



## Best Practices Essay

Please describe the Best Practice and explain why it is a best practice in the category to which you are applying. Judges will evaluate this essay using the following criteria: (1) Business Impact, (2) Maturity, (3) Relevance, and (4) Innovation. Please organize your essay to address these criteria in this order.

The Best Practice group will examine these criteria in the context of the best practice category you selected. Make sure you explain how your project and its distinguishing features relate to the best practice category in which you applied.

Please be as specific as possible, especially when describing the business or community value of the best practice. Include tangible cost savings and ROI figures as well as intangible benefits. To evaluate Maturity, include what you feel the best practice has achieved and what you still have left to complete in the near and long term. Finally, include what is unique, new, or different about your approach and what others can learn from your successes (or failures).

Please limit your essay to three pages or less.

### Criteria

1. **Business Impact.** What is the business value of the best practice?
2. **Maturity.** To what degree has the solution's "vision" been implemented? Has the best practice been operating long enough to corroborate business impact and growth? As a guideline, a best practice should have been in existence for a minimum of twelve months.
3. **Relevance.** Does the best practice solution exemplify best practices that other medical fitness facilities can adopt? The Medical Fitness Association defines a best practice as a successful approach that exceeds the Medical Fitness Association Standards and Guidelines and that is portable across many types of medical fitness facilities.
4. **Innovation.** Does the best practice solution use an innovative approach? Innovation can relate to technology, business, organization, methodology, and so on.