NRC Health Customer and Employee Approved Awards

2020

Customer Approved AWARD
20 · 20
nrc HEALTH

RECOGNIZED BY CUSTOMERS FOR
OUTSTANDING EXPERIENCE

Employee Approved AWARD
20 · 20
nrc HEALTH

RECOGNIZED BY EMPLOYEES FOR
OUTSTANDING CULTURE

NRC Health Customer 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 experiences

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

Selection Criteria

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.

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.

QUESTIONS

For more information please contact Kristine German, Marketing Director, at kgerman@nrchealth.com or 800.388.4264.

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

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