Contact: **FOR IMMEDIATE RELEASE**   
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[FACILITY NAME] Begins Research Partnership to Improve the Patient Experience

***[Facility Name] selects National Research Corporation to manage and oversee the organization’s patient experience measurement***

[City, State, Date, Year] – [Facility Name] is pleased to announce a partnership with National Research to manage and oversee the organization’s patient experience measurement and to offer guidance for improvement. [Include brief description/mission statement of facility].

[Facility Name] will survey [insert specific measures, i.e. patient measures] and identify potential areas of improvement for care. The survey measurements will begin [month, year] and [Facility Name] will have round-the-clock access to its patient experience scores, as well as the latest best practices information for improving the patient experience from other nationally recognized healthcare systems.

National Research is the only global research firm providing integrated delivery of patient experience research and evidence-based best practices designed to improve patient-centered care. The survey instruments and improvement tools are built on the foundation of more than 7,000 interviews and focus groups conducted by the Picker Institute and Harvard University. This groundbreaking research identified what matters most to patients and was the first to define patient-centered care.

That research also yielded the Eight Dimensions of Patient-Centered Care: Respect for Patient Values; Preferences and Needs; Coordination and Integration of Care; Information and Education; Physical Comfort; Emotional Support; Involvement of Family and Friends; Transition and Continuity; and Access to Care. National Research determined that focusing measurement and accountability around the Eight Dimensions of Patient-Centered Care, hospitals can directly improve the quality of care and the patient experience.

The National Research philosophy of patient-centered care first became a mainstream topic with various statewide public reporting initiatives and now has gained national adoption through Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) surveys. This standardized survey of hospital patients captures unique patient perspectives of hospital care for the purpose of providing the public with comparable information on hospital quality. The dimensions of patient-centered care and behavioral-based measures are included in HCAHPS, providing data [Facility Name] can use to improve the patient experience.

[Insert relevant/localized HCAHPS information]

About 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.

Recognized by *Modern Healthcare* as the largest patient satisfaction firms in the U.S., National Research is dedicated to representing the true voice of patients and other healthcare stakeholders. This integration of cross-continuum metrics and analytics uncovers insights for effective performance improvement, quality measurement, care transitions, and many other factors that impact population health management.

National Research is headquartered in Lincoln, Nebraska. For more information, call 800-388-4264, write to [info@nationalresearch.com](mailto:info@nationalresearch.com), or visit [www.nationalresearch.com](http://www.nationalresearch.com).

**About [Facility Name]**

[Boiler Plate Description]

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