

HIPN GTM 100

Nomination & Ranking Framework

Overview

The **HIPN GTM 100** recognizes the most influential and impactful Go-To-Market (GTM) leaders shaping strategy, execution, and innovation across the health plan, payer-tech, and healthcare services ecosystem.

The list is refreshed **twice per year** to reflect the evolving GTM landscape and to recognize both sustained leadership and emerging impact.

Publication Cadence

The HIPN GTM 100 is published on the following schedule each year:

- **Spring Ranking**
 - Nomination Deadline: **March 15**
 - Publication Date: **April 1**
- **Fall Ranking**
 - Nomination Deadline: **August 15**
 - Publication Date: **September 1**

Nominations submitted after each deadline will be considered for the subsequent ranking cycle.

Eligibility

Nominees should be individuals actively responsible for go-to-market leadership, strategy, or execution within:

- Health plans and payers
- Payer-tech and health-tech vendors
- Healthcare services organizations
- Advisory, consulting, or investment roles with direct GTM influence

Nominees may be re-nominated and re-ranked in successive cycles.

Voter Categories & Weighting

To balance peer recognition with broader market perspective, nominations are weighted across **two primary voter categories**.

1. HIPN GTM 100 Inductees (Peer Voting)

- Eligible voters: Current HIPN GTM 100 inductees
- Voting weight: **3 points per nomination**
- Maximum nominations per voter: **Up to 10 individuals per cycle**

This category reflects informed peer recognition from proven GTM leaders.

2. HIPN Go-To-Market Watch Subscribers

- Eligible voters: Active HIPN Go-To-Market Watch subscribers
- Voting weight: **1 point per nomination**
- Maximum nominations per voter: **Up to 10 individuals per cycle**

This category reflects informed peer recognition from a broader category of GTM practitioners and developing GTM leaders.

Nomination Rules

- Voters automatically nominate themselves as part of the nominations submission (does not count toward the 10 nominations maximum).
 - Self-nominations are scored using the same weighting as all other nominations:
 - HIPN GTM 100 Inductee self-nomination = **3 points**
 - HIPN Go-To-Market Watch Subscriber self-nomination = **1 point**
 - Voters may nominate individuals across different organizations.
 - Duplicate nominations by the same voter for the same individual count once.
 - All nominations must be submitted through the official HIPN nomination form by the stated deadline.
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Rationale for Automatic Self-Nomination

Automatic self-nomination ensures transparency by giving every participant a clearly defined point baseline tied to their role in the GTM ecosystem, while final inclusion in the HIPN GTM 100 remains driven by peer recognition and aggregate scoring. Self-nomination is treated as a signal of accountability and active participation in the GTM community, not as a substitute for peer recognition.

Scoring & Ranking Methodology

1. Each valid nomination is assigned points based on voter category:
 - HIPN GTM 100 Inductee nomination = **3 points**
 - HIPN Go-To-Market Watch Subscriber nomination = **1 point**
2. Points are aggregated across all nominations received during the cycle.
3. Nominees are ranked by total point score.
4. The top-ranked individuals comprise the **HIPN GTM 100** for that cycle.

HIPN reserves the right to:

- Validate eligibility
- Resolve ties using qualitative review (role scope, impact breadth, consistency)
- Ensure balanced representation across sectors and GTM disciplines

Review & Governance

- All nomination data is reviewed by the HIPN editorial and GTM advisory team.
- Conflicts of interest are disclosed and managed during final review.
- Final rankings are approved prior to publication.

Transparency & Integrity

The HIPN GTM 100 is designed to:

- Reward real-world GTM impact
- Reflect peer and market recognition
- Maintain credibility through clear rules and weighting

Methodology updates, if any, will be disclosed prior to each nomination cycle.

Summary Timeline

Cycle	Nomination Deadline	Publication Date
Spring	March 15	April 1
Fall	August 15	September 1

For questions regarding nominations or methodology, contact the HIPN editorial team.