Press release template [Customer Approved winners]

**Contact: FOR IMMEDIATE RELEASE**

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**[ORGANIZATION] Earns NRC Health Customer Approved Award for Excellence in Senior Care**

[DATE, YEAR, (CITY, STATE)] — [ORGANIZATION] today announced it has earned a 2021 Customer Approved award from Lincoln, Nebraska–based healthcare-intelligence firm [NRC Health](https://nrchealth.com/). The NRC Health Customer Approved awards recognize senior-care organizations across the country that are creating outstanding care experiences for their customers.

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

This year, only five Independent Living, Assisted Living, or Skilled Nursing organizations earned this honor. Winners were selected according to the results from the NRC Health 2020 Resident and Family Experience Survey. To qualify, organizations must have a high percentage of respondents willing to recommend their locations to friends and family, also known as Net Promoter Score (NPS), which strongly correlates with both customer satisfaction and enduring loyalty.

“In today’s healthcare climate, it’s mission critical that organizations create trustworthy and enriching care experiences for the people they serve,” said Helen Hrdy, Chief Growth Officer at NRC Health. “Through so many challenges over the last year, these five senior care facilities have gone above and beyond to deliver compassionate care and human understanding to their customers at a time when they needed it most. We are so proud to honor them with this recognition.”

A complete list of NRC Health Customer 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]**[INSERT BOILERPLATE HERE]