

# Excellence Awards

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2020 Media Kit Guidelines



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# NRC Health Excellence Awards Facts

## Communication guidelines 2020

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As a winner of the NRC Health Excellence 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](mailto: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 Excellence Award winners.

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

In an effort to protect the integrity of the Excellence 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.

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.

## Questions?

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For more information, please contact the NRC Health events team at [events@nrchealth.com](mailto:events@nrchealth.com).

# Excellence Awards facts

## NRC Health

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NRC Health has brought data-driven visibility to patient-centered care for more than 39 years. Real-time feedback from NRC Health takes you inside the care experience faster than ever before. Immediate insights enable you to impact processes, inspire staff behavior change, and implement service recovery at the earliest possible stage—your best opportunity to influence loyalty.

## NRC Health Excellence Awards selection and methodology

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The NRC Health Excellence Awards focus on an integration of metrics and analytics that uncover insights for effective performance improvement, quality measurement, and more.

### **Excellence in Patient Experience—Large Health System**

One health system with five or more hospitals was selected based on its Real-time NPS score for the “Would Recommend Facility” question during the time period of April 1, 2019–March 31, 2020, out of 26 eligible facilities.

### **Excellence in Patient Experience—Small Health System**

One health system with fewer than five hospitals was selected based on its Real-time NPS score for the “Would Recommend Facility” question during the time period of April 1, 2019–March 31, 2020, out of 34 eligible facilities.

### **Excellence in Patient Experience—Pediatric**

One children’s hospital was selected based on its Real-time NPS score for the “Would Recommend Facility” question during the time period of April 1, 2019–March 31, 2020, out of 23 eligible facilities.

### **Excellence in Patient Experience—Large Hospital**

One facility with 100 or more beds was selected based on its Real-time NPS score for the “Would Recommend Facility” question during the time period of April 1, 2019–March 31, 2020, out of 50 eligible facilities. This selection criteria excluded health systems and children’s hospitals.

### **Excellence in Patient Experience—Small Hospital**

One facility with fewer than 100 beds was selected based on its Real-time NPS score for the “Would Recommend Facility” question during the time period of April 1, 2019–March 31, 2020, out of 55 eligible facilities. This selection criteria excluded health systems and children’s hospitals.

### **Excellence in Health System Loyalty**

One health system, located in the national market, was selected based on the highest system (aggregate) Loyalty Index Score. This health system had 150 or more Top of Mind Mentions and was an NRC Health Market Insights client during the time period of April 1, 2019—March 31, 2020, and was selected out of 372 eligible systems.

### **Excellence in Transparency**

Three organizations utilizing NRC Health's Transparency solution were selected based on the number of published comments during the time period of April 1, 2019–March 30, 2020.

- Tier 1: 30,000 or more comments published—(95.21% Transparent); n-size: 12
- Tier 2: 10,000–29,999 comments published—(97.19% Transparent); n-size: 24
- Tier 3: 1,000–9,999 comments published—(99.01% Transparent); n-size: 58

### **Excellence in Care Transitions**

One organization utilizing NRC Health's Care Transitions was selected based on its highest number of alerts closed—or highest percentage of alerts closed—during the time period of April 1, 2019–March 30, 2020, out of 61 eligible facilities.

### **Newcomer of the Year**

The Newcomer of the Year Award is presented to a large hospital or health system that is a new NRC Health client. It must serve a diverse patient mix and have pledged to take a customer/human-centric approach to care. It should also be focused on producing innovative technologies and treatments to advance care with a high patient-NPS score.

### **Excellence in Human Understanding**

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The Excellence in Human Understanding Award is presented to a nominated individual, department, or organization that has performed an exemplary act of Human Understanding or instituted a process that now exhibits Human Understanding where it did not exist before in the care experience. An award submission can be made by any peer, coworker, or NRC Health associate.

NRC Health defines Human Understanding as the complete comprehension of a customer's preferences, needs, behaviors, and experiences—realized not as an episode, but as a relationship.

# Press-release template

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

FOR IMMEDIATE RELEASE

## **[Organization]** Wins Excellence Award for Top Patient-satisfaction Ratings

**DATE, YEAR (CITY, STATE)**—**[Organization]** was honored by [NRC Health](#) as a recipient of its 2020 Excellence Awards, which recognize top-performing hospitals and health systems in overall patient-satisfaction ratings.

This year's elite group of winners each exhibit an exceptional commitment to improving the care experience, earning top satisfaction ratings from patients and their families. Their desire to better understand patient needs and aspiration to design experiences that inspire loyalty embody the NRC Health mission to bring human understanding to healthcare. Winners were selected from the extensive database of NRC Health hospital clients for their performance over the last four quarters. **[Organization name]** was selected for its first-place ranking in the **[category]** of **[type]** hospitals.

"We are proud to recognize another year of Excellence Award winners, all of whom have shown an unrelenting commitment to their patients over the last year," said Helen Hrды, Chief Growth Officer at NRC Health. "Despite a pandemic, these healthcare organizations have continued to deliver exceptional results and we are so impressed by their passion to make the care experience better for everyone involved. Congratulations, **[Organization Name]** for this well-deserved award."

**[Quote from organization]**

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. The Excellence Award winners were publicly announced on Monday, August 24, during the virtual 26th Annual NRC Health Symposium. A complete list of winners 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 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](http://www.nrchealth.com).

## About **[organization]**

**[INSERT ORGANIZATION BOILER PLATE]**

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# Social-media guidelines

## Promoting your award on social media

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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 hashtag [#HealthcareAward](https://twitter.com/HealthcareAward) in your posts to see what other winners are sharing, too.

## Digital award logos

### Downloading award logos

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Digital versions of the 2020 NRC Health Excellence Award logos are available at:

[NRC Health Excellence Award](#)

[NRC Health Excellence in Human Understanding Award](#)

***Your organization is authorized to use only the logo file for the award received. Misuse of award logos may result in your organization forfeiting recognition.***

Examples of the award logos are as follows:



Excellence Award logo



Excellence in Human Understanding Award logo

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

06.20.1.0

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