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 at [here](https://nrchealth.com/about/awards/excellence-in-human-understanding-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, or visit [www.nrchealth.com](http://www.nrchealth.com/).

**About [winner]**

[INSERT ORGANIZATION BOILER PLATE]

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