

NRC HEALTH®

# *Consumer Loyalty* Award

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2024 Best in Class Media Kit



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Dear 2024 NRC Health *Consumer Loyalty Best in Class* winner,

It is my pleasure to recognize your organization on being named to the 2024 NRC Health *Consumer Loyalty Best in Class* Award list. Congratulations!

Winners of the NRC Health *Consumer Loyalty Best in Class* Award are celebrated for the highest ratings in Net Promoter Score (NPS), Brand Perception (overall image and reputation), and NRC Health's Human Understanding Metric. To qualify for consideration, organizations must have received at least 150 Top-of-Mind mentions on NRC Health's national Market Insights study between April 1, 2023, and March 31, 2024.

On Tuesday, August 20, 2024, NRC Health will publicly announce the 2024 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". The signature is written in a cursive, flowing style.

Helen Hrdy  
Chief Customer Officer  
NRC Health

# NRC Health *Consumer Loyalty Best in Class* Award

## Communication guidelines

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As a winner of the 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 via a media release on August 20, 2024. 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 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 an NRC Health *Consumer Loyalty Best in Class* Award.

In an effort to protect the integrity of the 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 (2024) 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 NRC Health *Consumer Loyalty Best in Class Award* logo
6. A license to advertise the NRC Health *Consumer Loyalty Best in Class Award*

# Consumer Loyalty facts

## NRC Health

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*Consumer Loyalty* Award winners are celebrated for the highest ratings in Net Promoter Score (NPS), Brand Perception (overall image and reputation), and NRC Health's proprietary Human Understanding Metric.

## NRC Health Market Insights survey methodology

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The *Consumer Loyalty* Awards recognize healthcare organizations that consumers rate the highest on an equally weighted combination of Net Promoter Score (NPS), Brand Perception (overall image and reputation), and NRC Health's proprietary Human Understanding Metric. The 100 top scoring organizations are included in the ranking, with the top 12 of those receiving Best in Class designation. To qualify for consideration, organizations must have received at least 150 Top-of-Mind mentions on NRC Health's national Market Insights study between April 1, 2023 and March 31, 2024. Market Insights is the largest online healthcare consumer-perception survey in the U.S., measuring the opinions, behaviors, and profiles of 310,000 people annually. The standard error 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 online questionnaire distributed via email.

# Press release template

## FOR IMMEDIATE RELEASE

**NRC Health Honors [ORGANIZATION] with “Best in Class” *Consumer Loyalty* designation for top patient loyalty ratings**

[DATE, YEAR (CITY, STATE)]—NRC Health is pleased to announce that [Organization] has been appointed to the sixth annual *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.

The *Consumer Loyalty Awards* recognize healthcare organizations that consumers rate the highest on an equally-weighted combination of Net Promoter Score (NPS), Brand Perception (overall image and reputation), and NRC Health’s proprietary Human Understanding Metric. The 100 top scoring organizations are included in the ranking, and the top 12 received 2024 Best in Class designation.

"Our 2024 *Consumer Loyalty Best in Class* Award winners are truly exceptional," stated Helen Hrdy, Chief Customer Officer at NRC Health. "[Organization] has dedicated itself to fostering Human Understanding and enhancing healthcare experiences that cultivate loyalty. Their efforts serve as a beacon of inspiration for us and for hospitals and health systems nationwide."

[Organization] was selected based on results from the NRC Health Market Insights survey, the largest database of healthcare consumer responses in the country. To qualify for consideration, organizations must have received at least 150 “Top-of-Mind” mentions on NRC Health’s national Market Insights study between April 1, 2023 and March 31, 2024. Market Insights measures the opinions, behaviors, and profiles of 310,000 people annually. The standard error 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 online questionnaire distributed via email.

### [ORGANIZATION QUOTE]

For the full list of 2024 *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, NRC Health (NASDAQ: NRC) has led the charge to humanize healthcare and support organizations in their understanding of each unique individual. NRC Health’s commitment to Human Understanding® helps leading healthcare systems get to know each person they serve not as point-in-time insights, but as an ongoing relationship. Guided by its uniquely empathic heritage, NRC Health’s patient-focused approach, unmatched market research, and emphasis on consumer preferences are transforming the healthcare experience, creating strong outcomes for patients and entire healthcare systems.

For more information, please email [nrchealthpr@nrchealth.com](mailto:nrchealthpr@nrchealth.com), or visit [www.nrchealth.com](http://www.nrchealth.com).

**About [Organization]**

**[INSERT ORGANIZATION BOILER PLATE]**

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# 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 posts, and use the hashtags [#ConsumerLoyalty](#), [#Healthcare](#), and [#NRCAward](#) in your posts to see what other winners are sharing, too.

## Logo Usage Guidelines

Winners are eligible to use the award logo in their marketing materials. You can download the logo [here](#).

### Permitted use

You may use the 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:

NRC Health® 2024 *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.

## Consumer Loyalty Best in Class Award logo usage

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### COLOR



### BLACK AND WHITE



### WHITE



### CORRECT DISPLAY

Color versions of the 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 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.