Press release template

**FOR IMMEDIATE RELEASE**

Contact: Jennifer Lyle, Senior Account Manager

Barokas Communications | 931-241-0566 | jennifer.lyle@barokas.com

[WINNER] Honored with First-Ever Excellence in Human Understanding Award

[DATE, YEAR (CITY, STATE)]—[WINNER] was honored with the inaugural NRC Health Excellence in Human Understanding award, which recognizes an individual, department or organization that has performed an exemplary act of human understanding or instituted a process that exhibits human understanding in healthcare, resulting in improved care experiences.

[WINNER] was selected for this award based on nominations from industry peers who felt that [WINNER] went above and beyond to bring human understanding to the care experience in the last year.

“We are proud to recognize [WINNER] as the winner of our first-ever Excellence in Human Understanding award for their dedication and commitment to going the extra mile in demonstrating human understanding with patients and healthcare consumers,” said Helen Hrdy, Chief Growth Officer at NRC Health. “This rings especially true during the ongoing pandemic and the challenges the industry is currently facing. [WINNER] continues to inspire us even in the face of uncertainty and we are thrilled to honor them with this award.”

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. NRC Health strives to enable healthcare organizations to understand what matters most to each person they serve, and ease their healthcare journey.

[Quote from WINNER]

[WINNER]’s win was publicly announced on Monday, August 24 during the 26th Annual NRC Health Symposium. More about the award and the winner can be found at [INSERT LINK].

**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 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 [WINNER]**

[IF APPLICABLE, INSERT ORGANIZATION BOILER PLATE]

###