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](https://nrchealth.com/) Top 100 Consumer Loyalty 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](https://nrchealth.com/awards/consumer-loyalty-award/).

*\*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, or visit www.nrchealth.com.

**About [Organization]**

[INSERT ORGANIZATION BOILER PLATE]

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