

NRC Health Customer and Employee Approved Awards

2020 Media Kit Guidelines



CONTENTS

NRC Health Customer and Employee Approved Awards	3
Communication guidelines 2020	3
<i>Questions?</i>	3
NRC Health Customer and Employee Approved Award facts	4
<i>NRC Health Customer Approved and Employee Approved Awards</i>	4
<i>Selection criteria</i>	4
<i>Scoring methodology</i>	4
Press release template	5
Press release template [Customer Approved winners]	5
Press release template [Employee Approved winners]	6
Social-media guidelines	7
Promoting your award on social media	7
Physical award	7
Purchasing a physical award	7
Digital award logo	8
Downloading award logos	8

NRC Health Customer and Employee Approved awards

As a winner of either the NRC Health Customer Approved and/or Employee Approved award, we invite you to celebrate your success with your customers, employees, and community. Please carefully read the following communication guidelines before you begin promotion.

Communication guidelines 2020

NRC Health will announce the winners on Monday, August 24. We ask that you please refrain from any award announcement until then.

Healthcare facilities throughout the nation will initiate both paid and unpaid promotional campaigns to let consumers in their communities know they have been selected as a Customer and/or Employee Approved Award winner. Organizations are encouraged to promote their award through initiatives including, but not limited to, advertising campaigns, billboards, newsletters, direct mailings, and internal and external website displays, including social-media sites such as Facebook, Twitter, and Instagram.

To assist in promoting the award, NRC Health provides a comprehensive media kits and communication support to senior-living organizations at no cost. The Customer Approved awards media kit can be found [here](#) and the Employee Approved awards media kit can be found at [here](#).

In an effort to protect the integrity of the NRC Health Customer and Employee Approved Awards, and to ensure that all information released to the media and public is accurate, NRC Health recommends that organizations submit all written communications concerning award recognition to NRC Health for review prior to publishing.

To submit your marketing and communication materials for review, please forward a PDF copy to the NRC Health events team at events@nrchealth.com. For an expedited response, include in the subject line: For Review. An NRC Health associate will respond to you as quickly as possible within 72 hours.

Questions?

For more information, please contact the NRC Health events team at events@nrchealth.com.

NRC Health Customer and Employee Approved award facts

NRC HEALTH CUSTOMER APPROVED AND EMPLOYEE APPROVED AWARDS

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 experience
- Rewarding organizations and team members for their dedication to creating top experiences

SELECTION CRITERIA

Award-winners are determined using a carefully designed scoring methodology (see below), intended to account for the inherent differences in ratings across 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 ones), 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.

SCORING METHODOLOGY

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.

Press release template [Customer Approved winners]

Contact:

Jennifer Lyle, Senior Account Manager
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FOR IMMEDIATE RELEASE

[ORGANIZATION] wins Customer Approved award from NRC Health

[DATE, YEAR, (CITY, STATE)] — [ORGANIZATION] has earned a 2020 Customer Approved award from Lincoln, Nebraska–based healthcare-intelligence firm NRC Health. The award recognizes senior-care organizations across the country for creating an outstanding care experience for their customers.

“[QUOTE FROM ORGANIZATION LEADER],” said [FIRST, LAST], [TITLE].

Only twenty Independent Living, Assisted Living, or Skilled Nursing organizations earned this remarkable distinction. Winners were selected according to the results from NRC Health’s 2019 Resident and Family Experience Survey.

To qualify, organizations must have a high percentage of respondents willing to recommend their locations to friends and family. This measure is known as the Net Promoter Score (NPS), and it strongly correlates with both customer satisfaction and enduring loyalty.

A complete list of Customer Approved and Employee Approved award-winners can be found [here](#).

“There’s so much uncertainty in the healthcare space currently, particularly for our senior living communities. More than ever, it’s imperative that we keep our loved ones in these communities safe,” said Helen Hrdy, Chief Growth Officer at NRC Health. “After what has been a very hard year, we are thrilled to recognize those senior living organizations that have gone above and beyond for those in their care, especially during the ongoing pandemic. We, along with your patients and residents, thank you for your understanding and compassion.”

About NRC Health

For more than 39 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 wellbeing among patients, residents, physicians, nurses, and staff.

For more information, call 800-388-4264, write to info@nrchealth.com, or visit www.nrchealth.com.

About [ORGANIZATION]

[ORGANIZATION BOILERPLATE HERE]

Press release template [Employee Approved winners]

Contact:

Jennifer Lyle, Senior Account Manager
Barokas Communications | 931-241-0566 | jennifer.lyle@barokas.com

FOR IMMEDIATE RELEASE

[ORGANIZATION] wins Employee Approved award from NRC Health

[DATE, YEAR, (CITY, STATE)] — [ORGANIZATION] has earned a 2020 Employee Approved award from Lincoln, Nebraska–based healthcare-intelligence firm NRC Health. The award recognizes senior-care organizations across the country for engaging and inspiring their employees.

“[QUOTE FROM ORGANIZATION LEADER],” said [FIRST, LAST], [TITLE].

Only twenty Assisted Living or Skilled Nursing organizations earned this remarkable distinction. Winners were selected according to the results from NRC Health’s 2019 Employee Experience Survey.

To qualify, organizations must have a high percentage of respondents willing to recommend their locations as places to work. This measure is known as the Net Promoter Score (NPS), and it strongly correlates with employee engagement, organizational loyalty, and job satisfaction.

A complete list of Customer Approved and Employee Approved award-winners can be found [here](#).

“We are proud to honor those senior living organizations who continue to provide outstanding work experiences for their employees,” said Helen Hrdy, Chief Growth Officer. “Patient care in these facilities depends wholly on the employees that work there, and we commend these organizations for supporting a work environment dedicated to the success of their staff.”

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About [ORGANIZATION]

[ORGANIZATION BOILERPLATE HERE]

Social-media guidelines

Promoting your award on social media

We are just as excited as you are to share the news of your award. Don't forget to tag [@NRCHealth](#) in your tweets and use the hashtags [#NRCApproved](#) and [#HealthcareAward](#) in your posts to see what other winners are sharing, too.

Physical award

Purchasing a physical award

NRC Health encourages you to display your award for your residents, staff, families, and guests to celebrate. With that in mind, we have partnered with Geiger to create a physical award for display. Each physical award costs \$70.



Please visit the following locations for information regarding ordering your award.

[NRC Health Customer Approved Award](#)

[NRC Health Employee Approved Award](#)

Once you have completed the form, NRC Health will contact you directly to finalize the purchase.

Digital award logo

Downloading award logos

Digital versions of the 2020 NRC Health Customer and Employee Approved Award logos are available at:

[NRC Health Customer Approved Award](#)

[NRC Health Employee Approved Award](#)

Your organization is authorized to use only the logo file for the award received. If you are a recipient of both the Customer and Employee Approved awards you are allowed to use both logos for promotional purposes. Misuse of award logos may result in your organization forfeiting recognition.

Examples of the award logos are as follows:



Customer Approved Award logo



Employee Approved Award logo

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

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