Contact: **FOR IMMEDIATE RELEASE**   
Kayla Lounsbery

Marketing Director  
NRC Health  
800-388-4264  
[klounsbery@nrchealth.com](mailto:klounsbery@nrchealth.com)

[Organization] wins award for extraordinary patient loyalty

DATE, YEAR (CITY, STATE)—[client organization] was recognized by NRC Health as one of the top healthcare organizations, garnering extraordinary loyalty from their patient populations as identified and rated by over 300,000 U.S. consumers. [client organization] was named to the 2019 NRC Health Top 100 Consumer Loyalty list.

For nearly four decades, NRC Health has helped healthcare organizations illuminate and improve the moments that matter most to patients, residents, physicians, nurses, and staff. The Consumer Loyalty awards are the first and only loyalty-based hospital rankings in the U.S. [client organization] was selected based on results from NRC Health’s Market Insights survey, the largest database of healthcare consumer responses in the country.

NRC Health surveys over 310,000 households in the contiguous U.S., measuring their engagement with healthcare brands in their communities. Organizations that win the Consumer Loyalty Award score exceedingly well on seven different metrics of patient loyalty, including Access, Engagement, Experience, and Net Promoter Score. A complete list of winners can be found at [[https://nrchealth.com/NRCHealthTop100Loyalty](https://nrchealth.com/about/awards/consumer-loyalty-award/)].

“[client organization] and the other outstanding healthcare facilities included in the Consumer Loyalty Awards list are leading the way toward a new elevated standard for the patient and consumer experience,” said Brian Wynne, Vice President and General Manager at NRC Health. “This award recognition is a reflection of the trust [client organization] has built with its patient communities, and speaks to the exceptional work being done by [client organization] to provide compassionate care and inspire consumer loyalty.”

Winning organizations were publicly announced at the 25th Annual NRC Health Symposium held in Nashville, Tennessee, August 14–16, 2019.

[Quote from organization]

About NRC Health

For 37 years, 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, call 800-388-4264, write to [info@nrchealth.com](mailto:info@nrchealth.com), or visit [www.nrchealth.com](https://www.nrchealth.com/).

About [organization][INSERT ORGANIZATION BOILER PLATE]

# # #