Modern Healthcare | AdAge

2026 Healthcare Marketing Impact Awards

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Overview

Presented by Modern Healthcare and Ad Age, the Healthcare Marketing Impact Awards recognize marketing, advertising and communications that are advancing healthcare organizations, strengthening audience engagement and delivering measurable impact across the industry.

The program honors strategic, creative and results-driven work from providers, insurers, suppliers, pharmaceutical companies, advocacy organizations and agencies operating in today's complex healthcare environment.

From brand storytelling and digital innovation to purpose-led initiatives and technology-informed campaigns, the awards celebrate work that demonstrates how marketing can help healthcare organizations build trust, improve engagement and support organizational goals.

All information included in the entries for the 2026 Healthcare Marketing Impact Awards program is limited to work that debuted between **Jan. 1, 2025 and July 1, 2026.**

The information included in your entries should be publishable by the time the awards are unveiled in November 2026. Any information marked as "not for public" or "off the record" will not be considered during 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*** *and* ***AdAge.com****.*

Client types

The 2026 Healthcare Marketing Impact Awards are open to campaigns for clients of the following types:

Providers/Insurers

Providers include hospitals, health systems, physician groups, clinics, ambulatory surgery centers, specialty care organizations, post-acute care organizations and emergency services providers.

Insurers include insurance carriers, health plans, third-party payers, 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 include government agencies, patient advocacy organizations, charitable organizations, healthcare-related associations and mission-driven organizations focused on healthcare issues.

Please note: Campaigns created on behalf of advocacy organizations are eligible across all categories, not only Purpose-Led Campaign of the Year. Entries should be classified as "Advocacy" only when the client organization falls within the advocacy category definition above.

Categories

The Healthcare Marketing Impact Awards recognize gold, silver and bronze winners across each client type and category. To be eligible, work must have debuted and run between Jan. 1, 2025 and July 1, 2026.

Campaigns may be entered into multiple categories if the work meaningfully aligns with the category criteria.

Please note: Only one winner will be selected for Best in Show and Agency of the Year.

Branded Entertainment/Content Campaign of the Year

Recognizes creative storytelling across platforms including branded content, long-form video, podcasts, native advertising and other content-driven experiences.

Successful entries will demonstrate how storytelling was used to engage audiences in a meaningful and relevant way beyond traditional advertising formats. Judges will look for strong narrative execution, audience relevance, strategic thinking and measurable impact tied to campaign or organizational objectives.

Digital Campaign of the Year

Recognizes digital marketing and communications campaigns across web, mobile, apps, search, gaming and emerging digital platforms.

Successful entries should demonstrate thoughtful use of digital channels to engage healthcare audiences in relevant and effective ways. Judges will look for strong audience understanding, strategic execution and measurable impact tied to campaign objectives.

Experiential Campaign of the Year NEW

Recognizes live, virtual or hybrid experiences that created meaningful engagement between healthcare organizations and their audiences.

Winning entries should demonstrate how experiential elements supported audience connection, education, participation or brand engagement. Judges will look for thoughtful execution, audience relevance and measurable outcomes tied to the overall campaign or organizational goals.

Film/TV/Video Campaign of the Year

Recognizes broadcast, streaming or digital video campaigns that communicate a compelling message through strong storytelling, creative execution and strategic clarity.

Winning entries should demonstrate how video was used effectively to engage audiences, communicate complex ideas or strengthen campaign impact. Judges will look for strong creative direction, audience relevance and measurable results.

Integrated Campaign of the Year

Recognizes campaigns that connect multiple channels and touchpoints into a cohesive audience experience.

Successful entries will demonstrate how strategy, messaging and execution worked together across platforms to strengthen audience engagement and campaign effectiveness. Campaigns may include combinations of television, digital, social media, print, out-of-home, experiential, content or other communications channels.

Judges will look for clear integration across media, strong audience understanding and measurable results tied to the campaign's overall objectives. Results may include engagement, awareness, participation, behavioral outcomes or broader organizational impact.

Print/Out-of-Home Work of the Year

Recognizes impactful print and out-of-home advertising, including billboards, transit, environmental and location-based activations.

Winning entries should demonstrate how creative execution, placement and messaging worked together to maximize audience impact. Judges will look for strategic use of media, strong creative thinking and measurable effectiveness.

Campaigns primarily centered around interactive audience experiences should be entered in the experiential campaign category.

Categories

Purpose-Led Campaign of Year

Recognizes campaigns and initiatives that address healthcare inequities, community challenges, patient advocacy, accessibility or broader societal impact.

Winning work should demonstrate how communications, strategy and creativity were used to drive meaningful engagement, awareness, participation or action. Judges will look for authenticity, audience relevance and measurable outcomes connected to the campaign's purpose.

Entries from all client types—providers/insurers, suppliers/vendors/pharmaceutical companies and advocacy—are encouraged.

Social Media Campaign of the Year

Recognizes social media campaigns that demonstrate strong strategic thinking, audience understanding, platform-native execution and meaningful engagement.

Winning entries should show how social media was used to build community, strengthen audience connection, support broader campaign objectives or influence audience behavior. Campaigns may span one or multiple platforms and should demonstrate thoughtful use of each platform's strengths, voice and audience dynamics.

Judges will look for creative and strategic execution, audience relevance and measurable impact beyond short-term engagement metrics alone. Strong entries will clearly explain how social media contributed to broader communications, organizational or healthcare-related goals.

Technology-Driven Campaign of the Year NEW

Recognizes campaigns that use technology, data, AI, analytics or emerging platforms to strengthen strategy, creativity or engagement.

Winning entries should demonstrate how technology meaningfully enhanced audience experience, communications effectiveness or campaign outcomes. Judges will look for thoughtful application of technology, innovation, strategic relevance and measurable impact.

Tiny But Mighty

Recognizes high-impact work created within constraints such as limited budgets, smaller media buys or compact formats.

Winning entries should demonstrate ingenuity, efficiency and strong strategic thinking relative to scale. The idea of "tiny" may apply to smaller formats such as social posts, pre-roll advertising, GIFs or other concise executions, but may also refer to limited resources or media investment.

Judges will look for work that delivered meaningful audience or organizational impact despite limitations in budget, format or scale.

Agency of the Year

Recognizes one agency that demonstrates exceptional understanding of healthcare audiences, industry complexity and client challenges while delivering impactful marketing and communications work.

Winning submissions should demonstrate strong strategic thinking, meaningful client impact, business momentum and the ability to navigate the unique demands of healthcare marketing and communications. Judges will look for evidence of creative excellence, organizational growth, client success and a clear point of view on healthcare communications.

Agency of the Year requires a separate submission and will not be automatically considered based on campaign entries.

Best in Show

One Best in Show honoree will be selected from the top-scoring campaign category winners.

This award recognizes the entry that best demonstrates exceptional strategic thinking, creative execution and measurable impact across the program. Judges will look for work that not only achieved strong results, but also demonstrated a compelling understanding of audience, message and healthcare context.

Only one Best in Show honoree will be selected.

Modern Healthcare and Ad Age reserve the right to withhold or add awards as the quality of submissions dictate. 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 submitted work must have launched or run between **Jan. 1, 2025 and July 1, 2026**.

Campaigns may have started earlier or continued afterward, but judging will focus on work completed within the eligibility period. Supporting context or earlier results may be included where relevant.

All submitted information should be publishable by the time winners are announced in November 2026. Content submitted through the entry forms may be referenced in winner coverage on AdAge.com and ModernHealthcare.com. Information marked confidential or off the record will not be considered during judging.

Please review category descriptions carefully before entering. Judges reserve the right to move entries into more appropriate categories when applicable.

Campaign entry form

Before entering, please prepare the following information:

Contact information

- Campaign title
- Client type
- Entrant contact information
- Relationship to entry

Campaign information

- Campaign name
- Date campaign launched
- Healthcare organization represented in the campaign
- Agency responsible for creating the campaign (if applicable)
- **Organization background and audience context**
  Provide brief background on the healthcare organization and the audience or community this work was intended to reach. (Maximum 250 words)
- **Challenge or opportunity**
  Explain the business, communications, engagement or healthcare-related challenge addressed by the work, including why it mattered and what the work needed to accomplish. (Maximum 250 words)
- **Strategy and execution**
  Describe the strategic approach, communications plan and creative execution, including how channels, platforms or notable creative, technological or experiential elements were used. (Maximum 250 words)
- **Impact and results**
  Explain the measurable impact or outcomes resulting from the work. Where possible, include metrics related to engagement, awareness, audience behavior, patient/community impact, business performance or other meaningful outcomes. (Maximum 250 words)

Supporting materials

- Supporting work samples (maximum of five)
- Videos, websites, audio files, case studies or other materials illustrating the work and its impact
- Optional case study video
- Direct uploads must be 2GB or smaller. Larger files should be shared via link.

Healthcare Agency of the Year entry form

Before entering, please prepare the following information:

Agency information

- Healthcare agency name
- Headquarters address
- Year established
- Number of offices and locations
- Full-time headcount
- Top healthcare clients

Agency positioning and healthcare expertise

Describe the agency's approach to healthcare marketing and communications, including areas of specialization, healthcare-specific expertise and notable developments during the eligibility period. (Maximum 350 words)

Agency growth and business strengths

Explain the agency's growth, strengths and business momentum during the eligibility period, including account activity, revenue mix and other notable business developments where applicable.

Portfolio

Submit examples from a minimum of two (2) and up to four (4) healthcare campaigns or projects that debuted or ran between **Jan. 1, 2025 and July 1, 2026.**

For each example submitted, include:

- Campaign/project name
- Description, strategy and results
- Up to three supporting materials

Strong submissions clearly demonstrate strategic thinking, creativity, innovation and meaningful impact for healthcare clients.

General FAQs

What's new this year?

There are two new campaign categories this year: Experiential Campaign of the Year and Technology-Driven Campaign of the Year.

Technology-Driven Campaign of the Year expands the program's previous data-focused category to recognize work involving AI, emerging technologies and technology-informed strategy.

Agency of the Year remains a standalone category requiring its own dedicated submission. Agencies will only be considered based on entries submitted directly to the category.

Entries submitted after the final deadline will incur an additional $100 processing fee.

What kinds of healthcare organizations are eligible?

The Healthcare Marketing Impact Awards are open to organizations that fall within the three client types outlined in the entry guidelines: providers/insurers, suppliers/vendors/pharmaceutical companies and advocacy organizations.

Please note that companies producing products not licensed for use as medications or medical devices are not currently eligible.

What kind of work is eligible?

A wide range of healthcare marketing, advertising and communications work is eligible, including campaigns involving video, branded content, websites, apps, social media, experiential activations, digital platforms and emerging technologies.

All entries must represent legitimate work created for a real client or organization that genuinely ran, launched or was implemented as described. Speculative, fabricated or misleading work may be disqualified.

Eligible work must have debuted, run or achieved results between Jan. 1, 2025 and July 1, 2026.

What kinds of organizations can enter Purpose-Led Campaign of the Year?

Purpose-Led Campaign of the Year is open to campaigns across all client types, including providers/insurers, suppliers/vendors/pharmaceutical companies and advocacy organizations.
The category recognizes work addressing healthcare inequities, community challenges, patient advocacy, accessibility or broader societal impact.

What makes a strong Healthcare Marketing Impact Awards entry?

A strong entry clearly explains the challenge, strategy, execution and measurable impact of the work.

The most effective submissions help judges quickly understand:

- What problem or opportunity the work addressed
- Why the approach was strategically appropriate
- How the execution connected with the intended audience
- What meaningful outcomes resulted

Judges value concise storytelling, strong audience understanding and evidence of measurable impact. Specific examples and outcomes are encouraged wherever possible.

What kinds of results should entrants include?

Where possible, entrants should include measurable outcomes related to audience engagement, awareness, participation, audience behavior, patient/community impact, organizational performance or broader business goals.

Results may include quantitative metrics, qualitative outcomes or other indicators that help demonstrate the significance of the work.

All submitted information must be publishable. Information marked "not for public" or "off the record" will not be considered during judging.

General FAQs

What materials will I need to complete my submission?

Typical submission materials include:

- Organization and audience background
- Description of the challenge or opportunity addressed
- Strategy and creative execution details
- Measurable outcomes or results
- Supporting creative assets, videos or links

Entrants are encouraged to prepare concise written responses and supporting materials that clearly illustrate the work and its impact.

Additional details can be found in the submission guidelines section above.

What are the technical specs for entries?

The platform accepts .mov, .mp4, .jpg, .png, .pdf, .ppt and .docx files. Direct uploads are limited to 2GB per file. For larger files, please provide a link that will remain active through November 2026.

Please note that embedded hyperlinks are not supported within the platform. If you would like judges to visit a website or view external content, include the full URL directly within your entry materials.

When submitting videos or case study materials, keep length and clarity in mind. Judges review a high volume of entries, so concise materials are generally more effective. In most cases, two to five minutes is recommended unless the format naturally requires a longer runtime.

How many categories can one campaign enter?

Campaigns may be entered into multiple categories if the work meaningfully aligns with each category description.

Can agencies enter on behalf of clients?

Yes. Agencies may submit work on behalf of clients with permission.

Who judges the Healthcare Marketing Impact Awards?

Entries are evaluated by editors and journalists from Modern Healthcare and Ad Age with expertise across healthcare, marketing, media and communications.

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

The final deadline for all entries is August. 10, 2026, at 5 p.m. PT. The entry fee is $450 per entry.

Entries submitted after the final deadline will incur an additional $100 processing fee.

What forms of payment are accepted?

Entries must be submitted and paid online by credit card through the awards platform.

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

Can I edit my entry after I submit?

Once an entry has been submitted, it cannot be edited through the platform. If factual information needs to be corrected, please contact the awards team at mhawards@modernhealthcare.com to request a change.

No changes can be made once judging has begun. Requests to remove submitted information during or after judging may result in disqualification.

When and how will winners be announced?

Winners will be notified by email in October 2026 and announced in November 2026 on **ModernHealthcare.com** and **AdAge.com**.

Terms and conditions

The 2026 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. 10, 2026 at 5 p.m. ET.

All work entered into any of the categories of the 2026 Healthcare Marketing Impact Awards must be work that was legitimately created, commissioned and executed as described. This includes any use of artificial intelligence (AI) tools or processes in preparing entry forms, which must be transparently disclosed and accurately represented. Exaggerated results, inaccurate financials, misleading or fabricated case studies, speculative work presented as real, or undisclosed/inauthentic use of AI are grounds for disqualification. Modern Healthcare and/or Ad Age may request verification at any point in the process and reserves the right to disqualify entries or bar future participation for any violations.

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

Terms and conditions

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.