

# NRC Health Customer and Employee Approved Awards

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2021



# 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

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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.

## QUESTIONS

For more information please contact Rana Schreiber, VP, Process & Training and Customer Success, at [rschreiber@nrchealth.com](mailto:rschreiber@nrchealth.com) or 800.388.4264.

## Scoring Methodology

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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 2020. 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 5 organizations were selected for each award category.

# 2021 Winners



## CUSTOMER APPROVED WINNERS

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1. **Artis Senior Living**, McLean, VA
2. **Lutheran Senior Life**, Mars, PA
3. **National HealthCare Corporation**, Murfreesboro, TN\*
4. **HumanGood**, Pleasanton, CA
5. **Vetter Health Services**, Elkhorn, NE\*



## EMPLOYEE APPROVED WINNERS

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1. **American Medical Facilities Management**, Charleston, WV
2. **National HealthCare Corporation**, Murfreesboro, TN\*
3. **Vetter Health Services**, Elkhorn, NE\*
4. **Mission Health**, Tampa, FL
5. **Goodman Group**, Chaska, MN

\*Indicates the organizations who won both the Customer Approved and the Employee Approved award.

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

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