



**Aesculapius Award for Excellence in Health Communication**  
**Application to judge Websites and/or television or radio PSAs**

Please complete and fax this form to 301-320-0978 (or email to [award@hii.org](mailto:award@hii.org))

Also submit resume or brief biographical sketch highlighting relevant qualifications & experience.

The Aesculapius Award, named for the ancient Greek God of healing, recognizes outstanding organizations that have provided health information to the public through the use of World Wide Web (WWW) sites or television or radio public service announcements (PSAs). The award is intended to encourage excellence in health communication and promotion. Health Improvement Institute invites participation on volunteer panels to judge WWW sites or television and radio PSAs. Each judge reviews up to 8 -10 WWW sites or 5-6 PSAs at their own convenience. The deadline for entries is the first Friday after the Labor Day holiday. Judges are asked to complete their evaluations by the end of October.

Name: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Position/ \_\_\_\_\_  
Address: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

I would like to judge the following category(ies):

- Websites  Television PSAs  Radio PSAs

Please check all of the types of organizations for which you work or which you represent:

- |  |   |
|--|---|
| <input type="checkbox"/> Awards/Ratings organization                 | <input type="checkbox"/> Law firm                                       |
| <input type="checkbox"/> Computer hardware manufacturer/distributor  | <input type="checkbox"/> Managed care organization (e.g., HMO, PPO)     |
| <input type="checkbox"/> Consulting company                          | <input type="checkbox"/> Media (e.g., TV, radio, newspaper)             |
| <input type="checkbox"/> Consumer organization                       | <input type="checkbox"/> Non-health industry association                |
| <input type="checkbox"/> Federal government official                 | <input type="checkbox"/> Non-health professional association            |
| <input type="checkbox"/> Health care provider (e.g., hospital)       | <input type="checkbox"/> Pharmaceutical/device manufacturer/distributor |
| <input type="checkbox"/> Health insurer                              | <input type="checkbox"/> Print or electronic publisher                  |
| <input type="checkbox"/> Health trade association (e.g., AHA, JCAHO) | <input type="checkbox"/> Software manufacturer/distributor              |
| <input type="checkbox"/> Health professional association (e.g., AMA) | <input type="checkbox"/> State/local government official                |
| <input type="checkbox"/> Independent consultant/Individual           | <input type="checkbox"/> Telecommunications/cable company               |
| <input type="checkbox"/> International organization (e.g., UN, WHO)  | <input type="checkbox"/> Voluntary health association (e.g., Red Cross) |
| <input type="checkbox"/> Internet provider                           | <input type="checkbox"/> Other, please specify:                         |

**Adverse professional events** - In the last 5 years, have you been, or are you currently, involved with any event that could call into question your suitability to be a judge (e.g., adverse action regarding quality of care, professional conduct, research integrity, etc)?  Yes; please explain  No

**Comments** – including any other relevant qualifications or experience, explanations of adverse professional events, etc.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_



## **Aesculapius Award for Excellence in Health Communication**

### ***Judges credentialing/selection criteria***

- Credentialing criteria refer to the qualifications and experiences of individuals who apply to be judges. The Institute assesses applications based on criteria.
- Selection criteria refer to guidelines for forming panels of judges (from among credentialed judges) to evaluate Award entries.
- Separate panels are established to evaluate entries for each category of Award. Multiple panels may be established for the same category of Award if the volume of entries warrants.
- Judges who evaluate entries must complete a "Declaration of Interest" pertaining to each entry that they judge.
- For each category of Award, judges evaluate the quality of each entry, select those demonstrating excellence, and, if merited, select the year's best entry in a category to receive the Annual Award.

#### **Credentialing criteria**

Documented evidence that the applicant:

- Is actively engaged in a field and role relevant to health communications
- Has at least 5 continuous years of experience, or at least 10 years of total experience, in a field and/or a role relevant to health communications
- Has sufficient specific qualifications and experiences necessary to evaluate entries in one or more categories of Award (Websites and/or PSAs).
- Does not have, nor has had in the past 5 years, any event that might create the appearance of unsuitability to be a judge
- Once credentialed, professional performance as a judge (e.g., prompt and appropriate completion of judging forms) permits recredentialing.

#### **Selection criteria**

Each panel generally consists of 3-5 credentialed judges, selected, to the extent possible, to represent relevant diversity with respect to health communications, for example:

- Type of organization (e.g., media production company, health communication consulting company, government agency, consumer advocacy organization)
- Role (e.g., producer, message designer, evaluator, health professional)
- Professional background
- Region of the country.