

## 2016 Excellence in Action Award

### Fact Sheet

My InnerView by National Research Corporation, the nation's leading provider of performance-improvement solutions for the senior care profession, presents the annual Excellence in Action award. This award recognizes long term care and senior living organizations that achieve the highest level of excellence. This is demonstrated by overall resident or employee satisfaction scores that fall within the top 10 percent of the My InnerView product database, the largest in the U.S.

### 2016 Award Criteria

The 2016 award recognizes 553 skilled nursing, assisted living, and independent living communities that have made a commitment to continuous quality improvement and have successfully made quality a priority to better serve the needs of their customers and employees. The customer award was earned by 358 organizations while 195 received the workforce award.

For 2016, the Excellence in Action award is presented to My InnerView client facilities that:

- Completed a customer (Resident & Family Experience) or workforce (Employee Engagement) satisfaction survey during calendar year 2015, using standard facility instruments (may or may not include custom questions).
- Received a minimum of 10 responses, with a minimum 30 percent response rate.
- All standard data for calendar year 2015 were combined into one sample, regardless of method or date of administration. The term "customer" combines resident and family experience data. No workforce satisfaction award is available for independent living communities.

The data used to determine the 2016 Excellence in Action award winners was aggregated from both a legacy survey and a new survey - please see the details below for further information on how the winners were chosen for both the customer satisfaction and workforce satisfaction surveys.

- Customer Satisfaction Award Requirements
  - Award winners scored within the top 10% of qualifying facilities based on the **percentage of combined top box scores** for the following questions:
  - Legacy survey:
    - Question used: "What is your recommendation of this facility to others?"
    - Top box score: "Excellent"
  - New survey:
    - Question used: "Would you recommend this as a place to live to your friends and family?"
    - Top box score: "Definitely yes"
- Workplace Satisfaction Award Requirements
  - Award winners scored within the top 10% of qualifying facilities based on the **percentage of combined top box scores** for the following questions:
  - Legacy survey:
    - Question used: "What is your recommendation of this facility as a place to work?"
    - Top box score: "Excellent"
  - New survey:
    - Question used: "Would you recommend this organization to others as a place to work?"
    - Top box score: "Definitely yes"

## **My InnerView by National Research Corporation**

For more than 30 years, National Research Corporation (NASDAQ: NRCIA and NRCIB) has been at the forefront of patient-centered care. Today, the company's focus on empowering customer-centric healthcare across the continuum extends patient-centered care to incorporate families, communities, employees, senior housing residents, and other stakeholders.

My InnerView programs are the premier solutions to help improve quality, resident and family experiences, and employee engagement for skilled nursing homes, assisted living communities, continuing care retirement communities, and independent living communities.