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

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.