Press release template

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[Organization] named to third-annual hospital rankings for exceptional consumer loyalty

[DATE, YEAR (CITY, STATE)]—[Organization] was named to the third-annual NRC Health Top 100 Consumer Loyalty list, the first and only loyalty-based hospital rankings that recognize the top U.S. healthcare organizations for earning exceptional loyalty ratings from their patient populations.

[Organization] was selected based on results from NRC Health’s Market Insights survey, the largest database of healthcare consumer responses in the country. From April 2019 to March 2020, NRC Health surveyed more than 310,000 households in the contiguous U.S. to measure consumer engagement with community healthcare brands. The winning organizations on the 2020 Consumer Loyalty list achieved remarkably high scores on NRC Health’s Loyalty Index, a composite of seven different critical aspects of consumer loyalty, including Access, Engagement, Experience, and Net Promoter Score.

“[Organization] and the other hospitals recognized in this year’s Consumer Loyalty Awards are at the forefront of delivering patient-centric care, which is more important than ever in this new normal in healthcare,” said Helen Hrdy, Chief Growth Officer at NRC Health. “We are proud to recognize these industry-leading organizations and the commitments they hold to their patients and improving the complete care journey now and moving forward.”

For nearly four decades, NRC Health has helped healthcare organizations illuminate and improve the moments that matter most to patients, residents, physicians, nurses, and staff.

[Quote from organization]

Winning organizations were publicly announced on Monday, August 24 during the virtual 26th Annual NRC Health Symposium. A complete list of winners can be found at [https://nrchealth.com/NRCHealthTop100Loyalty](https://nrchealth.com/about/awards/consumer-loyalty-award/).

**About NRC Health**

For more than 39 years, NRC Health (NASDAQ: NRC) has been committed to achieving human understanding and bringing healthcare organizations closer to their customers than ever before by illuminating and improving the key moments that define an experience and build trust. Guided by their uniquely empathic heritage, proprietary methods, skilled associates, and holistic approach, NRC Health helps its customers design experiences that exceed expectations, inspire loyalty, and improve well-being among patients, residents, physicians, nurses, and staff.

For more information, call 800-388-4264, write to [info@nrchealth.com](mailto:info@nrchealth.com), or visit [www.nrchealth.com](https://www.nrchealth.com/).

**About [organization]**

[INSERT ORGANIZATION BOILER PLATE]

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