The HCPro 2012 Nursing Image Awards

CATEGORIES

Image of Nursing in Clinical Practice (open to individual and team entries)

Image of Nursing in Leadership

SPONSOR

HCPro, Inc., 75 Sylvan St., Suite A-101, Danvers, MA 01923
Contact email: rhendren@hcpro.com
Contact phone: 781-639-1872 ext. 3918

OFFICIAL RULES

PURPOSE OF SEARCH

The image of nursing is a collective expression of the pride and professionalism each nurse feels and then portrays to members of the healthcare team and to society. The purpose of this search is to identify and recognize those nurses who demonstrate pride, professionalism, and excellence and thereby embody a positive image of nursing that elevates the profession as a whole.

The 2012 Nursing Image Awards honor nurses whose leadership, teamwork, and clinical expertise embody an image of nursing excellence and who make a difference in improving patient care, quality outcomes, nurse satisfaction, and the healthcare environment.

This search is to 1) identify and recognize nurses who exemplify the best image of nursing; 2) celebrate the outstanding individual or team contributions that occur in healthcare organizations each day; and 3) share best practices in leadership and clinical excellence.

The search for the winners of the HCPro 2012 Nursing Image Awards begins on January 31, 2012, at 12:01 a.m. ET and ends July 31, 2012, at midnight ET. No entry fee or payment is necessary to participate in this search.

Selection will be based on:

- **The image of nursing in clinical practice:** This category recognizes individual nurses or nursing teams who portray a positive image of nursing through their clinical excellence, and who have made significant contributions to improve patient outcomes, patient safety/quality initiatives, staff satisfaction, practice changes, research or evidence-based practice projects, interdisciplinary collaboration, or organizational goals.

- **The image of nursing in leadership:** This category honors a nursing leader who embodies a positive image of nursing through his or her leadership and who has served as an inspiring leader, mentor, and role model to nurses as they strive to portray an image of professionalism in all that they do, whether by overcoming significant challenges, spearheading change, or inspiring teamwork that resulted in achievement of operational goals/objectives.
CATEGORIES AND ELIGIBILITY
Entries must be based on individual effort, teamwork, or leadership exhibited in the healthcare organization. An entry may be submitted by an individual or team or on behalf of an individual or team. Teams represented by the entry must include at least two nurses.

Vendors and business service providers are not eligible for the program. Eligibility is solely at the discretion of Senior Managing Editor Rebecca Hendren and HCPro, Inc.

How to Enter
To be eligible, entries must strictly adhere to the following guidelines. All questions within the document must be answered. Incorrect information may lead to disqualification. No additional material or form of multimedia may be submitted, including Web site links, audio files, pictures, or video. By submitting this entry, entrant agrees to the terms and conditions specified in the Official Rules.

Award 1: Image of Nursing in Clinical Practice
Part A. List the nominee including contact information (name, e-mail, and phone number) or nominees if team (designate one team member as contact and provide name, e-mail, and phone number). List nominator’s contact information (name, organization, address, e-mail, and phone number).
(Note: Contact information included in the entry will not be divulged to anyone other than HCPro Inc., contest judges, and underwriters).

Part B. Description of clinical excellence (500 words or less).
Please describe how the nurse or team of nurses portrays a positive image of nursing through their clinical practice. Explain the nurse or team of nurses’ role within the organization and what makes this nurse. This is not a questionnaire, but consider addressing the following examples in your narrative:
- Provide examples of how the nurse or team contributes to the image of nursing at their organization.
- Discuss how the nurse or team exemplifies clinical excellence, providing details about outcomes, etc.
- Describe positive results that have been achieved as a result of their contributions to improve patient outcomes, patient safety/quality initiatives, staff satisfaction, practice changes, research or evidence-based practice projects, interdisciplinary collaboration, or organizational goals.

Award 2: Image of Nursing in Leadership
Part A. List the nominee including contact information (name, e-mail, and phone number). List nominator’s contact information (name, organization, address, e-mail, and phone number).
(Note: Contact information included in the entry will not be divulged to anyone other than HCPro Inc., contest judges, and underwriters).

Part B. Description of leadership (500 words or less)
Please describe how the nurse leader embodies a positive image of nursing through his or her leadership. Explain the nurse’s role within the organization and what sets him or
her apart from other nurse leaders. This is not a questionnaire, but consider addressing the following examples in your narrative:

- Provide examples of how the nominee contributes to the image of nursing at his or her organization.
- Discuss how the nominee serves as an inspiring leader, mentor, and role model.
- Describe how the nominee inspires teamwork
- Discuss how the nominee has overcome challenges or contributed to organizational success.

**ENTRY DEADLINE**

To be eligible, all entries must be submitted via the secure online entry form at [www.hcpro.com/2012nursingimageawards](http://www.hcpro.com/2012nursingimageawards) by midnight on July 31, 2012. All entries become the property of HCPro, Inc. Employees of HCPro, Inc. and its affiliates, suppliers, printers and distributors, and the immediate family members of each, are not eligible to participate.

**Selection**

A panel of industry judges and senior editors from HCPro will select three finalists for each award, with one finalist in each category designated as the winner of the 2012 Nursing Image Awards. The decision of the judges will be final.


The contact person designated on the Entry Form submitted by or on behalf of finalists in each category will be notified. The winners and finalists in each category will be notified on or before November 1, 2012.

**Releases**

All entrants, as a condition of entry into the search, agree to release HCPro, Inc. and its judges, affiliates, suppliers, printers, distributors and advertising, promotional and judging agencies, from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to persons or property which may be sustained in connection with submitting an entry or otherwise participating in any aspect of the search, or any typographical or other error in these Official Rules or the announcement of offering of this search.

Award applicants in each category grant to Sponsor the right to print, publish, broadcast and use worldwide in any media now known or hereinafter known (including without limitation use online at the Web sites [www.StrategiesForNurseManagers.com](http://www.StrategiesForNurseManagers.com) and [www.hcpro.com/2012nursingimageawards](http://www.hcpro.com/2012nursingimageawards)) their names, voices, statements, pictures or other likenesses, without additional compensation, for public relations, advertising and promotional purposes as may be determined by Sponsor.

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