



London May 2022

Eradigm Consulting in partnership with the **Association of Illustrators** is pleased to announce the launch of the first annual **Global Healthcare Illustration Awards (GHIA)**. Launching on May 18 the GHIA competition seeks to attract and celebrate the best healthcare related images created by illustrators the world over, providing greater exposure for those who bring key topics relating to our ever-changing healthcare landscape to life.

Patrick Romano, Partner and Co-founder of Eradigm Consulting says *'Like no time before has the importance of global health taken centre stage as during the last 2 years. In parallel, I've noted the critical role that illustrators have played in communicating complexity both beautifully and succinctly across many mainstream publications. I couldn't think of a better partner than the AOI to help celebrate and bring into the spotlight some of the amazing artists that help make sense of the complex issues affecting the healthcare environment.'*

Why GHIA?

From an unprecedented exposure to the power of infectious disease, to the mental health consequences of lockdown and isolation, the role of exercise in supporting health and wellbeing, and the incredible technologies deployed at speed to slowly reinstate normality, the 2020 pandemic has brought global health into the spotlight more than ever before.

Throughout this period of tumult, our daily lives have been guided by the continuous flow of news and information which has served to inform our daily decisions, as well as understanding some of the broader ramifications of the forces affecting our complex healthcare landscape.

As a beacon of creative and succinct communication, the illustration community has played a vital role in capturing these intricate topics with beauty and simplicity. Translating complex information into eye catching visuals, illustrators provide poignant complements to help ensure a fuller understanding of the healthcare issues that surround us.

Rachel Hill, CEO of the Association of Illustrators says *'With healthcare illustration having taken centre stage over the recent past, when Eradigm Consulting approached us to propose this as a standalone award, we were thrilled to be able to support them with both our network and expertise to bring greater emphasis to the work done by our great community in this vital space.'*

How does it work?

Illustrators are invited to submit any and all illustrations relating to healthcare using this term in the broadest possible sense across all aspects of the industry. Chaired by renowned, multi-award winning, Economist (among other) front cover illustrator supremo Luca D'Urbino, the judging panel will create a shortlist of 50 entries from which 3 prizes: Bronze (£1000), Silver (£2,000) and Gold (£3,000) will be awarded.

Entries are now open until 15 August and the judging will take place in September for awards to be announced in November as well as an exhibition of the shortlisted works at the Eradigm offices in London. Submission to the GHIA is free.

theaoi.com/ghia

Ends

Notes to editors:

The GHIA are free to enter

Call for Entries from 18 May – 15 August 2022

C4E still and moving image assets can be downloaded from [Z - GHIA Press Pack](#)

Applications must be made via the online form on the AOI website: <https://theaoi.com/ghia>

More information and guidance can be found here:

<https://eradigm.com/global-healthcare-illustration-awards/>

For more information contact Patrick Romano at ghia@eradigm.com

Social Media

Competition Hashtags: #GHIA2022

Eradigm Instagram: [@Eradi_gm](#)

The AOI Instagram: [@theaoi](#)

The AOI Twitter: [@theaoi](#)

About Eradigm Consulting

Eradigm Consulting is a life science strategy consulting firm which works with clients in the healthcare industry to ensure complex strategic decision are made with insights.

Headquartered in London and with offices in the US, Eradigm was founded in 2016 and today works with clients globally across a wide variety of services areas including Intelligence & Insights, Market Access and Commercialisation Strategy. With a passion for succinct, high impact communication, Eradigm has worked with the illustrator community extensively to produce insightful articles pertaining to events shaping the healthcare industry.

<https://eradigm.com>

About the AOI

The Association of Illustrators (AOI) is the leading illustration body supporting and sustaining illustrators and the illustration industry based in the UK with a global membership.

Established in 1973 the AOI offers members professional advice, online resources and a growing programme of events. The AOI has successfully worked to increase the standing of illustration as a profession and improve commercial and ethical conditions. With a membership that includes freelance illustrators, agents, students and colleges the AOI continues to support and educate future generations at every stage of their careers.

www.theaoi.com