

# TIMES NETWORK

NOW OR NOTHING

presents

## NATIONAL AWARDS FOR MARKETING EXCELLENCE

(FOR EXCELLENCE IN HEALTHCARE)

Healthcare in India continues to be at a critical juncture. With out-of-pocket expenditures as high as 80% in some cases, affordability still remains a serious issue. Further, the quality of healthcare being delivered across the country is not consistent. While the large hospitals can boast of state-of-the-art modern medical technology, the same cannot be said of the smaller hospitals and nursing homes operating across the country thus leaving a large section of our society vulnerable to the dangers of sub-standard quality. These awards are in keeping with its commitment to recognize innovative growth strategies and solutions adopted by the best companies in the healthcare industry. Award categories span across various healthcare segments such as Pharmaceuticals and Biotechnology, Medical Technologies, Healthcare Delivery Services and Special Awards. Healthcare awards recognise and reward projects and professionals that lead innovative healthcare practice and make a real difference to patients' lives in the healthcare science and allied health professions. The awards are unique and cover all these professional and specialists groups whose achievements so often go unnoticed. Healthcare awards highlights winning work and offer the creative healthcare industry their well-deserved recognition. We hope these efforts will draw attention to the talent and inventiveness of your global community. Expert and independent judging panels, drawn from all parts of the healthcare system, determine the outcome in each Award. The Awards have a proud tradition of unearthing the quiet achievers and outstanding services and programs making our health system the best it can be.

7<sup>TH</sup> JULY, 2017  
TAJ LANDS END, MUMBAI

### AWARD CATEGORIES

#### ORGANISATIONAL AWARD CATEGORIES

- Best Marketing Campaign (Healthcare Industry)
- Best Marketing Campaign (OTC)
- Best Agency (Servicing Healthcare Industry)
- Outstanding Achievement Award In Healthcare – Social Causes
- Healthcare & Social Care Support Award
- Innovation In Quality Of Service Delivery Award
- Excellence In Managing Primary Care Centre
- Product Innovations Award
- Best Patient Safety Initiative Award
- Outreach In Rural Areas
- Best Research & Tech Award For Biomedical
- Best Emerging Brand (OTC)
- Best Pharmacy Retailer
- Best Health Insurance Company
- Dental Laboratory Of The Year
- Corporate Dental Chain Of The year (Minimum 3 Clinics)
- Best Teeth Whitening Centre
- Most Advanced Dental Services Provider (Rural, Urban and Semi Urban Area)
- Best Eye Clinic of the Year
- Best Skin Clinic
- Best Diabetes Clinic
- Best ENT Hospital
- Best Medical Devices Company
- Best Healthcare Insurance Company
- Best Clinical Research Company
- Award For Best Quality Initiative In Health care
- Quality In Service Delivery Award
- Award For Best Quality (Medical Devices)
- Award For Best Use of Technology By A Diagnostic Service Provider
- Award For The Best Diagnostic Service Company Of The Year
- Award For The Best Dialysis Service Provider
- Award For Best R & D (Medical Devices, Pharmaceuticals & Chemicals etc.)
- Award For Best Hospital in Pediatric & Gynecology
- Award For Best Fastest Growing FMCG Product In Healthcare
- Award for the Best Nutraceutical Company of the Year
- Award For The Best Medical College / Institute / Campus
- Award For the Best Hospitality In Healthcare
- Award For The Best Green Hospital
- Award For The Best Green Project Healthcare
- Award For The Best Design In Healthcare
- Award For The Best Use Of Social Media & Digital Marketing in Health Care
- Award For The Best Food Safety Initiative
- Award For The Best Water Safety Initiative
- Food Safety Leadership Award
- Most Innovative Initiatives in Food Safety
- Award For The Best Use Of Six Sigma In Healthcare
- Best Healthcare Unit On Public Private Partnership (PPP) Model In India
- Excellence In Training & Development
- Award For The Best Multi Speciality Hospital (As Per Region)
- Award For The Best CSR Practise In Healthcare
- Award For The Best Fertility Chain
- Award For The Community Based Management of Acute Malnutrition
- Award For The Best Customer Service In Healthcare
- Award For The Best Wellness Company
- Award For The Best Nutrition Brand
- Award For The Best Homeopathy Company Of The Year
- Award For The Best Mobile App. In Healthcare
- Award For The Smartest Fitness Watch
- Award For The Best Fitness App
- Best HR Practice in Healthcare
- Leading Fertility Chain in India
- Award For The Best Dental Manufacturer
- Award For The Best Dental Equipment

#### INDIVIDUAL CATEGORIES

- CEO Of The Year Award
- Best Marketer Award
- Brand Leadership Award
- Brand Builder Award
- Lifetime Achievement In Healthcare Award
- Best Researcher Award
- Women Leadership Award In Healthcare
- Sales Promoter Award
- Hall Of Fame Award
- Outstanding Dentist Of The Year
- Entrepreneur Dentist Of The Year
- Best Healthcare Entrepreneur
- Award For the Best Medical Supprentendent of The Year
- Award For The Best Dietician Of The Year
- Award For The Best Physiotherapist
- Award For The Best Plastic Surgeon In India
- Award For the Best Dermatologist In India
- Outstanding Contribution in Operation (Healthcare)

#### CRITERIA

**INDIVIDUAL CATEGORY:** Each entry should be accompanied by personal profile of nominated person; Achievements; Awards & Accolades received; Media Coverage; Articles published; Photographs & any other relevant details.

**ORGANIZATIONAL CATEGORY:** Each entry should be accompanied by write-up of not more than 2700 words excluding attachment; Profile of the company & Brochure; Media write-ups & Interviews as annexure.

(The Jury will evaluate each entry & will decide on winners. The decision of the Jury is final & binding)



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The Entry Fee is Non - Refundable. Entries once sent cannot be withdrawn under any circumstances.  
The organisers reserve a right to alter or change the program or its content and title without assigning any reason whatsoever.

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