THE BRITISH HEALTHCARE TRADES INDUSTRY AWARDS 2025

Product of the Year

The award

The Product of the Year Award celebrates overall excellence in the healthcare and assistive technology industry.

This award honours companies that have demonstrated unparalleled commitment to enhancing inclusivity, addressing critical challenges, and empowering individuals to lead more independent and fulfilling lives. Nominees for this award showcase a deep understanding of the diverse needs of their target audience, illustrating a dedication to creating solutions that bridge gaps and overcome barriers through thoughtful product design.

The winning product demonstrates the remarkable contributions of companies that go above and beyond. Whether it's a revolutionary device, a life-changing gadget, or a transformative appliance, the Product of the Year Award recognises and applauds developments that positively impact the lives of individuals within the healthcare and assistive technology sector.

Award criteria

To qualify, the product must have been marketed in the relevant eligibility period (April 2024 - April 2025) and must be available and approved for consumer use and purchase in the UK at the time of the award presentation. The product may be a new item, or a previously offered product with recent improvements.

BHTA
British Healthcare Trades Association

Terms & conditions

By submitting the below form, you agree to abide by the following rules for the BHTA Industry Awards:

- All decisions of the independent and neutral Judging Panel are final and there is no right of appeal.
- BHTA and the Judging Panel are not obliged to make an award.
- The organisation submitting the entry must be a UK organisation (must be registered in the UK, Isle of Man, or Channel Islands).
- The ownership of the intellectual property must not be the subject of any dispute.
- BHTA retains the right to publicise all awards including winner, runner-up, and any commended entries, and all photographs taken on the evening to promote the award winners in whatsoever media it deem fit for the purpose.

Other information

- Any sensitive information that you DO NOT want to be shared MUST be designated as such in the entry eg. 'not for publication' . This includes exact budget figures etc.
- You must complete this entry form, in full, and return it with your completed submission. Incomplete entries or entries not received by the closing date will not be considered.
- Please return your submission as a word or .pdf document only.
- Entry submissions should be a maximum of 1000 words, in total. Entry submissions over 1000 words may not be considered by the judges. On top of your 1000-word entry you are asked to provide a 100-word company and a 100 word product description.
- You can apply for more than one award category, but you must complete an entry form for each category you enter and send them as two separate submissions.
- Only relevant supplementary information will be considered, which is in context with the submission. No marketing material should be used.
- Winning individuals, products, or projects are not eligible in consecutive years (if you or your product won this category last year, the same entry may not enter again).

Please Note: Descriptions of submissions (other than commercially sensitive data previously notified) from winners and runner-ups may be used in publicity linked to the awards.

The deadline for nominations is 4 July 2025. All materials must be received by 5pm on the day to be considered. All applications should be made by organisations/individuals/companies involved in and supporting the ultimate care of society. Nominated entities must be working within the industry that BHTA supports.

Entry Form
Product of the Year

Please complete all aspects of this form and return it via email to info@bhta.com with the subject line: NOMINATION - Product of the Year

Full name

Job title

Company name

Address
(incl. Postcode)

Email

Telephone

Date of submission

Is the company a member of the BHTA? ☐ YES ☐ NO

Award engraving
Should your submission be the category winner, please detail below the company name/s to be engraved on the award:

There is a £180 + VAT non-refundable entry fee for non-members. Please include details and BHTA will forward an invoice. Nominations will not be considered until payment is received.

Would you like to be contacted about becoming a BHTA Member? If yes, please tick here: ☐

Award submission

Your entry must be complete and no more than 1000 words. Please return your submission as a word or .pdf document only.

Ensure you adequately describe how your product meets the criteria.

Answer the below questions in your submission:

1) How does the product improve quality of life or independence of end-user? Does it address an identifiable need or gap in the market?
2) Describe the product life-cycle. Start with the product's background (i.e. need and demand), the goal for producing the product, the targets that were set and innovations that were made. Clearly demonstrate the impact on quality of care or service and any other outcomes.
3) Describe the market reach of the product. Show sales growth achieved in the relevant time period, provide testimonials from users or providers. **Clearly mark any information that is confidential and this will not be shared beyond our judging panel.**
4) What is the future for this product?

Supplementary evidence

You are able to submit 2 pieces of additional supplementary evidence to support your submission. Please submit your supplementary evidence along with your submission.

Supplementary evidence may include: a short video, an advert, case studies, original research, survey results, testimonials and info-graphics.

Please also include:

- A high-resolution photograph of the product
- Your company logo
- A brief (100 words or less) description of the company, to be used in posts regarding nominations.