Press release template [Employee Approved winners]

**Contact: FOR IMMEDIATE RELEASE**

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**[ORGANIZATION] Wins NRC Health Employee Approved Award for Ongoing Commitment to Healthcare Staff**

[DATE, YEAR, (CITY, STATE)] — [ORGANIZATION] today announced it has earned a 2021 Employee Approved award from Lincoln, Nebraska–based healthcare-intelligence firm [NRC Health](https://nrchealth.com/) for its commitment to creating a great workplace. The NRC Health Employee Approved awards recognize senior-care organizations across the country for engaging and inspiring employees.

“[QUOTE FROM WINNING ORGANIZATION’S LEADER],” said [FIRST, LAST], [TITLE].

This year, only five Assisted Living or Skilled Nursing organizations earned this honor. Winners were selected according to results from the NRC Health 2020 Employee Experience Survey. To qualify, organizations must have a high percentage of respondents willing to recommend their employer as a place to work, also known as Net Promoter Score (NPS), which strongly correlates with employee engagement, organizational loyalty, and job satisfaction.

“We owe so much to our healthcare staff in the senior living industry who have been working on the front lines of the unprecedented COVID-19 pandemic since day one,” said Helen Hrdy, Chief Growth Officer at NRC Health. “Even through this crisis, these top five organizations have continued to make their staff feel supported and motivated to keep working hard. After such a tough year, we’re very proud to recognize them for their outstanding commitment to employees when it really mattered most.”

A complete list of NRC Health Employee Approved award-winners can be found [here.](https://nrchealth.com/about/awards/customer-employee-approved-awards/)

**About NRC Health**  
For more than 40 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 wellbeing among patients, residents, physicians, nurses, and staff.

For more information, call 800-388-4264, write to [info@nrchealth.com](mailto:info@nrchealth.com?subject=NRC%20Health%20Customer%20and%20Employee%20Approved%20Awards), or visit [www.nrchealth.com](http://www.nrchealth.com/).

**About [ORGANIZATION]**

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