

NRC Health *Consumer* Loyalty Award

2021 Media Kit Guidelines



CONTENTS

2021 NRC Health Consumer Loyalty Award	4
Communication guidelines	4
Media kit package	5
Consumer loyalty facts	6
NRC Health	6
NRC Health Market Insights survey methodology.....	6
Survey design.....	6
What is the NRC Health Loyalty Index?.....	6
How is the NRC Health Loyalty Index calculated?	6
How is each of the seven aspects of the NRC Health Loyalty Index defined?	7
NRC Health Consumer Loyalty Award methodology	8
Press-release template	9
Social-media guidelines	10
Physical award	10

Dear 2021 NRC Health *Consumer Loyalty* Award winner,

It is my distinct pleasure to congratulate your organization on being named to the 2021 NRC Health *Consumer Loyalty* Award list. Congratulations!

Winners of the NRC Health *Consumer Loyalty* Award are identified via results from our nationally syndicated Market Insights study, which surveyed more than 310,000 households across the country from April 1, 2020 through March 31, 2021. To qualify, your organization had to garner at least 150 top-of-mind mentions from the survey.

To be included on the list, organizations had to achieve an extraordinarily high score on the NRC Health Loyalty Index, a single trackable metric and benchmark of healthcare consumer loyalty. This metric, a composite of seven different critical aspects of loyalty, recognizes top performers in the healthcare industry.

On Wednesday, August 4, NRC Health will publicly announce the 2021 NRC Health *Consumer Loyalty* Award winners. We encourage you to share this exciting news with your organization and appropriate media outlets, but ask that you please **refrain from announcing it externally until after August 4.**

NRC Health congratulates you on a job well done, and we look forward to celebrating your accomplishments in August!

Sincerely,



Helen Hrdy
Chief Growth Officer
NRC Health

2021 NRC Health *Consumer Loyalty* Award

Communication guidelines 2021

As a winner of the 2021 NRC Health *Consumer Loyalty* 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 Wednesday, August 4. We ask that you please refrain from any award announcement until then.

The 2021 NRC Health Symposium will be in Nashville, TN. Award winners will be recognized during the formal awards ceremony at the conference. For more information, or if you have any questions regarding the awards announcement, please contact 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 2021 NRC Health *Consumer Loyalty* Award winners.

To assist in promoting the award, NRC Health provides media-kit and communication support to hospitals and health systems that have won a 2021 NRC Health *Consumer Loyalty* Award.

In an effort to protect the integrity of the 2021 NRC Health *Consumer Loyalty* 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?

For more information, please contact the NRC Health events team at events@nrchealth.com.

Media-kit package

For hospitals and health systems that have purchased the 2021 NRC Health *Consumer Loyalty* Award expanded media kit, the following communications guidelines are in place.

Use of the *Consumer Loyalty* Award logo and/or photograph is permitted and encouraged, provided the following guidelines are met:

- Use of the *Consumer Loyalty* Award logo should include our company name and Consumer Loyalty Award symbol.
- The *Consumer Loyalty* Award logo artwork is not altered in any manner.
- All communications clearly state the year (2021) that the award was received.
- Promotion to non-paid, general news outlets—such as newspapers, business journals, broadcast media, and trade publications—is permitted through media releases, provided that all copy is submitted to NRC Health beforehand for review and approval.
- Reproductions of the award may be used within photos in general news stories (for example, if a CEO appears with the award in a local newspaper story).
- Any advertisement and/or press release should be sent to NRC Health for review and approval before publication. To submit your marketing and communication materials for review, please forward a PDF copy to Jennifer Lyle, Senior Account Manager, Barokas Communications, at jennifer.lyle@barokas.com. For an expedited response, include in the subject line: For Review. A member of our Public Relations team will respond to you as quickly as possible within 72 hours.

The media kit contains:

1. Winner letter
2. Media-kit guidelines
3. Full NRC Health *Consumer Loyalty* Award winner list
4. NRC Health *Consumer Loyalty* Award fact sheet
5. NRC Health *Consumer Loyalty* Award press-release template
6. Digital versions of the 2021 NRC Health *Consumer Loyalty* Award logo
7. A license to advertise the 2021 NRC Health *Consumer Loyalty* Award

Consumer loyalty facts

NRC Health

NRC Health has brought data-driven visibility to patient-centered care for more than 40 years. Today, its focus on empowering customer-centric healthcare across the continuum extends patient-centered care to include families, communities, employees, and other stakeholders. This integration of metrics and analytics uncovers insights for effective performance improvement, quality measurement, and more.

NRC Health Market Insights survey methodology

Market Insights, the largest online healthcare consumer-perception survey in the U.S., measures the opinions, behaviors, and profiles of 310,000 consumers annually. The standard error range for a sample of over 300,000 households is ± 0.2 percent at the 95 percent confidence level. The survey sample plan is designed to be nationally representative of the 48 contiguous United States. Responses are gathered via an Internet-based questionnaire that respondents receive through email invitations.

SURVEY DESIGN

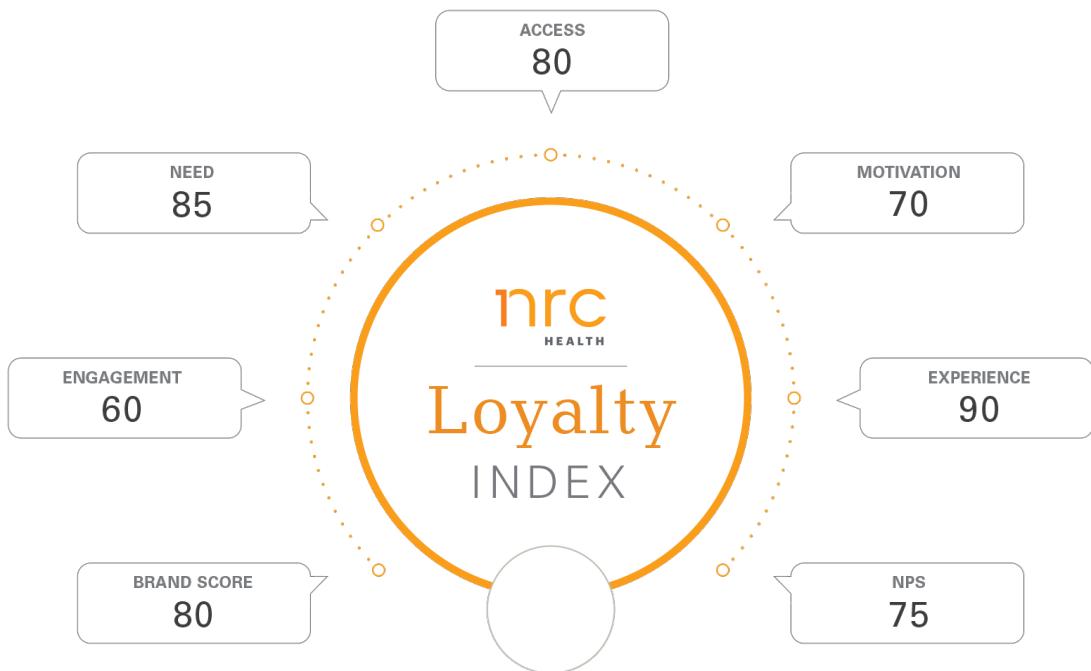
Our carefully designed sampling plan ensures that the information we collect is reflective of the demographic distribution of the United States in terms of population density and age. After data are collected according to our sampling plan, we employ a systematic weighting procedure that assigns the appropriate weight to each respondent. What this means is that each respondent's answers will "count" for more or less than one "vote," depending on the demographic distribution of the sample as it relates to the demographic distribution of the population. Specifically, our weighting procedure accounts for age, income, population, presence of children in the household, marital status, and ethnicity.

What is the NRC Health Loyalty Index?

The NRC Health Loyalty Index is a single score calculated from consumer data collected on each of the seven aspects of loyalty that NRC Health has identified as providing a holistic, comprehensive view of healthcare-consumer loyalty. These seven aspects are access, brand score, engagement, need, motivation, experience, and Net Promoter Score (NPS). With these metrics, healthcare organizations can compare their performance to that of their peers, and observe trends and make adjustments over time in an effort to increase consumer loyalty.

HOW IS THE NRC HEALTH LOYALTY INDEX CALCULATED?

Each aspect of the index is first converted to a numerical score out of 100. The NRC Health Loyalty Index as a whole is then calculated as the average of the seven aspects' scores.



HOW IS EACH OF THE SEVEN ASPECTS OF THE NRC HEALTH LOYALTY INDEX DEFINED?

Brand Score: Once consumers are aware of you, what do they think of your image and reputation?

Question text: How would you rate the overall image/reputation of [Brand]?

Engagement: Are consumers attending your community events, following your brand's social-media pages, and visiting your website (visiting digitally) or visiting friends/family members at your facilities (visiting physically)?

Question text: In which ways have you interacted with [Brand]?

Need: According to supply and demand, the more need there is for the healthcare you provide, the more loyalty you will have among those who need it. Are you providing for your consumers' needs?

Question text: To what extent do you agree or disagree with the following statement: [Brand] offers services that meet my health and wellness needs.

Access (CES): Can consumers easily navigate into and within your system?

Question text: To what extent do you agree or disagree with the following statement: [Brand] makes it easy for me to access their services.

Motivation: Are your consumers motivated to use your brand over your competitors'?

Question text: Which of the following best describes how strongly you feel about using [Brand]?

Experience: Do you delight your customers in their experience of your brand, by exceeding their expectations?

Question text: Please rate the most recent experience you had with [Brand].

NPS: Are your customers willing to bet their reputation on you?

Question text: How likely would you be to recommend [Brand] to a friend or family member?

2021 NRC Health Consumer Loyalty Award methodology

In order to qualify for the Loyalty Index Award, a hospital must receive at least 150 Top of Mind mentions on the Market Insights survey from April 1, 2020 through March 31, 2021. The top 100 scores nationally are awarded.

Press release template

FOR IMMEDIATE RELEASE

[Organization] Recognized for Extraordinary Patient Loyalty After Tumultuous Year

[DATE, YEAR (CITY, STATE)]—[Organization] was named to the fourth-annual [NRC Health](#) Top 100 *Consumer Loyalty* Award list, the only loyalty-based hospital rankings that recognize the top U.S. healthcare organizations for earning exceptional loyalty ratings from their patient populations.

[Organization] was selected based on results from the NRC Health Market Insights survey, the largest database of healthcare consumer responses in the country. From April 2020 to March 2021, NRC Health surveyed more than 310,000 households in the contiguous U.S. to measure consumer engagement with community healthcare brands. The winning organizations on the 2021 NRC Health *Consumer Loyalty* Award list achieved remarkably high scores on NRC Health's Loyalty Index, a composite of seven different critical aspects of consumer loyalty, including Access, Engagement, Experience, and Net Promoter Score.

"NRC Health has been helping healthcare organizations meet their biggest challenges for 40 years, but we've never seen a more challenging year than the last. Our own research tells us that healthcare consumers are less brand loyal than ever after the pandemic," said Helen Hrdy, Chief Growth Officer at NRC Health. "Despite that and the lingering pain points consumers understandably have, [Organization] was able to successfully navigate the industry's biggest crisis while maintaining strong customer loyalty, and for us, that's a celebratory accomplishment. We commend [Organization's] great work through these unprecedented times."

[Quote from Organization]

This 2021 winners of the NRC Health *Consumer Loyalty* Awards were publicly announced on Wednesday, August 4 during the 27th Annual NRC Health Symposium in Nashville, Tennessee.

A complete list of winners can be found [here](#).

About NRC Health

For 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 their 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, write to info@nrchealth.com, or visit www.nrchealth.com.

About [Organization]

[INSERT ORGANIZATION BOILER PLATE]

Media Contact:

Jennifer Lyle
Barokas Communications
nrchealth@barokas.com

###

Social-media guidelines

Promoting your award on social media

We are just as excited as you are to share the news of your award. Don't forget to tag [@NRCHealth](#) in your tweets, and use the hashtags [#ConsumerLoyalty](#), [#HealthcareAward](#), and [#NRCLoyalty](#) in your posts to see what other winners are sharing, too.

Physical award

Purchasing a physical award

NRC Health encourages you to display your award for your patients, staff, families, and guests to celebrate. With that in mind, we have partnered with Geiger (awards vendor) to create a physical award for display. Each physical award costs \$70.



Please visit the following link for information regarding ordering your award.

[2021 NRC Health Consumer Loyalty Award](#)

Once you have completed the form, NRC Health will contact you directly to finalize the purchase.