IHCA

Irish Healthcare Centre Awards 2027

How to Write an Application that Stands out

Irish Healthcare Centre Awards 2027

Read the Criteria Before You Write a Word

Address each judging criterion directly. Judges can only award marks based on the evidence provided.

Use the headings in the entry form to structure your response and ensure nothing is missed.

Lead With Evidence, Not Adjectives

Don't just tell judges how successful your work has been — show them the difference it has made.

Top Tips

- Include measurable improvements in patient care, safety or service delivery.
- Use patient, resident or service-user feedback.
- Show before-and-after comparisons where possible.
- Highlight relevant audits, inspections or improvements in care.

Focus on facts that can be substantiated.



Highlight Your Exceptional Successes

Irish Healthcare Centre Awards 2027

Showcase your most significant achievements, whether through improved patient care, innovative initiatives, staff development or enhanced service delivery.

What challenges have you overcome, and what positive impact has your work made?

Focus on what makes your achievements stand out.

Use Supporting Documents to Improve Readability

Supporting documents help demonstrate your achievements and provide valuable evidence for judges.

Top Tip

- Include relevant feedback, case studies, audits, survey results or before-and-after comparisons.
- Keep your application clear and easy to follow, using headings, short paragraphs and visuals where appropriate.
- Always protect patient and service-user confidentiality.

REMEMBER Minimum 1,000 – Maximum 2,000 Words

AI Assisted Writing

AI is becoming increasingly common in the application writing process, and the judging panel recognises this.

However, over-reliance on AI can result in generic, repetitive entries that lack the authentic voice of the organisation behind them.
Judges want to see genuine achievements, real experiences and evidence that demonstrates the impact of your work.

Use AI to support your writing, not to tell your story for you.



Final Checks

- **Have you addressed every judging criterion?**
- **Is your evidence specific and verifiable?**
- **Is your entry between 1,000 and 2,000 words?**
- **Have you clearly demonstrated the impact of your work?**
- **Have you included relevant supporting documents?**
- **Does your application reflect your organisation's authentic achievements?**

IHCA

Irish Healthcare Centre Awards 2027

GOOD LUCK!

If you have any questions throughout the process, please contact the team on 01-2933650 or rebecca.mahon@cmgevents.ie