









Innovation

Following in the tradition of the *Pharmaciens de cœur et d'action* awards and *Médecins de coeur et d'action* awards, the Rogers Healthcare Group, is launching the second edition of its interprofesionnal awards program.

The *Prix Profession Santé* awards will be given to nurses, physicians and pharmacists whose outstanding practices deserve recognition.

The purpose of these awards is to foster the values of teamwork and communication that are exemplified by these healthcare professionals as new legislation increasingly promotes the expansion of their scopes of practice.

The mission of these awards is closely aligned with that of the Rogers Healthcare Group, which reaches out to a large number of healthcare professionals (nurses, physicians and pharmacists) through its specialized publications, web portal and events.









Presentation of the awards

The awards will be presented at an interprofessional gala to be held in Montreal in October 2015. Award winners and leaders from each profession, as well as our partners, will attend the ceremony.

Three separate juries, comprised of nurses, physicians and pharmacists practicing in different sectors of their respective professions, will select the award winners in several categories from the entries received.

The **Prix Profession Santé** awards will launch the call for entries campain in February in *Profession Santé* and on *ProfessionSanté.ca* as well as on the professionnal newsletter: L'actualité médicale, L'actualité pharmaceutique and Info Infirmières.













Categories

Three prizes will be awarded in each of the following categories:

Innovative Practice

This award is given to a nurse, a physician and a pharmacist who have each developed an original and inspiring practice that helps to improve the quality of patient care or the organization of work or services.

Knowledge Sharing

This award is given to a nurse, a physician and a pharmacist who devote a significant amount of their time to updating the knowledge of their peers or colleagues in other professions.

Interprofessional Collaboration

This award is given to a nurse, a physician and a pharmacist whose practice is founded on the values of collaboration with other health professionals and respect for their expertise.

One prize wil be awarded in the following category:

Professional Cœur et action Team

This award is given to a team of healthcare professionals* whose cohesiveness has led to the development, implementation and delivery of services or care for the benefit of their patients.

*The team may also include other healthcare professionals than nurses, physicians or pharmacists.









Multiplatform Promotion and Outreach

The *Prix Profession Santé* awards promotion campaign will be deployed from February to December 2015. It will enjoy frequent and sustained visibility on *ProfessionSanté.ca* as well as in each of the newsletters sent to nurses, physicians and pharmacists during the same period. The call for entries will begin in February 2015.

Award winners will be revealed in the October issue of *Profession Santé*, on the *Prix Coeur et d'action* microsite featured on *ProfessionSanté.ca*, as well as on newsletters send to nurses, physicians and pharmacists.

The coverage and photo gallery of the awards ceremony will be published in the November 2015 issue of *Profession Santé* and on the awards microsite on *Profession Santé* ca.











Getting involved with the **Prix Profession Santé** awards means...

- Demonstrating your ongoing commitment to Quebec's community of healthcare professionals by supporting and recognizing the excellence of the work done by nurses, physicians and pharmacists from the province
- Positioning your business as a champion of interprofessionalism in Quebec and benefiting from the extraordinary outreach provided by our leading brands in the field of information for these three target groups
- Taking the opportunity to meet opinion-leaders in Quebec's healthcare sector













Partnering with the **Prix Profession Santé**

Partnership includes:

- A table (8 places) at the gala dinner
- Logo on all advertising published between February and June 2015 inviting nurses, physicians and pharmacists to submit their entry or the entry of a peer
- Logo on the invitations (award winners, industry, academic sector, associations, etc.)
- Logo on all signage during the event
- Visibility on the **Prix Profession Santé** awards microsite on *ProfessionSanté.ca*
- Logo in the newsletters *L'actualité médicale*, *L'actualité pharmaceutique* and *Info Infirmières* published by *ProfessionSanté.ca* throughout 2015
- Logo in the section announcing the award winners in the October issue of *Profession Santé* as well as on the microsite of *Prix Coeur et action*
- A sponsor tabloid advertisement (corporate or brand) in the section announcing the award winners in the October issues of *Profession Santé*
- Logo on the coverage of the award ceremony published in the November issue of *Profession Santé* as well as in the photo gallery on *ProfessionSanté.ca*, on the microsite of the awards program.

Investment: \$25,000











Partnership Agreement

Partner:	
J	
PO number:	
Total investment:	
Approve by (signature):	
, , ,	
Name:	
Date:	







THANKS!

