

Division A

Professional Membership and Participation:

- WHPRMS member 05 points/year
 - WHPRMS committee member 05 points/year
 - WHPRMS board member 10 points/year
 - WHPRMS president 20 points/year
 - Other professional organizations (*national, state or regional*)
 - Member 01 point/year
 - Committee member 02 point/year
 - Officer/board member (*state or regional*) 03 points/year
 - Officer/board member (*national*) 05 points/year
- NOTE:** Does not include membership or positions held while a student. May only collect 10 points total from other professional organization participation.

Division B

Education: Points can only be taken for the highest level of education attained to date.

- One year of college completed 01 point
- Two years of college completed 02 points
- Three years of college completed 03 points
- Associate degree 04 points
- Baccalaureate degree 05 points
- Master's degree 10 points
- Doctoral degree 15 points

Health Care Years of Experience:

- 1 to 2 years of health care experience 05 points
- 3 to 5 years of health care experience 10 points
- 6 to 9 years of health care experience 15 points
- 10 to 14 years of health care experience 20 points
- 15+ years of health care experience 25 points

Division C

Continuing Education:

- Attend a PR- or marketing-related seminar/workshop/webinar 02 points/program
- Attend the WHPRMS virtual spring conference 03 points/year
- Accreditations (APR, ACHE, etc.) 04 points each
- Attend the WHPRMS annual conference 05 points/year
- Attend a national conference/seminar (*PRSA, SHSMD, etc.*) 07 points/program

Division D

Awards and Recognition:

- WHPRMS Carol Scaife Memorial Scholarship Award 05 points
- WHPRMS Award of Merit or Prestige Award 05 points/award
- WHPRMS Award of Excellence 10 points/award
- WHPRMS Carol Mehlberg Award 10 points/award
- WHPRMS Professional Excellence Award 20 points
- National/regional awards (*include a brief description of award and awarding organization*) 10 points/award

Contributions to Health Care:

- Write an industry-related blog (*up to 5*) 03 points/blog
- Speak as a guest lecturer in a marketing/public relations class 03 points/class
- Quoted in an industry-related article (*online, magazine, etc. - up to 5*) 03 points/article
- Present a PR- or marketing-related seminar/workshop/webinar/WHPRMS Prestige Showcase 05 points/program
- Publish a paper in a trade journal (*attach copies of articles*) 07 points each
- Speak/present at the WHPRMS spring virtual conference or annual conference 10 points/year
- Teach a college course on marketing/public relations 10 points/program
- Speak/present at a national conference 15 points/program
- Speak as a keynote speaker at WHPRMS conference or other regional conference 20 points/program
- Publish a book (*attach copy of front cover and publisher's information*) 20 points each
- Speak as a keynote speaker at a national conference 40 points/program

Minimum Points Required

Must meet minimum number of points in each division and reach the minimum total points for each level.

Division	Certified Applicants	Accredited Applicants	Fellow Applicants
	<i>Minimum</i>	<i>Minimum</i>	<i>Minimum</i>
Division A	15	20	30
Division B	10	15	26
Division C	10	15	30
Division D	00	10	20
Total Required Points	35 Points	60 Points	106 Points

The Leadership Recognition committee reserves the right to assign points based on the criteria outlined. This list is not inclusive. Points may be awarded for other accomplishments and participation in other healthcare marketing and public relations related events if sufficient documentation is provided.