

# NRC Health

## *Excellence in Patient Experience Award*

2022 Media Kit Guidelines



<b>2022 NRC Health <i>Excellence in Patient Experience</i> Award</b>	<b>4</b>
Communication guidelines 2022 .....	4
Questions? .....	4
<b>Media-kit package</b>	<b>5</b>
<b>2022 NRC Health <i>Excellence in Patient Experience</i> Awards facts</b>	<b>6</b>
2022 NRC Health Excellence in Patient Experience Awards selection and methodology .....	6
<i>Excellence in Patient Experience—Large Health System</i> .....	6
<i>Excellence in Patient Experience—Medium Health System</i> .....	6
<i>Excellence in Patient Experience—Small Health System</i> .....	6
<i>Excellence in Patient Experience—Pediatric</i> .....	6
<i>Excellence in Patient Experience—Large Hospital</i> .....	6
<i>Excellence in Patient Experience— Medium Hospital</i> .....	6
<i>Excellence in Patient Experience—Small Hospital</i> .....	6
<i>Excellence in Patient Experience— Medical Group</i> .....	7
<b>Press-release template</b>	<b>8</b>
<b>Social-media guidelines</b>	<b>9</b>
Promoting your award on social media .....	9
<b>Logo Usage Guidelines</b>	<b>9</b>
Permitted use .....	9
Text-only award mentions .....	9
2022 NRC Health Excellence in Patient Experience Award logo usage .....	10
<i>Correct display</i> .....	10
<i>Display restrictions</i> .....	10
<i>Minimum size</i> .....	10
<i>Alternate backgrounds</i> .....	10
<i>Spacing</i> .....	10



Dear 2022 NRC Health *Excellence in Patient Experience* Award winner,

It is my distinct pleasure to congratulate your organization on being named to the 2022 NRC Health *Excellence in Patient Experience* list. Congratulations!

The NRC Health *Excellence in Patient Experience* Award focuses on an integration of metrics and analytics that uncover insights for effective performance improvement, quality measurement, and more. Health systems were selected based on their NPS score for the “Would Recommend Facility” question during the time period of April 1, 2021-March 31, 2022.

On Tuesday, August 16, NRC Health will publicly announce the 2022 NRC Health *Excellence in Patient Experience* Award winners. We encourage you to share this exciting news with your organization and appropriate media outlets after this date.

NRC Health congratulates you on a job well done!

Sincerely,

A handwritten signature in black ink that reads "Helen Hrdy".

Helen Hrdy  
Chief Growth Officer  
NRC Health

# 2022 NRC Health *Excellence in Patient Experience* Award

## Communication guidelines 2022

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As a winner of the 2022 NRC Health *Excellence in Patient Experience* 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 Tuesday, August 16, 2022. We ask that you please refrain from any award announcement until then.

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 2022 NRC Health *Excellence in Patient Experience* 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 2022 NRC Health *Excellence in Patient Experience* Award.

In an effort to protect the integrity of the 2022 NRC Health *Excellence in Patient Experience* 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?

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For more information, please contact the NRC Health marketing team at [marketing@nrchealth.com](mailto:marketing@nrchealth.com).

# Media-kit package

Use of the *Excellence in Patient Experience* Award logo and/or photograph is permitted and encouraged, provided the following guidelines are met:

- Use of the *Excellence in Patient Experience* Award logo should include our company name and *Excellence in Patient Experience* Award symbol.
- The *Excellence in Patient Experience* Award logo artwork is not altered in any manner.
- All communications clearly state the year (2022) 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).

## **The media kit contains:**

1. Winner letter
2. Media-kit guidelines
3. NRC Health *Excellence in Patient Experience* Award fact sheet
4. NRC Health *Excellence in Patient Experience* Award press-release template
5. Digital versions of the 2022 NRC Health *Excellence in Patient Experience* Award logo
6. A license to advertise the 2022 NRC Health *Excellence in Patient Experience* Award

# 2022 NRC Health *Excellence in Patient Experience* Awards facts

## 2022 NRC Health Excellence in Patient Experience Awards selection and methodology

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The 2022 NRC Health *Excellence in Patient Experience* 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 25 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, 2021–March 31, 2022, out of 7 eligible health systems.

### **Excellence in Patient Experience—Medium Health System**

One health system with five to 24 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, 2021–March 31, 2022, out of 33 eligible health systems.

### **Excellence in Patient Experience—Small Health System**

One health system with two to four 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, 2021–March 31, 2022, 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, 2021–March 31, 2022, out of 22 eligible facilities.

### **Excellence in Patient Experience—Large Hospital**

One facility with 350 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, 2021–March 31, 2022, out of 9 eligible facilities. This selection criteria excluded health systems and children’s hospitals.

### **Excellence in Patient Experience—Medium Hospital**

One facility with 150 to 249 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, 2021–March 31, 2022, out of 34 eligible facilities. This selection criteria excluded health systems and children’s hospitals.

### **Excellence in Patient Experience—Small Hospital**

One facility with fewer than 150 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, 2021–March 31, 2022, out of 85 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, 2021–March 31, 2022, out of 42 medical groups.

# Press-release template

FOR IMMEDIATE RELEASE

## **[Organization] Earns NRC Health Excellence in Patient Experience Award for Commitment to Delivering Exceptional Patient Care**

**DATE, YEAR (CITY, STATE)**—**[Organization]** was honored by [NRC Health](#) as a recipient of its 2022 *Excellence in Patient Experience Awards*, which recognize top-performing hospitals and health systems for excellence in delivering outstanding patient experiences across the continuum of care.

The NRC Health *Excellence in Patient Experience Awards*, previously known as the Excellence Awards, are given each year to an elite group of winners that have demonstrated an exceptional commitment to improving the care experience, earning top satisfaction ratings from patients and their families. Their desire to better understand patient needs and aspiration to design experiences that inspire loyalty embody the NRC Health mission to bring Human Understanding to healthcare. Winners were selected from a group of eligible small, medium and large hospitals and health systems as well as pediatric facilities and medical groups that received exceptional Real-time NPS scores. **[Organization]** was selected for its first-place ranking in the **[category]** of **[type]** hospitals.

“It is incredibly gratifying to be able to honor another esteemed group of organizations this year who deliver exceptional patient care day in and day out,” said Helen Hrdy, Chief Growth Officer at NRC Health. “Human Understanding is at the core of what we do and to see it come to life is rewarding beyond words. Congratulations to **[organization]** for this recognition, your work is inspiring!”

### **[Quote from Organization]**

For more than four decades, NRC Health has helped healthcare organizations illuminate and improve the moments that matter most to patients, residents, physicians, nurses, and staff. A complete list of winners can be found at <https://nrchealth.com/awards/excellence-in-patient-experience-award/>.

### **About NRC Health**

For more than 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, email [info@nrchealth.com](mailto:info@nrchealth.com), or visit [www.nrchealth.com](http://www.nrchealth.com).

### **About [Organization]**

**[INSERT ORGANIZATION BOILER PLATE]**

### **Media Contact:**

Jennifer Lyle  
Barokas, a FINN Partners Company  
[nrchealth@finnpartners.com](mailto:nrchealth@finnpartners.com)



# Social-media guidelines

## Promoting your award on social media

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

## Logo Usage Guidelines

Congratulations for winning the 2022 NRC Health *Excellence in Patient Experience* Award! Winners are eligible to use the award logo in their marketing materials. You can download the logo [here](#).

### Permitted use

You may use the 2022 NRC Health *Excellence in Patient Experience* Award logo in the following marketing materials:

- Websites
- Press releases
- PowerPoint presentations
- Online and print advertisements
- Videos
- Other marketing collateral

If you would like to use the logo in other types of material, please email the NRC Health marketing team at [marketing@nrchealth.com](mailto:marketing@nrchealth.com) with your request.

### Text-only award mentions

All mentions of the award in press releases, advertisements, presentations, web content or printed materials must be referred to as:

2022 NRC Health *Excellence in Patient Experience* Award

If you have any questions not covered in these guidelines, please contact the NRC Health marketing team at [marketing@nrchealth.com](mailto:marketing@nrchealth.com) with your request.

## 2022 NRC Health Excellence in Patient Experience Award logo usage

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COLOR



BLACK AND WHITE



WHITE



### Correct display

Color versions of the 2022 NRC Health *Excellence in Patient Experience* Award logo must be displayed as shown for web, video, and other online uses. The black and white version may only be used for newspaper placement, or within similar print marketing material (e.g. press releases).

Use the complete logo. Use of only part of the logo is not permitted.

### Display restrictions

- DO NOT alter or add to the logo
- DO NOT place the logo on a busy or patterned background
- DO NOT combine with illustrations or graphics
- DO NOT modify logo colors
- DO NOT use only part of the logo

### Minimum size

The logo may not be displayed smaller than 2" wide.

### Alternate backgrounds

If the 2022 NRC Health *Excellence in Patient Experience* Award logo needs to be placed against a black background, the reverse logo should be used in white.

### Spacing

The minimum amount of clear space around the logo is equal to the width of the NRC Health logo.