Contact: **FOR IMMEDIATE RELEASE**   
Kristine German

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

[Organization] awarded for commitment to enhancing care experiences

DATE, YEAR (CITY, STATE)—[client organization] was honored by NRC Health as a recipient of the 2019 Improvement Best Practice Award at the 25th Annual NRC Health Symposium in Nashville, TN, on [Day, Month Date].

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. Today, NRC Health is honored to recognize top-performing hospitals and health systems that have exhibited an exceptional commitment to understanding each individual’s complete care journey. Their desire to better understand the people they care for, and their aspiration to design experiences that inspire loyalty, is the embodiment of the NRC Health mission of human understanding. The Improvement Best Practice Award is presented to a hospital, health system, or long term care organization that has demonstrated significant progress in their journey of better understanding and improving key moments in the care experience.

NRC Health defines a best practice as an innovative use of resources resulting in a significant improvement in cost, quality, satisfaction, and safety. The award application must address how each of these components were impacted through both narrative and data that illustrates results and sustainability.

“Our partners continue to deliver exceptional results when it comes to improving healthcare outcomes, and we are so impressed by all the great work these organizations are doing to better the patient experience,” said Helen Hrdy, Senior Vice President of Client Service at NRC Health. “Being an exceptional healthcare organization requires passionate individuals who are dedicated to delivering patient-centered care. We are incredibly proud to be honoring [Organization Name] as an industry leader, and congratulate them on this well-deserved award.”

[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 its 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]

# # #