

# Special Achievement Award

**Criteria:** Individuals who have made a unique or innovative contribution over a period of time to the art and process of health planning, marketing or public relations.

Individuals who have been instrumental in the planning and marketing of a unique or particularly innovative health service.

Individuals who have, during their careers, demonstrated leadership in the advancement of health planning and marketing.

Organizations which have demonstrated a commitment to systematic and effective health planning, innovative marketing or public relations, thereby establishing high standards of emulation.

**Eligibility:** Individuals and organizations whose achievements in the disciplines of healthcare planning, marketing or public relations have benefited the citizens of New Jersey. Parties so nominated do NOT need to be members of the Society.

**Frequency:** Nominations for the award will be accepted each year, but the award will not necessarily be given each year.