

NRC Health Consumer Loyalty Award

2020 Media Kit Guidelines



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June 24, 2020

Dear Consumer Loyalty Award winner,

It is my distinct pleasure to congratulate your organization on being named to the 2020 NRC Health Top 100 Consumer Loyalty Award list. Congratulations!

Winners of the Consumer Loyalty Award are identified via results from our nationally syndicated Market Insights study, which surveyed more than 310,000 households across the country from April 2019 through March 2020. To qualify, your organization had to garner at least 150 top-of-mind mentions from the survey.

To be included on the list, organizations had to achieve an extraordinarily high score on the NRC Health Loyalty Index, a single trackable metric and benchmark of healthcare consumer loyalty. This metric, a composite of seven different critical aspects of loyalty, recognizes top performers in the healthcare industry.

On Monday, August 24, NRC Health will publicly announce the 2020 Top 100 Consumer Loyalty Award winners. We encourage you to share this exciting news with your organization and appropriate media outlets, but ask that you please **refrain from announcing it externally until after August 24.**

NRC Health congratulates you on a job well done, and we look forward to celebrating your accomplishments in August!

Sincerely,



Helen Hrdy
Chief Growth Officer
NRC Health

Consumer Loyalty Award

Communication guidelines 2020

As a winner of the NRC Health Consumer Loyalty 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.

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

The 2020 NRC Health Symposium is in the process of being transformed into a virtual event. With this change, there will be no formal 2020 awards ceremony. Award winners will be recognized throughout the virtual conference. For more information, or if you have any questions regarding the awards announcement, please contact events@nrchealth.com.

Healthcare facilities throughout the nation have initiated both paid and unpaid promotional campaigns to let consumers in their communities know they have been selected as Consumer Loyalty Award winners.

To assist in promoting the award, NRC Health provides media-kit and communication support to hospitals and health systems that have won a Consumer Loyalty Award.

In an effort to protect the integrity of the Consumer Loyalty Award and ensure all information released to the media and public is accurate, NRC Health has long instituted a policy of reviewing all written communications concerning national award recognition.

The enclosed communication guidelines provide information on the NRC Health policy for paid advertising campaigns and external promotions.

In an effort to offset the cost of creating and undertaking a departmental review, and to assist facilities in their promotional efforts, we charge an advertising fee that includes the cost of an expanded media-kit packet. This fee is applicable to paid advertising campaigns and external promotions such as billboards, external newsletters, direct mailings, and external website displays (including on social-media sites such as Facebook, Twitter, and Instagram). Winning facilities may promote the award to the general news media at no cost through press releases and earned media; however, copy must first be submitted to NRC Health for review.

Winning facilities that do not purchase NRC Health solutions are required to pay a fee of \$7,500 for the expanded media kit and advertising license. Purchasers of NRC Health solutions pay a discounted fee of \$2,500.

Questions?

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

CONSUMER LOYALTY AWARD MEDIA-KIT PURCHASE OPTIONS

	NRC HEALTH CLIENT	NRC HEALTH NON-CLIENT
Standard media kit	<i>Complimentary</i>	<i>Complimentary</i>
Expanded media kit	<i>NRC Health client price:</i> \$2,500	<i>Non-client price:</i> \$7,500

Media-kit packages

Standard media kit (complimentary to award winners)

For hospitals and health systems that have not purchased the 2020 NRC Health Consumer Loyalty Award expanded media kit, the following communications guidelines are in place for the complimentary standard media kit:

- Promotion to non-paid, general news outlets—such as newspapers, business journals, broadcast media, and trade publications—is permitted through media releases, provided that all copy is submitted to NRC Health beforehand for review and approval.
- Reproduction of the award may be used within photos in general news stories (for example, if a CEO appears with the award in a local newspaper story).
- Reproduction of the actual award cannot be displayed in any manner in paid advertising, external communication, and/or promotional pieces, including direct mailings and community newsletters.
- All communication must clearly state the year (2020) that the award was received.
- Use of the Consumer Loyalty Award logo is not permitted.
- Any press releases citing the Consumer Loyalty Award must be sent to NRC Health for review and approval before publication. To submit your press release for review, please forward a PDF copy to Jennifer Lyle, Senior Account Manager, Barokas Communications, at jennifer.lyle@barokas.com. For an expedited response, include in the subject line: For Review. A member of our Public Relations team will respond to you as quickly as possible within 72 hours.

The standard media kit contains:

1. Winner letter
2. Media-kit guidelines
3. Consumer Loyalty Award fact sheet
4. Full 2020 Consumer Loyalty Award winner list
5. NRC Health Consumer Loyalty Award press-release template

Expanded media kit (purchased)

For hospitals and health systems that have purchased the 2020 NRC Health Consumer Loyalty Award expanded media kit, the following communications guidelines are in place.

Use of the Consumer Loyalty Award logo and/or photograph is permitted and encouraged, provided the following guidelines are met:

- Use of the Consumer Loyalty Award logo should include our company name and Consumer Loyalty Award symbol.
- The Consumer Loyalty Award logo artwork is not altered in any manner.
- All communications clearly state the year (2020) that the award was received.
- Promotion to non-paid, general news outlets—such as newspapers, business journals, broadcast media, and trade publications—is permitted through media releases, provided that all copy is submitted to NRC Health beforehand for review and approval.
- Reproductions of the award may be used within photos in general news stories (for example, if a CEO appears with the award in a local newspaper story).
- Any advertisement and/or press release should be sent to NRC Health for review and approval before publication. To submit your marketing and communication materials for review, please forward a PDF copy to Jennifer Lyle, Senior Account Manager, Barokas Communications, at jennifer.lyle@barokas.com. For an expedited response, include in the subject line: For Review. A member of our Public Relations team will respond to you as quickly as possible within 72 hours.

The expanded media kit contains:

1. Winner letter
2. Media-kit guidelines
3. Full 2020 Consumer Loyalty Award winner list

4. Consumer Loyalty Award fact sheet
5. NRC Health Consumer Loyalty Award press-release template
6. Digital versions of the 2020 NRC Health Consumer Loyalty Award logo
7. Templates to successfully advertise the award:
 1. Twitter/LinkedIn ads
 2. Posters
 3. Email banners, etc.
8. A license to advertise the 2020 Consumer Loyalty Award

Consumer loyalty facts

NRC Health

NRC Health has brought data-driven visibility to patient-centered care for more than 39 years. Today, its focus on empowering customer-centric healthcare across the continuum extends patient-centered care to include families, communities, employees, and other stakeholders. This integration of metrics and analytics uncovers insights for effective performance improvement, quality measurement, and more.

NRC Health Market Insights survey methodology

Market Insights, the largest online healthcare consumer-perception survey in the U.S., measures the opinions, behaviors, and profiles of 310,000 consumers annually. The standard error range for a sample of over 300,000 households is +/- 0.2 percent at the 95 percent confidence level. The survey sample plan is designed to be nationally representative of the 48 contiguous United States. Responses are gathered via an Internet-based questionnaire that respondents receive through email invitations.

SURVEY DESIGN

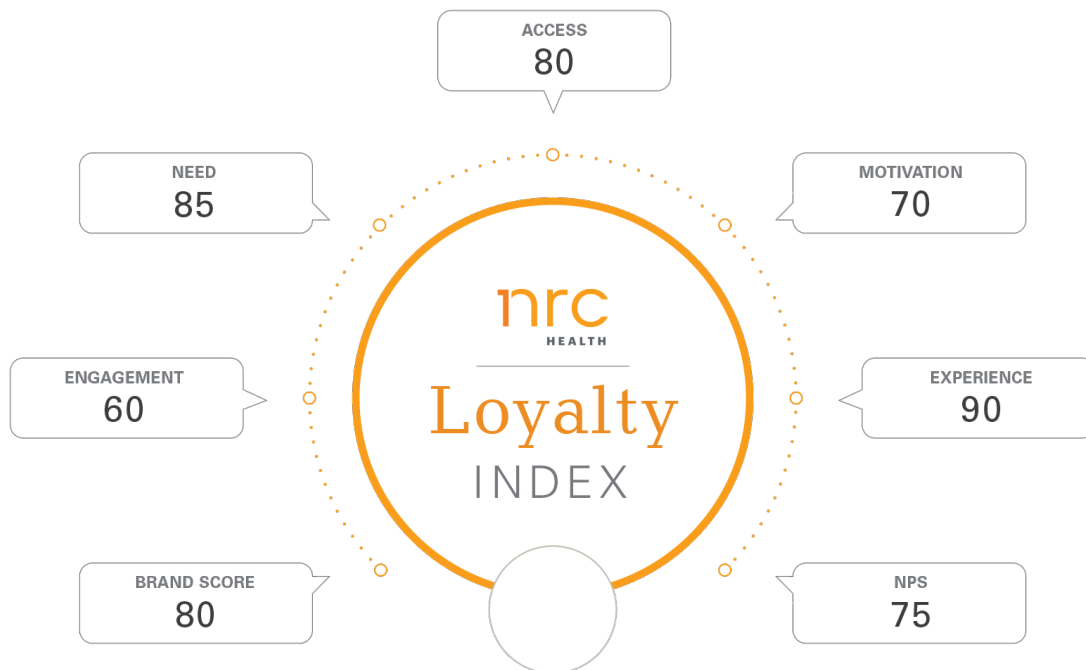
Our carefully designed sampling plan ensures that the information we collect is reflective of the demographic distribution of the United States in terms of population density and age. After data are collected according to our sampling plan, we employ a systematic weighting procedure that assigns the appropriate weight to each respondent. What this means is that each respondent's answers will "count" for more or less than one "vote," depending on the demographic distribution of the sample as it relates to the demographic distribution of the population. Specifically, our weighting procedure accounts for age, income, population, presence of children in the household, marital status, and ethnicity.

What is the NRC Health Loyalty Index?

The NRC Health Loyalty Index is a single score calculated from consumer data collected on each of the seven aspects of loyalty that NRC Health has identified as providing a holistic, comprehensive view of healthcare-consumer loyalty. These seven aspects are access, brand score, engagement, need, motivation, experience, and Net Promoter Score (NPS). With these metrics, healthcare organizations can compare their performance to that of their peers, and observe trends and make adjustments over time in an effort to increase consumer loyalty.

HOW IS THE NRC HEALTH LOYALTY INDEX CALCULATED?

Each aspect of the index is first converted to a numerical score out of 100. The NRC Health Loyalty Index as a whole is then calculated as the average of the seven aspects' scores.



HOW IS EACH OF THE SEVEN ASPECTS OF THE NRC HEALTH LOYALTY INDEX DEFINED?

Brand Score: Once consumers are aware of you, what do they think of your image and reputation?

Question text: How would you rate the overall image/reputation of [Brand]?

Engagement: Are consumers attending your community events, following your brand's social-media pages, and visiting your website (visiting digitally) or visiting friends/family members at your facilities (visiting physically)?

Question text: In which ways have you interacted with [Brand]?

Need: According to supply and demand, the more need there is for the healthcare you provide, the more loyalty you will have among those who need it. Are you providing for your consumers' needs?

Question text: To what extent do you agree or disagree with the following statement: [Brand] offers services that meet my health and wellness needs.

Access (CES): Can consumers easily navigate into and within your system?

Question text: To what extent do you agree or disagree with the following statement: [Brand] makes it easy for me to access their services.

Motivation: Are your consumers motivated to use your brand over your competitors'?

Question text: Which of the following best describes how strongly you feel about using [Brand]?

Experience: Do you delight your customers in their experience of your brand, by exceeding their expectations?

Question text: Please rate the most recent experience you had with [Brand].

NPS: Are your customers willing to bet their reputation on you?

Question text: How likely would you be to recommend [Brand] to a friend or family member?

NRC Health Consumer Loyalty Award methodology

In order to qualify for the Loyalty Index award, a hospital must receive at least 150 Top of Mind mentions on the Market Insights survey from April 2019 through March 2020. The top 100 scores nationally are awarded.

Press-release template

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

FOR IMMEDIATE RELEASE

[Organization] named to third-annual hospital rankings for exceptional consumer loyalty

[DATE, YEAR (CITY, STATE)]—[Organization] was named to the third-annual NRC Health Top 100 Consumer Loyalty list, the first and only loyalty-based hospital rankings that recognize the top U.S. healthcare organizations for earning exceptional loyalty ratings from their patient populations.

[Organization] was selected based on results from NRC Health’s Market Insights survey, the largest database of healthcare consumer responses in the country. From April 2019 to March 2020, NRC Health surveyed more than 310,000 households in the contiguous U.S. to measure consumer engagement with community healthcare brands. The winning organizations on the 2020 Consumer Loyalty list achieved remarkably high scores on NRC Health’s Loyalty Index, a composite of seven different critical aspects of consumer loyalty, including Access, Engagement, Experience, and Net Promoter Score.

“[Organization] and the other hospitals recognized in this year’s Consumer Loyalty Award are at the forefront of delivering customer-centric care, which is more important than ever in this new normal in healthcare,” said Helen Hrdy, Chief Growth Officer at NRC Health. “We are proud to recognize these industry-leading organizations and the commitments they hold to their patients and consumers, and to improving the complete care journey, now and moving forward.”

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.

[Quote from organization]

Winning organizations were publicly announced on Monday, August, 24 during the virtual 26th Annual NRC Health Symposium. A complete list of winners can be found at <https://nrchealth.com/NRCHealthTop100Loyalty>.

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 well-being 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]

[INSERT ORGANIZATION BOILER PLATE]

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Social-media guidelines

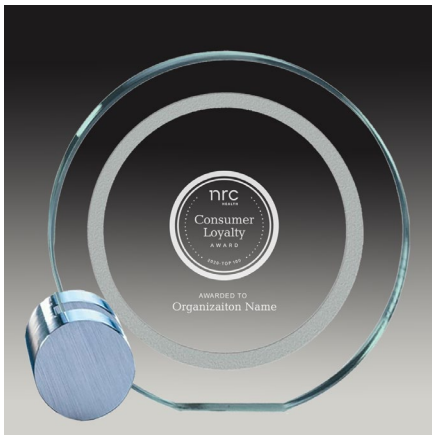
Promoting your award on social media

We are just as excited as you are to share the news of your award. Don't forget to tag [@NRCHealth](https://twitter.com/NRCHealth) in your tweets, and use the hashtags [#ConsumerLoyalty](https://twitter.com/hashtag/ConsumerLoyalty), [#HealthcareAward](https://twitter.com/hashtag/HealthcareAward), and [#NRCLoyalty](https://twitter.com/hashtag/NRCLoyalty) 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 patients, staff, families, and guests to celebrate. With that in mind, we have partnered with Geiger (awards vendor) to create a physical award for display. Each physical award costs \$70.



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

[NRC Health Consumer Loyalty Award](#)

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

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

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