

## NRC Health Loyalty Index Percentiles

The below percentiles were generated from NRC Health Market Insights syndicated study data, using calendar year 2021. Facilities used to generate the percentiles were required to have a minimum of 75 top-of-mind mentions; 1,064 facilities met the minimum mention threshold.

| Percentile | Loyalty Index | Brand Score | Engagement | Need | Access (CES) | Motivation | Experience | NPS   |
|------------|---------------|-------------|------------|------|--------------|------------|------------|-------|
| 99         | 74.5          | 92.5        | 38.2       | 88.5 | 84.2         | 81.5       | 91.3       | 65.6  |
| 97         | 72.6          | 90.4        | 35.1       | 86.9 | 81.1         | 79.5       | 90.0       | 59.9  |
| 95         | 71.4          | 89.5        | 33.7       | 86.1 | 78.6         | 78.8       | 89.2       | 55.6  |
| 90         | 69.5          | 87.5        | 31.8       | 84.9 | 75.4         | 77.4       | 88.0       | 49.8  |
| 85         | 68.3          | 86.3        | 30.5       | 84.1 | 73.6         | 76.7       | 87.4       | 46.5  |
| 80         | 67.4          | 85.4        | 29.6       | 83.4 | 72.1         | 76.1       | 86.5       | 43.4  |
| 75         | 66.5          | 84.5        | 28.9       | 82.7 | 70.7         | 75.6       | 85.9       | 40.5  |
| 70         | 65.7          | 83.8        | 28.2       | 82.0 | 69.6         | 74.9       | 85.2       | 38.1  |
| 65         | 64.7          | 82.8        | 27.6       | 81.5 | 68.2         | 74.5       | 84.6       | 35.2  |
| 60         | 64.0          | 82.0        | 27.2       | 81.0 | 67.0         | 74.0       | 84.1       | 32.3  |
| 55         | 63.0          | 81.3        | 26.4       | 80.6 | 65.9         | 73.5       | 83.6       | 30.2  |
| 50         | 62.0          | 80.5        | 25.9       | 80.1 | 64.5         | 73.0       | 83.0       | 27.1  |
| 45         | 61.2          | 79.8        | 25.4       | 79.3 | 63.3         | 72.4       | 82.3       | 24.4  |
| 40         | 60.1          | 78.8        | 25.0       | 78.5 | 61.9         | 71.6       | 81.6       | 22.3  |
| 35         | 59.2          | 77.8        | 24.4       | 77.9 | 60.5         | 71.0       | 80.9       | 19.7  |
| 30         | 58.2          | 76.5        | 23.9       | 77.1 | 59.0         | 70.3       | 80.1       | 15.9  |
| 25         | 56.9          | 75.4        | 23.3       | 76.4 | 56.8         | 69.5       | 79.2       | 12.8  |
| 20         | 55.5          | 74.3        | 22.7       | 75.4 | 55.0         | 68.6       | 78.1       | 9.7   |
| 15         | 53.8          | 72.9        | 21.9       | 74.3 | 52.5         | 67.2       | 76.9       | 4.8   |
| 10         | 51.6          | 70.5        | 21.0       | 72.5 | 49.4         | 65.9       | 75.2       | -1.7  |
| 5          | 47.4          | 65.2        | 19.8       | 70.0 | 44.8         | 63.1       | 71.8       | -12.1 |

## NRC Health Loyalty Index Detailed Percentiles

| Percentile | Loyalty Index | Brand Score | Engagement | Need | Access (CES) | Motivation | Experience | NPS  |
|------------|---------------|-------------|------------|------|--------------|------------|------------|------|
| 99         | 74.5          | 92.5        | 38.2       | 88.5 | 84.2         | 81.5       | 91.3       | 65.6 |
| 98         | 73.5          | 91.0        | 35.8       | 87.7 | 82.2         | 80.2       | 90.5       | 63.0 |
| 97         | 72.6          | 90.4        | 35.1       | 86.9 | 81.1         | 79.5       | 90.0       | 59.9 |
| 96         | 72.0          | 89.9        | 34.5       | 86.5 | 80.0         | 79.1       | 89.6       | 57.8 |
| 95         | 71.4          | 89.5        | 33.7       | 86.1 | 78.6         | 78.8       | 89.2       | 55.6 |
| 94         | 70.9          | 89.1        | 33.1       | 85.9 | 77.9         | 78.5       | 88.8       | 53.9 |
| 93         | 70.6          | 88.6        | 32.7       | 85.4 | 77.1         | 78.1       | 88.5       | 52.5 |
| 92         | 70.1          | 88.1        | 32.5       | 85.2 | 76.6         | 77.9       | 88.3       | 51.6 |
| 91         | 69.7          | 87.7        | 32.2       | 85.1 | 76.1         | 77.6       | 88.2       | 50.7 |
| 90         | 69.5          | 87.5        | 31.8       | 84.9 | 75.4         | 77.4       | 88.0       | 49.8 |
| 89         | 69.4          | 87.2        | 31.5       | 84.8 | 74.8         | 77.3       | 87.9       | 49.4 |
| 88         | 69.1          | 86.9        | 31.3       | 84.6 | 74.4         | 77.2       | 87.8       | 48.8 |
| 87         | 68.8          | 86.8        | 31.0       | 84.3 | 74.2         | 77.0       | 87.6       | 48.1 |
| 86         | 68.5          | 86.4        | 30.8       | 84.2 | 73.8         | 76.8       | 87.5       | 47.3 |
| 85         | 68.3          | 86.3        | 30.5       | 84.1 | 73.6         | 76.7       | 87.4       | 46.5 |
| 84         | 68.0          | 86.2        | 30.3       | 83.9 | 73.0         | 76.5       | 87.2       | 45.8 |
| 83         | 67.8          | 86.1        | 30.2       | 83.7 | 72.9         | 76.4       | 87.0       | 44.9 |
| 82         | 67.7          | 85.8        | 30.0       | 83.6 | 72.6         | 76.4       | 86.8       | 44.4 |
| 81         | 67.5          | 85.6        | 29.8       | 83.5 | 72.4         | 76.2       | 86.6       | 43.7 |
| 80         | 67.4          | 85.4        | 29.6       | 83.4 | 72.1         | 76.1       | 86.5       | 43.4 |
| 79         | 67.2          | 85.2        | 29.4       | 83.2 | 71.9         | 76.0       | 86.4       | 42.8 |
| 78         | 67.1          | 85.0        | 29.3       | 83.1 | 71.6         | 75.9       | 86.2       | 42.0 |
| 77         | 66.8          | 84.8        | 29.1       | 82.9 | 71.3         | 75.7       | 86.1       | 41.3 |
| 76         | 66.7          | 84.6        | 29.0       | 82.8 | 70.9         | 75.6       | 86.0       | 40.8 |
| 75         | 66.5          | 84.5        | 28.9       | 82.7 | 70.7         | 75.6       | 85.9       | 40.5 |
| 74         | 66.3          | 84.4        | 28.8       | 82.6 | 70.5         | 75.5       | 85.7       | 40.1 |
| 73         | 66.1          | 84.2        | 28.6       | 82.4 | 70.2         | 75.4       | 85.5       | 39.7 |
| 72         | 66.0          | 84.1        | 28.5       | 82.2 | 70.1         | 75.2       | 85.4       | 39.3 |
| 71         | 65.8          | 83.9        | 28.4       | 82.1 | 69.8         | 75.0       | 85.3       | 38.7 |
| 70         | 65.7          | 83.8        | 28.2       | 82.0 | 69.6         | 74.9       | 85.2       | 38.1 |
| 69         | 65.5          | 83.6        | 28.1       | 81.9 | 69.4         | 74.9       | 85.1       | 37.4 |
| 68         | 65.3          | 83.3        | 28.0       | 81.8 | 69.1         | 74.8       | 84.9       | 36.7 |
| 67         | 65.2          | 83.2        | 27.9       | 81.7 | 68.6         | 74.6       | 84.8       | 36.3 |
| 66         | 65.0          | 83.0        | 27.8       | 81.6 | 68.4         | 74.5       | 84.7       | 35.8 |

|    |      |      |      |      |      |      |      |      |
|----|------|------|------|------|------|------|------|------|
| 65 | 64.7 | 82.8 | 27.6 | 81.5 | 68.2 | 74.5 | 84.6 | 35.2 |
| 64 | 64.5 | 82.6 | 27.6 | 81.4 | 67.9 | 74.3 | 84.5 | 34.6 |
| 63 | 64.4 | 82.5 | 27.5 | 81.3 | 67.7 | 74.2 | 84.4 | 33.6 |
| 62 | 64.2 | 82.3 | 27.3 | 81.2 | 67.4 | 74.1 | 84.3 | 33.0 |
| 61 | 64.1 | 82.1 | 27.3 | 81.1 | 67.2 | 74.1 | 84.2 | 32.7 |
| 60 | 64.0 | 82.0 | 27.2 | 81.0 | 67.0 | 74.0 | 84.1 | 32.3 |
| 59 | 63.8 | 81.9 | 27.0 | 81.0 | 66.8 | 73.9 | 84.1 | 31.7 |
| 58 | 63.6 | 81.6 | 26.8 | 80.9 | 66.6 | 73.8 | 83.9 | 31.3 |
| 57 | 63.4 | 81.5 | 26.7 | 80.8 | 66.4 | 73.8 | 83.8 | 30.8 |
| 56 | 63.2 | 81.4 | 26.5 | 80.7 | 66.1 | 73.6 | 83.7 | 30.5 |
| 55 | 63.0 | 81.3 | 26.4 | 80.6 | 65.9 | 73.5 | 83.6 | 30.2 |
| 54 | 62.9 | 81.2 | 26.4 | 80.5 | 65.6 | 73.4 | 83.5 | 29.8 |
| 53 | 62.6 | 81.0 | 26.2 | 80.4 | 65.3 | 73.3 | 83.4 | 29.0 |
| 52 | 62.4 | 80.8 | 26.1 | 80.4 | 65.0 | 73.2 | 83.3 | 28.3 |
| 51 | 62.2 | 80.7 | 26.0 | 80.2 | 64.8 | 73.1 | 83.1 | 27.8 |
| 50 | 62.0 | 80.5 | 25.9 | 80.1 | 64.5 | 73.0 | 83.0 | 27.1 |
| 49 | 61.9 | 80.3 | 25.8 | 80.0 | 64.4 | 72.9 | 82.9 | 26.4 |
| 48 | 61.7 | 80.1 | 25.7 | 79.9 | 64.2 | 72.8 | 82.7 | 25.9 |
| 47 | 61.5 | 80.0 | 25.6 | 79.7 | 63.9 | 72.7 | 82.6 | 25.5 |
| 46 | 61.4 | 79.9 | 25.5 | 79.5 | 63.7 | 72.5 | 82.4 | 25.1 |
| 45 | 61.2 | 79.8 | 25.4 | 79.3 | 63.3 | 72.4 | 82.3 | 24.4 |
| 44 | 60.9 | 79.6 | 25.3 | 79.2 | 63.0 | 72.2 | 82.1 | 24.0 |
| 43 | 60.8 | 79.4 | 25.2 | 79.0 | 62.8 | 72.1 | 82.0 | 23.8 |
| 42 | 60.6 | 79.3 | 25.1 | 78.9 | 62.5 | 72.1 | 81.9 | 23.3 |
| 41 | 60.2 | 79.0 | 25.1 | 78.7 | 62.1 | 71.8 | 81.8 | 22.9 |
| 40 | 60.1 | 78.8 | 25.0 | 78.5 | 61.9 | 71.6 | 81.6 | 22.3 |
| 39 | 59.9 | 78.7 | 24.8 | 78.4 | 61.7 | 71.5 | 81.5 | 21.8 |
| 38 | 59.7 | 78.6 | 24.7 | 78.3 | 61.3 | 71.3 | 81.3 | 21.5 |
| 37 | 59.5 | 78.3 | 24.6 | 78.2 | 61.0 | 71.2 | 81.2 | 20.9 |
| 36 | 59.4 | 78.0 | 24.5 | 78.0 | 60.8 | 71.1 | 81.0 | 20.5 |
| 35 | 59.2 | 77.8 | 24.4 | 77.9 | 60.5 | 71.0 | 80.9 | 19.7 |
| 34 | 59.0 | 77.6 | 24.4 | 77.8 | 60.1 | 70.8 | 80.7 | 18.9 |
| 33 | 58.9 | 77.3 | 24.3 | 77.6 | 59.8 | 70.6 | 80.6 | 17.9 |
| 32 | 58.6 | 77.1 | 24.1 | 77.5 | 59.6 | 70.6 | 80.5 | 17.5 |
| 31 | 58.4 | 76.7 | 24.0 | 77.3 | 59.4 | 70.5 | 80.3 | 16.6 |
| 30 | 58.2 | 76.5 | 23.9 | 77.1 | 59.0 | 70.3 | 80.1 | 15.9 |
| 29 | 58.1 | 76.4 | 23.8 | 77.0 | 58.6 | 70.2 | 79.9 | 15.1 |
| 28 | 57.9 | 76.2 | 23.7 | 76.9 | 58.3 | 70.1 | 79.8 | 14.6 |

NRC Health Loyalty Index Percentiles

|    |      |      |      |      |      |      |      |       |
|----|------|------|------|------|------|------|------|-------|
| 27 | 57.6 | 76.0 | 23.6 | 76.7 | 57.9 | 69.9 | 79.7 | 14.1  |
| 26 | 57.3 | 75.7 | 23.4 | 76.5 | 57.4 | 69.7 | 79.5 | 13.2  |
| 25 | 56.9 | 75.4 | 23.3 | 76.4 | 56.8 | 69.5 | 79.2 | 12.8  |
| 24 | 56.6 | 75.3 | 23.2 | 76.2 | 56.5 | 69.3 | 79.1 | 12.4  |
| 23 | 56.4 | 75.0 | 23.1 | 76.1 | 56.2 | 69.2 | 78.6 | 12.1  |
| 22 | 56.0 | 74.7 | 22.9 | 75.8 | 55.8 | 68.9 | 78.5 | 11.2  |
| 21 | 55.8 | 74.6 | 22.8 | 75.6 | 55.4 | 68.7 | 78.3 | 10.4  |
| 20 | 55.5 | 74.3 | 22.7 | 75.4 | 55.0 | 68.6 | 78.1 | 9.7   |
| 19 | 55.2 | 74.1 | 22.6 | 75.2 | 54.5 | 68.4 | 77.8 | 8.9   |
| 18 | 54.9 | 73.9 | 22.4 | 74.9 | 54.0 | 68.1 | 77.7 | 8.1   |
| 17 | 54.6 | 73.7 | 22.2 | 74.7 | 53.7 | 67.9 | 77.4 | 7.7   |
| 16 | 54.3 | 73.5 | 22.0 | 74.6 | 53.3 | 67.5 | 77.1 | 6.2   |
| 15 | 53.8 | 72.9 | 21.9 | 74.3 | 52.5 | 67.2 | 76.9 | 4.8   |
| 14 | 53.4 | 72.4 | 21.8 | 74.0 | 51.9 | 66.9 | 76.6 | 3.4   |
| 13 | 53.1 | 72.0 | 21.7 | 73.6 | 51.3 | 66.5 | 76.3 | 2.0   |
| 12 | 52.8 | 71.6 | 21.5 | 73.2 | 50.7 | 66.3 | 75.9 | 1.2   |
| 11 | 52.0 | 71.0 | 21.3 | 72.9 | 50.1 | 66.1 | 75.6 | 0.5   |
| 10 | 51.6 | 70.5 | 21.0 | 72.5 | 49.4 | 65.9 | 75.2 | -1.7  |
| 9  | 50.9 | 69.4 | 20.9 | 72.3 | 48.4 | 65.4 | 74.8 | -3.1  |
| 8  | 50.3 | 68.7 | 20.6 | 71.9 | 47.7 | 65.0 | 74.3 | -5.5  |
| 7  | 49.3 | 68.1 | 20.4 | 71.4 | 46.7 | 64.4 | 73.8 | -7.0  |
| 6  | 48.0 | 66.6 | 20.1 | 70.7 | 45.8 | 63.9 | 73.1 | -8.9  |
| 5  | 47.4 | 65.2 | 19.8 | 70.0 | 44.8 | 63.1 | 71.8 | -12.1 |
| 4  | 46.5 | 63.8 | 19.4 | 69.4 | 43.7 | 62.4 | 71.1 | -15.9 |
| 3  | 44.8 | 61.5 | 19.0 | 68.2 | 40.4 | 61.7 | 69.7 | -18.8 |
| 2  | 42.7 | 59.2 | 18.4 | 66.6 | 38.2 | 60.7 | 68.4 | -24.9 |
| 1  | 39.4 | 56.8 | 17.7 | 64.7 | 30.4 | 58.4 | 65.1 | -29.0 |