging may result in disqualification.

When and how will winners be announced?

Winners will be notified in October and announced in November.

Terms and Conditions

The 2025 Healthcare Marketing Impact Awards program (the Program) is sponsored by Modern Healthcare and Ad Age (the Sponsors), business units of Crain Communications Inc., 1155 Gratiot Ave. Detroit, MI 48207-2732.

Eligibility

The Program is open to anyone in the industry who meets the General Requirements posted for the Healthcare Marketing Impact Awards program. Employees of the Sponsor, their affiliates and members of their immediate families are not eligible. Eligibility is subject to change each year.

How to enter

Instructions on how to enter are posted on modernhealthcare.com/impactawards. Entries must comply with the instructions for the applicable Program. There is a fee to enter the program. Fees are non-refundable once entries are submitted. You can submit as many entries as you would like. All entries must be received through our awards website. As a reminder, anything in an entry will be considered potentially public information. There's no space for explicitly confidential information, and we ask entrants to anticipate that anything in their entry could become public—mostly because we don't want to wind up trying to honor a winner without being able to tell anyone why we want to honor them. Entries will not be acknowledged or returned. Entries will be accepted until Aug. 11, 2025 at 5 p.m. ET.

Certification/Acknowledgment/Consent

EACH ENTRANT CERTIFIES THAT THE MATERIALS SUBMITTED IN CONNECTION WITH THIS PROGRAM (INCLUDING ARTWORK, IMAGERY AND IDEAS) ARE THE ORIGINAL WORKS OF THE ENTRANT. ENTRANTS RETAIN THE COPYRIGHT AND OTHER INTELLECTUAL PROPERTY INTERESTS IN THEIR MATERIALS. HOWEVER, EACH ENTRANT ACKNOWLEDGES AND IRREVOCABLY CONSENTS THAT ANY AND ALL MATERIALS SUCH ENTRANT SUBMITS FOR THIS PROGRAM MAY BE REPRODUCED, DISPLAYED, PUBLISHED (INCLUDING IN PRINT AND DIGITAL FORMATS), ARCHIVED (IN PRINT AND DIGITAL DATABASES) AND OTHERWISE FREELY USED WITHOUT LIMITATION OR RESTRICTION BY MODERN HEALTHCARE AND AD AGE, CRAIN COMMUNICATIONS INC, AND ITS PARTNERS AND AFFILIATES IN CONNECTION WITH THE PROGRAM. EACH ENTRANT ACKNOWLEDGES AND IRREVOCABLY CONSENTS TO THE USE OF ENTRY INFORMATION IN PUBLICATIONS, INTERNAL AND EXTERNAL WEBSITES, ADVERTISING AND IN MEDIA COVERAGE OF THE PROGRAM, UNLESS PROHIBITED BY LAW.

Winning

All category wins are at the discretion of our judges. Judges have the right to not select a winner if they feel materials submitted did not meet the standards, creativity or other qualities they are looking for in entries. The decisions of Modern Healthcare and Ad Age and the judges are final and binding in all matters relating to this Program, including interpretation and application of the rules. This Program is based on the quality and other factors determined by the judges of the materials submitted and winning depends on the views of the judges. Winning is not based on the number of eligible responses received and Modern Healthcare and Ad Age cannot predict the number of entrants who will participate in the Program.

General conditions

All entrants agree to release Modern Healthcare and Ad Age, sponsors and its partners and affiliates from any and all claims and liability with respect to and in any way arising from participating in the Program, accepting of any award, prize(s), or technical, hardware, software or other failures of any kind, cost or unavailable network connections, incomplete, garbled or delayed transmissions, injury or damage to an entrant's or third person's computer, whether caused by Modern Healthcare and/or Ad Age, sponsors, entrants, users or by any of the equipment or programming associated with or by any technical or human error which may occur in the processing of submissions which may damage an entrant's system or limit an entrant's ability to participate in the Program. Modern Healthcare and Ad Age reserves the right to modify or cancel all or any part of the Program for any reason at its sole discretion with a refund of the applicable entry fee paid as the sole remedy for any entrant. Subject to applicable laws, entrants irrevocably grant to Modern Healthcare and Ad Age, Program sponsors and their successors, assigns and sub-licensees the right and permission to use their name, voice, likeness and/or biographical material for advertising, promotional and/or publicity purposes in connection with the Program, in all forms of media and by any and all means and media (now and hereafter known), and on and in connection with related products, services, advertising and promotional materials (now known or hereafter developed), worldwide, in perpetuity, without any obligation, notice or consideration except for the awarding of the prize(s) to the Grand Prize Winner. All entrants agree to comply fully with each provision in the Program rules. Any person attempting to defraud or in any way tamper with the Program and any person who does not comply with the Program rules, will be ineligible for any award or prize. Program void where prohibited or restricted by law.