



2025 ACE Awards Submission Guide

About the ACE Awards

The Healthcare Businesswomen's Association (HBA) is accepting nominations for the 2025 HBA ACE and ACE Aspire Awards!

These prestigious awards recognize companies that are leading the way in advancing leadership development, innovation, and productivity across the healthcare industry.

If your organization is committed to making a lasting impact on both the current and future healthcare workforce, we encourage you to apply.

Submission Overview

The **HBA ACE Award** recognizes established initiatives that engage, develop, and retain employees, while driving innovation, business outcomes, and continuing to expand in reach and impact to support the future workforce pipeline.

The **HBA ACE Aspire Award**, introduced in 2023, highlights emerging programs that show promise, strategic vision, and strong employee engagement in their early stages.

Your submission should highlight how your initiative and/or program aligns with our evaluation criteria.

Key Submission Details:

- **Submission Fee:** \$1,500 USD
- **Discounts available** for Corporate Partners, start-ups, small businesses, and non-profits. Please contact ACE@HBAnet.org for details.
- **Deadline:** 6 June 2025
- **Honoree Expectations:** If selected, honorees must attend the awards celebration at the HBA's Annual Conference, September 29 – October 1, in Las Vegas. Awards presentation date and time to be announced in June.

How to Submit Your Entry

Gather Your Information:

- Submitter details (name, email, phone number)
- Company details (name, size, industry, brief overview)
- Initiative details (name, launch year, participants, target audience, locations involved)

Address the Evaluation Criteria

Your submission will be assessed based on five key criteria. Answer each section thoughtfully and provide as many examples as possible. All submissions are confidential and reviewed only by authorized judges.

1. Business Performance (Max 250 words per question)

- How does your initiative support company strategy or key business objectives?
- Has it enhanced your company's competitive edge? If so, how?

2. Execution (Max 500 words)

- Describe the initiative's development and evolution.
- How do you communicate and maintain awareness of this initiative within the company? (Max 300 words)

3. Stewardship (Max 300 words per question)

- How have executives and senior leaders demonstrated support for this initiative?
- Describe the governance model and structure managing the program.

4. Sustainability (Max 350 words per question)

- What resources and budget are required, and how do you secure them?
- How do you collect feedback for continuous improvement?
- Is the program scalable for greater impact? If so, how?

5. Measurable Results (Max 750 words)

- Share examples that demonstrate the program's impact on employee development, retention, productivity, and performance against business objectives.
- How do results compare to initial goals? Are external benchmarks used? (Max 400 words)

Attach Supporting Documents (Optional)

You may include up to three supporting documents (Max file size: 16MB). If exceeding this limit, provide an external link.

Final Steps

- Submit your entry before **6 June 2025**.
- Stay tuned! Honorees will be notified before the official announcement in September.