

# NRC Health Customer and Employee Approved Awards

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2020



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In today's consumer-driven marketplace, it's impossible to overstate the value of clarity. Customers connect with brands that know how to communicate with them in a language they can understand. We want to help senior-care organizations forge those all-important connections with their customers. That's why we've taken these steps to make our award program legible—and meaningful—to the senior-living customer base:

- Clarifying what our award represents, so consumers can understand what experiences to expect from your communities
- Recognizing *organizations*, instead of single facility locations, for cultivating consistent customer and employee experiences
- Promoting top-performing brands in both customer *and* employee experiences
- Rewarding organizations and team members for their dedication to creating top experiences

## Selection Criteria

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Award-winners are determined using a carefully designed scoring methodology, intended to account for the inherent differences in ratings across the levels of care. The NRC Health Customer Approved Award is based on ratings from both family and residents across Independent Living, Assisted Living, and Skilled Nursing care settings. Similarly, the NRC Health Employee Approved award is based on ratings gathered from employees of Assisted Living and Skilled Nursing facilities.

Because ratings tend to vary by care setting (e.g., assisted-living experiences tend to be rated more positively than skilled-nursing experiences) we have taken steps to normalize, or “level the playing field” between, different care settings. This was accomplished through the standardization of ratings within each care setting using z-scores, which enable us to ensure scoring parity across various settings.

## QUESTIONS

For more information please contact Kristine German, Marketing Director, at [kgerman@nrchealth.com](mailto:kgerman@nrchealth.com) or 800.388.4264.

## Scoring Methodology

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Awards are derived from organizational Net Promoter Scores, the industry's most reliable measure of satisfaction and a high-validity proxy measure for loyalty. A percent-positive score was calculated for each facility with 10 or more responses to their “would recommend” question during 2019. Each facility was then grouped with other facilities serving the same population (i.e., placed with similar care settings), and the average score for each care setting was identified. Each facility score was then transformed into a z-score, which displayed the extent to which the facility scored above or below average when compared to other facilities within the same care setting. Systems with fewer than 10 eligible facilities were omitted, and system-level scores were calculated by taking the average of normalized facility scores. Systems were then rank-ordered, and the top 20 organizations were selected for each award category.

# 2020 Winners



## Customer Approved Winners

1. **National HealthCare Corporation**, Murfreesboro, TN\*
2. **American Medical Facilities Management**, Charleston, WV\*
3. **Ascension Health**, St. Louis, MO
4. **Vetter Senior Living**, Elkhorn, NE\*
5. **Lutheran SeniorLife**, Mars, PA
6. **Schonberg Care**, Metairie, LA
7. **Solaris Healthcare**, Orlando, FL\*
8. **Berkshire Healthcare**, Pittsfield, MA\*
9. **Americare Senior Living**, Sikeston, MO\*
10. **Ecumen**, Shoreview, MN
11. **American Senior Communities**, Indianapolis, IN
12. **Diversicare Healthcare Services**, Brentwood, TN\*
13. **HCR ManorCare ALF Division**, Toledo, OH
14. **Twin Rivers Health & Rehabilitation**, Cleveland, TN\*
15. **Covenant Health Systems**, Tewksbury, MA
16. **Providence Health and Services**, Renton, WA
17. **Lutheran Services Carolinas**, Salisbury, NC
18. **Trinity Health Continuing Care**, Livonia, MI
19. **Ethica**, Gray, GA\*
20. **The Goodman Group**, Chaska, MN\*



## Employee Approved Winners

1. **Vetter Senior Living**, Elkhorn, NE\*
2. **National HealthCare Corporation**, Murfreesboro, TN\*
3. **Opis Senior Services Group**, Tampa, FL
4. **American Medical Facilities Management**, Charleston, WV\*
5. **Americare Senior Living**, Sikeston, MO\*
6. **Twin Rivers Health & Rehabilitation**, Cleveland, TN\*
7. **Diversicare Healthcare Services**, Brentwood, TN\*
8. **Ensign Services**, San Juan Capistrano, CA
9. **Central Management Company, LLC**, West Monroe, LA
10. **Berkshire Healthcare**, Pittsfield, MA\*
11. **Ethica**, Gray, GA\*
12. **The Goodman Group**, Chaska, MN\*
13. **Primrose Retirement Communities**, Aberdeen, SD
14. **Solaris Healthcare**, Orlando, FL\*
15. **Concepts in Community Living, Inc.**, Clackamas, OR
16. **Legend Senior Living**, Wichita, KS
17. **Edgewood Healthcare**, Grand Forks, ND
18. **Mission Health**, Tampa Bay, FL
19. **FutureCare Health and Management Corporation**, Pasadena, MA
20. **Crowne Management, LLC**, Monroeville, AL

\*Indicates the organizations who won both the Customer Approved and the Employee Approved awards.

**NRC Health helps healthcare organizations  
better understand the people they care for and  
design experiences that inspire loyalty.**

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