

# NRC Health *Consumer Loyalty Award*

2022 *Best in Class* Media Kit Guidelines



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Dear 2022 NRC Health *Consumer Loyalty Best in Class* Award winner,

It is my distinct pleasure to congratulate your organization on being named to the 2022 NRC Health *Consumer Loyalty Best in Class* Award list. Congratulations!

Winners of the NRC Health *Consumer Loyalty* Award are identified via results from our nationally syndicated Market Insights study, which surveyed more than 310,000 households across the country from April 1, 2021, through March 31, 2022. To qualify, your organization had to garner at least 150 top-of-mind mentions in the survey.

To be included on the list, organizations also had to achieve an extraordinarily high score on the NRC Health Loyalty Index, a single trackable metric and benchmark of healthcare consumer loyalty. This metric, a composite of seven different critical aspects of loyalty, allows us to recognize top performers in the healthcare industry.

On Tuesday, August 16, NRC Health will publicly announce the 2022 NRC Health *Consumer Loyalty Best in Class* Award winners. We encourage you to share this exciting news with your organization and appropriate media outlets after this date.

NRC Health congratulates you on a job well done!

Sincerely,

A handwritten signature in black ink that reads "Helen Hrdy".

Helen Hrdy  
Chief Growth Officer  
NRC Health

# 2022 NRC Health *Consumer Loyalty Best in Class Award*

## Communication guidelines 2022

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As a winner of the 2022 NRC Health *Consumer Loyalty Best in Class Award*, we invite you to celebrate your success with your customers, employees, and community. Please carefully read the following communication guidelines before you begin promotion.

NRC Health will publicly announce the winners on August 16, 2022. We ask that you please refrain from any award announcement until then.

Healthcare facilities throughout the nation have initiated both paid and unpaid promotional campaigns to let consumers in their communities know they have been selected as 2022 NRC Health *Consumer Loyalty Best in Class Award* winners.

To assist in promoting the award, NRC Health provides media-kit and communication support to hospitals and health systems that have won a 2022 NRC Health *Consumer Loyalty Best in Class Award*.

In an effort to protect the integrity of the 2022 NRC Health *Consumer Loyalty Best in Class Award* and ensure all information released to the media and public is accurate, NRC Health has long instituted a policy of reviewing all written communications concerning national award recognition.

Winning facilities may promote the award to the general news media at no cost through press releases and earned media; however, copy must first be submitted to NRC Health for review.

## Questions?

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For more information, please contact the NRC Health marketing team at [marketing@nrchealth.com](mailto:marketing@nrchealth.com).

# Media-kit package

Use of the *Consumer Loyalty Best in Class Award* logo and/or photograph is permitted and encouraged, provided the following guidelines are met:

- Use of the *Consumer Loyalty Best in Class Award* logo should include our company name and Consumer Loyalty Best in Class Award symbol.
- The *Consumer Loyalty Best in Class Award* logo artwork is not altered in any manner.
- All communications clearly state the year (2022) that the award was received.
- Promotion to non-paid, general news outlets—such as newspapers, business journals, broadcast media, and trade publications—is permitted through media releases, provided that all copy is submitted to NRC Health beforehand for review and approval.
- Reproductions of the award may be used within photos in general news stories (for example, if a CEO appears with the award in a local newspaper story).

## **The media kit contains:**

1. Winner letter
2. Media-kit guidelines
3. NRC Health *Consumer Loyalty Best in Class Award* fact sheet
4. NRC Health *Consumer Loyalty Best in Class Award* press-release template
5. Digital versions of the 2022 NRC Health *Consumer Loyalty Best in Class Award* logo
6. A license to advertise the 2022 NRC Health *Consumer Loyalty Best in Class Award*

# Consumer loyalty facts

## NRC Health

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NRC Health has brought data-driven visibility to patient-centered care for more than 40 years. Today, its focus on empowering customer-centric healthcare across the continuum extends patient-centered care to include families, communities, employees, and other stakeholders. This integration of metrics and analytics uncovers insights for effective performance improvement, quality measurement, and more.

## NRC Health Market Insights survey methodology

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Market Insights, the largest online healthcare consumer-perception survey in the U.S., measures the opinions, behaviors, and profiles of 310,000 consumers annually. The standard error range for a sample of over 300,000 households is +/- 0.2 percent at the 95 percent confidence level. The survey sample plan is designed to be nationally representative of the 48 contiguous United States. Responses are gathered via an Internet-based questionnaire that respondents receive through email invitations.

### SURVEY DESIGN

Our carefully designed sampling plan ensures that the information we collect is reflective of the demographic distribution of the United States in terms of population density and age. After data are collected according to our sampling plan, we employ a systematic weighting procedure that assigns the appropriate weight to each respondent. What this means is that each respondent's answers will "count" for more or less than one "vote," depending on the demographic distribution of the sample as it relates to the demographic distribution of the population. Specifically, our weighting procedure accounts for age, income, population, presence of children in the household, marital status, and ethnicity.

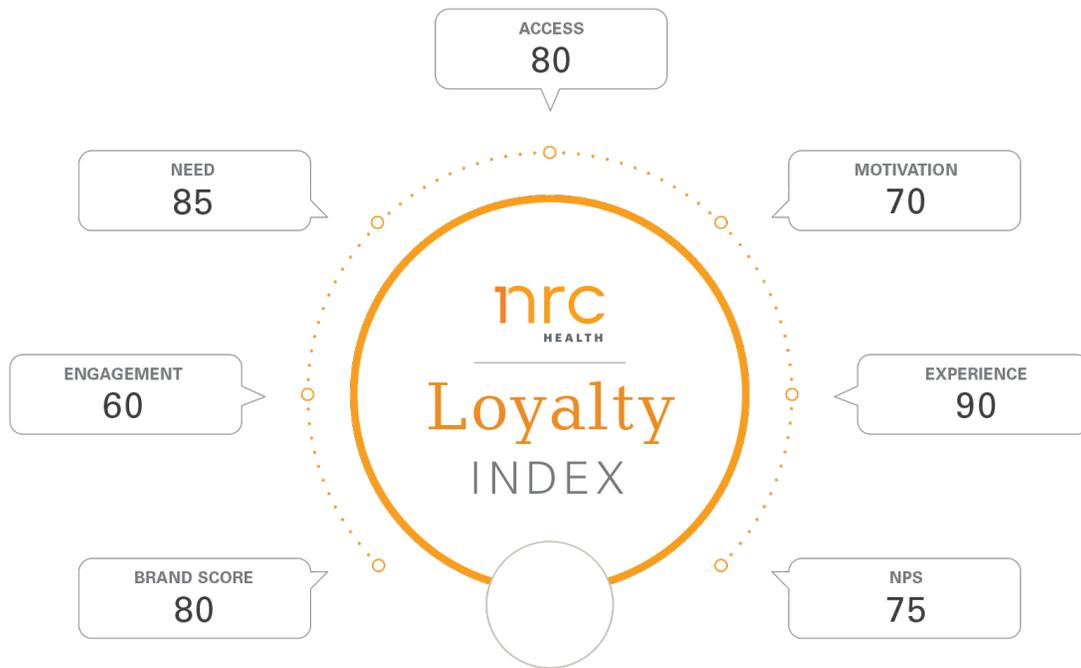
## What is the NRC Health Loyalty Index?

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The NRC Health Loyalty Index is a single score calculated from consumer data collected on each of the seven aspects of loyalty that NRC Health has identified as providing a holistic, comprehensive view of healthcare-consumer loyalty. These seven aspects are access, brand score, engagement, need, motivation, experience, and Net Promoter Score (NPS). With these metrics, healthcare organizations can compare their performance to that of their peers, and observe trends and make adjustments over time in an effort to increase consumer loyalty.

### HOW IS THE NRC HEALTH LOYALTY INDEX CALCULATED?

Each aspect of the index is first converted to a numerical score out of 100. The NRC Health Loyalty Index as a whole is then calculated as the average of the seven aspects' scores.



**HOW IS EACH OF THE SEVEN ASPECTS OF THE NRC HEALTH LOYALTY INDEX DEFINED?**

**Brand Score:** Once consumers are aware of you, what do they think of your image and reputation?

*Question text: How would you rate the overall image/reputation of [Brand]?*

**Engagement:** Are consumers attending your community events, following your brand’s social-media pages, and visiting your website (visiting digitally) or visiting friends/family members at your facilities (visiting physically)?

*Question text: In which ways have you interacted with [Brand]?*

**Need:** According to supply and demand, the more need there is for the healthcare you provide, the more loyalty you will have among those who need it. Are you providing for your consumers’ needs?

*Question text: To what extent do you agree or disagree with the following statement: [Brand] offers services that meet my health and wellness needs.*

**Access (CES):** Can consumers easily navigate into and within your system?

*Question text: To what extent do you agree or disagree with the following statement: [Brand] makes it easy for me to access their services.*

**Motivation:** Are your consumers motivated to use your brand over your competitors’?

*Question text: Which of the following best describes how strongly you feel about using [Brand]?*

**Experience:** Do you delight your customers in their experience of your brand, by exceeding their expectations?

*Question text: Please rate the most recent experience you had with [Brand].*

**NPS:** Are your customers willing to bet their reputation on you?

*Question text: How likely would you be to recommend [Brand] to a friend or family member?*

### **2022 NRC Health Consumer Loyalty Best in Class Award methodology**

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To qualify for the *Consumer Loyalty Best in Class Award*, a hospital must receive at least 150 Top of Mind mentions on the Market Insights survey from April 1, 2022, through March 31, 2022. The top 100 scores nationally are awarded.

# Press release template

**FOR IMMEDIATE RELEASE**

## **NRC Health Honors [ORGANIZATION] for Top Ratings in Patient Loyalty**

**DATE, YEAR (CITY, STATE)**—[Organization] was named to the fifth-annual NRC Health *Consumer Loyalty Best in Class* list—the only loyalty-based hospital rankings recognizing the top U.S. healthcare facilities driving loyalty among their patient populations.

[Organization] was selected based on results from the NRC Health Market Insights survey, the largest database of healthcare consumer responses in the country. From April 2021 to March 2022, 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 2022 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.

“During a time when we need it the most, these exceptional hospitals and health systems have shown us what it truly means to drive loyalty among their patient populations and put the care experience first,” said Helen Hrdy, Chief Growth Officer at NRC Health. “This award is a reflection of the incredible work being done by [ORGANIZATION] to inspire consumer loyalty and bring Human Understanding into their practice. Congratulations to the 2022 Consumer Loyalty Award winners!”

### **[ORGANIZATION QUOTE]**

To be included on the list, organizations had to achieve at least 150 Top of Mind mentions on the Market Insights survey. For the full list of 2022 Consumer Loyalty Award winners, visit the NRC Health website [here](#).

*\*NRC Health’s Market Insights survey is weighted to account for age, income, population, presence of children in the household, marital status, and ethnicity to ensure an accurate demographic distribution.*

### **About NRC Health**

For more than 40 years, National Research Corporation (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, write to [info@nrchealth.com](mailto:info@nrchealth.com), or visit [www.nrchealth.com](http://www.nrchealth.com).

### **About [Organization]**

**[INSERT ORGANIZATION BOILER PLATE]**

**Media Contact:**

Jennifer Lyle

Barokas, a FINN Partners Company  
[nrchealth@finnpartners.com](mailto:nrchealth@finnpartners.com)

# Social-media guidelines

## Promoting your award on social media

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We are just as excited as you are to share the news of your award. Don't forget to tag [@NRCHHealth](#) in your tweets, and use the hashtags [#ConsumerLoyalty](#), [#HealthcareAward](#), and [#NRCLoyalty](#) in your posts to see what other winners are sharing, too.

## Logo Usage Guidelines

Congratulations for winning the 2022 NRC Health *Consumer Loyalty Best in Class Award*! Winners are eligible to use the award logo in their marketing materials. You can download the logo [here](#).

### Permitted use

You may use the 2022 NRC Health *Consumer Loyalty Best in Class Award* logo in the following marketing materials:

- Websites
- Press releases
- PowerPoint presentations
- Online and print advertisements
- Videos
- Other marketing collateral

If you would like to use the logo in other types of material, please email the NRC Health marketing team at [marketing@nrchealth.com](mailto:marketing@nrchealth.com) with your request.

### Text-only award mentions

All mentions of the award in press releases, advertisements, presentations, web content or printed materials must be referred to as:

2022 NRC Health *Consumer Loyalty Best in Class Award*

If you have any questions not covered in these guidelines, please contact the NRC Health marketing team at [marketing@nrchealth.com](mailto:marketing@nrchealth.com) with your request.

## 2022 Consumer Loyalty Best in Class Award logo usage

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COLOR



BLACK AND WHITE



WHITE



### CORRECT DISPLAY

Color versions of the 2022 NRC Health *Consumer Loyalty Best in Class Award* logo must be displayed as shown for web, video, and other online uses. The black and white version may only be used for newspaper placement, or within similar print marketing material (e.g. press releases).

Use the complete logo. Use of only part of the logo is not permitted.

### DISPLAY RESTRICTIONS

- DO NOT alter or add to the logo
- DO NOT place the logo on a busy or patterned background
- DO NOT combine with illustrations or graphics
- DO NOT modify logo colors
- DO NOT use only part of the logo

### MINIMUM SIZE

The logo may not be displayed smaller than 2" wide.

### ALTERNATE BACKGROUNDS

If the 2022 NRC Health *Consumer Loyalty Best in Class Award* logo needs to be placed against a black background, the reverse logo should be used in white.

### SPACING

The minimum amount of clear space around the logo is equal to the width of the NRC Health logo.