

NRC Health *Excellence* Award

2021 *Excellence in Human Understanding*
Media Kit Guidelines



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2021 NRC Health *Excellence* Awards

Communication guidelines 2021

As a winner of the 2021 NRC Health *Excellence* 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 Monday, August 24. We ask that you please refrain from any award announcement until then.

The 2021 NRC Health Symposium is in the process of being transformed into a virtual event. With this change, there will be no formal 2021 awards ceremony. Award winners will be recognized throughout the virtual 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 *Excellence* 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 *Excellence* Award.

In an effort to protect the integrity of the 2021 NRC Health *Excellence* 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.

2021 NRC Health *Excellence* Awards facts

NRC Health

NRC Health has brought data-driven visibility to patient-centered care for more than 40 years. Real-time Feedback from NRC Health takes you inside the care experience faster than ever before. Immediate insights enable you to impact processes, inspire staff behavior change, and implement service recovery at the earliest possible stage—your best opportunity to influence loyalty.

2021 NRC Health *Excellence* Awards selection and methodology

EXCELLENCE AWARDS

The 2021 NRC Health *Excellence* Awards focus on an integration of metrics and analytics that uncover insights for effective performance improvement, quality measurement, and more.

Excellence in Patient Experience—Large Health System

One health system with five or more hospitals measuring across the continuum of care was selected based on its Real-time NPS score for the “Would Recommend Facility” question during the time period of April 1, 2020–March 31, 2021, out of 35 eligible health systems.

Excellence in Patient Experience—Small Health System

One health system with fewer than five hospitals measuring across the continuum of care was selected based on its Real-time NPS score for the “Would Recommend Facility” question during the time period of April 1, 2020–March 31, 2021, out of 42 eligible health systems.

Excellence in Patient Experience—Pediatric

One children’s hospital measuring across the continuum of care was selected based on its Real-time NPS score for the “Would Recommend Facility” question during the time period of April 1, 2020–March 31, 2021, out of 25 eligible facilities.

Excellence in Patient Experience—Large Hospital

One facility with 100 or more beds measuring across the continuum of care was selected based on its Real-time NPS score for the “Would Recommend Facility” question during the time period of April 1, 2020–March 31, 2021, out of 61 eligible facilities. This selection criteria excluded health systems and children’s hospitals.

Excellence in Patient Experience—Small Hospital

One facility with fewer than 100 beds measuring across the continuum of care was selected based on its Real-time NPS score for the “Would Recommend Facility” question during the time period of April 1, 2020–March 31, 2021, out of 59 eligible facilities. This selection criteria excluded health systems and children’s hospitals.

Excellence in Patient Experience— Medical Group

One medical group was selected based on its Real-time NPS score for the “Would Recommend Facility” question during the time period of April 1, 2020–March 31, 2021, out of 41 medical groups.

Excellence in Health System Loyalty

One health system, located in the national market, was selected based on the highest system (aggregate) Loyalty Index Score. This facility had 150 or more Top of Mind mentions, and was selected out of 371 eligible facilities. The facility was also NRC Health Market Insights client during the time period of April 1, 2020–March 31, 2021.

Excellence in Transparency

Three organizations utilizing NRC Health’s Transparency solution were selected based on the number of published comments during the time period of April 1, 2020–March 31, 2021.

- Tier 1: 30,000 or more comments published—(90.46% Transparent); n-size: 11 Clients
- Tier 2: 10,000–29,999 comments published—(96.22% Transparent); n-size: 47 Clients
- Tier 3: 1,000–9,999 comments published—(98.28% Transparent); n-size: 66 Clients

Excellence in Care Transitions

One organization utilizing NRC Health’s Care Transitions was selected based on its highest percentage of alerts closed—during the time period of April 1, 2020–March 31, 2021, out of 146 eligible facilities.

Newcomer of the Year

The Newcomer of the Year Award is presented to a large hospital or health system that is a new NRC Health client. It must serve a diverse patient mix and have pledged to take a customer/human-centric approach to care. It should also be focused on producing innovative technologies and treatments to advance care with a high patient-NPS score.

2021 NRC HEALTH EXCELLENCE IN HUMAN UNDERSTANDING AWARD

The 2021 NRC Health *Excellence in Human Understanding Award* is presented to a nominated individual, department, or organization that has performed an exemplary act of Human Understanding or instituted a process that now exhibits Human Understanding where it did not exist before in the care experience. An award submission can be made by any peer, coworker, or NRC Health associate.

NRC Health defines Human Understanding as the complete comprehension of a customer’s preferences, needs, behaviors, and experiences—realized not as an episode, but as a relationship.

Press release template

FOR IMMEDIATE RELEASE

[WINNER] Earns 2021 NRC Health *Excellence in Human Understanding* Award for Commitment to the Care Experience

[DATE, YEAR (CITY, STATE)]—[WINNER] was honored with the 2021 NRC Health *Excellence in Human Understanding* Award, which recognizes an individual, department or organization that has performed an exemplary act of human understanding or instituted a process that exhibits Human Understanding in healthcare, resulting in improved care experiences.

[WINNER] was selected for this award based on nominations from industry peers who felt that [WINNER] went above and beyond to bring Human Understanding to the care experience over the last year.

“The COVID-19 pandemic has put an immeasurable strain on the healthcare industry. But even with the last year of pain and uncertainty, we have seen so many healthcare workers bring some light to a time of darkness and [WINNER] has undoubtedly been one of them,” said Helen Hrdy, Chief Growth Officer at NRC Health. “To get through any time of sadness, triumph or crisis, we need more people like [WINNER] who brings Human Understanding to their job every day. It’s an honor to recognize [her/him] with this award.”

For four decades, NRC Health has helped healthcare organizations illuminate and improve the moments that matter most to patients, residents, physicians, nurses, and staff. NRC Health strives to enable healthcare organizations to understand what matters most to each person they serve and ease their healthcare journey.

[Quote from WINNER]

[WINNER]’s win was publicly announced on Wednesday, August 4 during the 27th Annual NRC Health Symposium. More about the award 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 [winner]

[INSERT ORGANIZATION BOILER PLATE]

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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](https://twitter.com/NRCHealth) in your tweets, and use the hashtag [#HealthcareAward](https://twitter.com/HealthcareAward) in your posts to see what other winners are sharing, too.

Digital award logo

Downloading award logos

Digital versions of the 2021 NRC Health *Excellence* Award logos are available at:

[NRC Health *Excellence* Award](#)

[NRC Health *Excellence in Human Understanding* Award](#)

Your organization is authorized to use only the logo file for the award received. Misuse of award logos may result in your organization forfeiting recognition.

Examples of the award logos are as follows:



Excellence Award logo



Excellence in Human Understanding Award logo