



Fellow Applicant Guidelines

WHPRMS Fellows are professionals in healthcare marketing and public relations who demonstrate exceptional competence and ability in the areas of:

- ❖ **Leadership**
- ❖ **Innovation and creativity**
- ❖ **Problem solving**
- ❖ **Organizational impact**

This level of achievement is an honor bestowed on members who have met the criteria and are viewed as outstanding in their profession.

As part of the fellowship application, the candidate must:

- be a current WHPRMS member.
- be an Accredited member of the WHPRMS Leadership Recognition Program.
- accumulate a minimum of 106 points from the Leadership Recognition Program point schedule, including meeting the minimum number of points required in each division.
- submit the following application materials online:
 - copy of professional history or resume highlighting work experience, responsibilities, career progression, awards, accomplishments and education.
 - two letters of recommendation (one must be from a senior leader within your organization, or a client if you are self-employed).
 - a recent photograph for use in the award presentation ceremony.

Letters of recommendation should include examples from the following categories:

CATEGORY I – Health Care Industry

Innovative program development and implementation of healthcare marketing and public relations strategies that demonstrate overall knowledge of the industry.

CATEGORY II – Community/Professional Service

Active participation and leadership in civic, community service organizations, and/or professional service in marketing and public relations organizations such as WHPRMS, PRSA, SHSMD, etc.

CATEGORY III – Knowledge Sharing

Teaching, training or mentoring people (which could include interns) in the profession. Participation in seminars/conferences as a featured speaker. This may include evidence of professional consulting assignments in which your knowledge and skills were shared with others.