



HPMSNJ

Healthcare Planning & Marketing
Society of New Jersey

The **PeRCy Awards** will be presented by the **HPMSNJ** in December, 2020 to
Recognize the Best in New Jersey
Healthcare Planning, and Marketing and Public Relations Programs

2020 Specialized Criteria for Each Category

BEST HOSPITAL PLANNING EFFORTS RELATED TO COVID-19: This category awards planning efforts, such as shifting internal departments around, visitor restrictions, elective surgery suspension/resumption, furloughing of employees and drive thru testing, etc.

BEST HOSPITAL PUBLIC RELATIONS - CRISIS SITUATION: This category awards any PR or Media Placement used to respond to and communicate with the community regarding the COVID-19 pandemic, including, but not limited to, visitor restrictions, testing sites, and PPE donations.

BEST HOSPITAL INTERNAL RELATIONS EFFORTS DURING COVID-19: This category awards a hospital's efforts to communicate with colleagues and staff during the pandemic, including internal communications and efforts to boost or maintain employee morale.

BEST HOSPITAL MARKETING PIVOT DUE TO COVID-19: This category awards a hospital's efforts to pivot marketing campaigns to a pandemic focus including all categories of advertising and marketing: Social Media, TV, Radio, Print, Outdoor, PSA's, etc.

All submissions should include complete program details along with supporting documents (goal/vision/methodology/white pages/videos/social media links/print documents/promotional pieces/results, etc.,) and be uploaded to an accessible drop box with link sent to jane.heimbecker@halo.com