

# Consumer Loyalty Awards Update

## Update to 2018 Consumer Loyalty Award Winners List

On behalf of NRC Health, I must humbly ask for your patience and understanding as a **data mis-aggregation has forced us to update the rankings among our Top 100 Consumer Loyalty Award winners.**

While this message is far from the simple, joyous “Congratulations” we would’ve liked to have sent, we must honor the integrity of the award and its recipients by doing what is right—updating the rankings and communicating those changes.

### What happened?

---

Qualifying for the Consumer Loyalty Award requires 150 top-of-mind mentions on the NRC Health Market Insights survey. Similar or identical naming conventions among some hospitals lead to a coding error in which not all top-of-mind mentions were attributed to the proper hospital during award calculations. Being the first-ever nationwide ranking based on top-of-mind mentions, it is the first time we have encountered this issue. This error has been corrected and will not be a risk factor for future award periods.

Additionally, we have updated the methodology from **Top 100 facilities to Top 100 scores** (including ties) to be cognizant of the fact that loyalty’s measurement in healthcare is still in its infancy. As such, we wanted the opportunity to recognize a greater number of hospitals’ efforts to build loyalty among those they serve.

### New Results

---

This error impacted the results in two ways:

- The list now totals 110 hospitals
- Hospitals with ranks 14-100 will notice a shift in rank of one to three places, due to the placement of the added hospitals

[You can view the updated and final results here.](#)

We are terribly sorry for any inconvenience this may have caused your organization. If you have any questions or concerns, please reach out to me at 800-388-4264 or [bwynne@nrchealth.com](mailto:bwynne@nrchealth.com).

Again, congratulations on being a winner of the 2018 Consumer Loyalty Awards.

Brian Wynne  
VP and General Manager, NRC Health