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](https://nrchealth.com/) 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](https://nrchealth.com/about/awards/consumer-loyalty-award/).

**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](mailto:info@nrchealth.com), or visit [www.nrchealth.com](http://www.nrchealth.com/).

**About [Organization]**

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