

## **GUIDELINES FOR LETTERS OF RECOMMENDATION**

WHPRMS is a non-profit, professional organization dedicated to providing a wide range of services to marketing and public relations professionals working in the healthcare industry. Our Leadership Recognition Program is designed to reward members who excel in their profession.

This program offers three tiers: certification, accreditation and fellowship status. Fellows are best defined as professionals in healthcare marketing and public relations that 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 programs' criteria and earned an adequate number of points.

A Fellow should be someone who exhibits exceptional competence and often goes the extra mile to lend a hand in order to accomplish a goal. They should be a leader who demonstrates creative problem solving and individuality.

In writing your recommendation, please provide your subjective view of the candidate and include examples from the following categories:

### **CATEGORY I – Healthcare Industry**

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

### **CATEGORY II – Community/Professional Service**

Candidate's 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**

Evidence of candidate's experience in teaching, training or mentoring people (which could include interns) in the profession. Include participation in seminars/conferences as a featured speaker. This may also include examples of professional consulting assignments in which their knowledge and skills were shared with others.

Please send your letter of recommendation to the nominee so they can submit it with their online application. If you have any questions, please send them to [president@whprms.org](mailto:president@whprms.org).

Thank you!