

NRC HEALTH[®]

Consumer Loyalty Award

2024 Media Kit



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Dear 2024 NRC Health *Consumer Loyalty* Award winner,

It is my pleasure to recognize your organization on being named to the 2024 NRC Health *Consumer Loyalty* Award list. Congratulations!

Winners of the NRC Health *Consumer Loyalty* Award are celebrated for the highest ratings in Net Promoter Score (NPS), Brand Perception (overall image and reputation), and NRC Health's Human Understanding Metric. To qualify for consideration, organizations must have received at least 150 Top-of-Mind mentions on NRC Health's national Market Insights study between April 1, 2023, and March 31, 2024.

On Tuesday, August 20, 2024, NRC Health will publicly announce the 2024 NRC Health *Consumer Loyalty* 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". The signature is written in a cursive, flowing style.

Helen Hrdy
Chief Growth Officer
NRC Health

NRC Health *Consumer Loyalty Award*

Communication guidelines

As a winner of the 2024 NRC Health *Consumer Loyalty 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 via a media release on Tuesday, August 20, 2024. 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 NRC Health *Consumer Loyalty Award* winners.

To assist in promoting the award, NRC Health provides media-kit and communication support to hospitals and health systems that have won an NRC Health *Consumer Loyalty Award*.

In an effort to protect the integrity of the NRC Health *Consumer Loyalty 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 marketing team at marketing@nrchealth.com.

Media-kit package

Use of the *Consumer Loyalty Award* logo and/or photograph is permitted and encouraged, provided the following guidelines are met:

- Use of the *Consumer Loyalty Award* logo should include our company name and *Consumer Loyalty Award* symbol.
- The *Consumer Loyalty Award* logo artwork is not altered in any manner.
- All communications clearly state the year (2024) 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 *Consumer Loyalty Award* fact sheet
4. NRC Health *Consumer Loyalty Award* press-release template
5. Digital versions of the NRC Health *Consumer Loyalty Award* logo
6. A license to advertise the NRC Health *Consumer Loyalty Award*
7. A fillable, printable [2024 NRC Health *Consumer Loyalty Award* certificate](#)

Consumer Loyalty facts

NRC Health

Consumer Loyalty Award winners are celebrated for the highest ratings in Net Promoter Score (NPS), Brand Perception (overall image and reputation), and NRC Health's proprietary Human Understanding Metric.

NRC Health Market Insights survey methodology

The *Consumer Loyalty* Awards recognize healthcare organizations that consumers rate the highest on an equally weighted combination of Net Promoter Score (NPS), Brand Perception (overall image and reputation), and NRC Health's proprietary Human Understanding Metric. The 100 top scoring organizations are included in the ranking, with the top 12 of those receiving Best in Class designation. To qualify for consideration, organizations must have received at least 150 Top-of-Mind mentions on NRC Health's national Market Insights study between April 1, 2023 and March 31, 2024. Market Insights is the largest online healthcare consumer-perception survey in the U.S., measuring the opinions, behaviors, and profiles of 310,000 people annually. The standard error for a sample of over 300,000 households is +/- 0.2 percent at the 95 percent confidence level. The survey sample plan is designed to be nationally representative of the 48 contiguous United States; responses are gathered via an online questionnaire distributed via email.

Press release template

FOR IMMEDIATE RELEASE

NRC Health Honors [ORGANIZATION] with *Consumer Loyalty Award* for top patient loyalty ratings

[DATE, YEAR (CITY, STATE)]—NRC Health is pleased to announce that [Organization] has been selected as a *Consumer Loyalty Award* recipient for the only loyalty-based hospital rankings, recognizing the top U.S. healthcare facilities driving loyalty among their patient populations. The *Consumer Loyalty Awards* recognize healthcare organizations that consumers rate the highest on an equally-weighted combination of Net Promoter Score (NPS), Brand Perception (overall image and reputation), and NRC Health's proprietary [Human Understanding Metric](#), recognizing the 100 top-scoring organizations in the nation.

"[Organization] has shown an exceptional dedication to fostering loyalty and prioritizing the patient experience," said Helen Hrdy, Chief Customer Officer at NRC Health. "Their unwavering commitment to bringing Human Understanding to the healthcare experience is truly inspiring. Congratulations to the 2024 *Consumer Loyalty Award* winners!"

[Organization] was selected based on results from the NRC Health Market Insights survey. To qualify, organizations must have received at least 150 Top-of-Mind mentions on NRC Health's national Market Insights study between April 1, 2023, and March 31, 2024. Market Insights measures the opinions, behaviors, and profiles of 310,000 people annually.

[ORGANIZATION QUOTE]

For the full list of 2024 *Consumer Loyalty Award* winners, visit the NRC Health website [here](#).

**NRC Health's Market Insights survey is weighted to account for age, income, population, presence of children in the household, marital status, and ethnicity to ensure an accurate demographic distribution.*

About NRC Health

For more than 40 years, NRC Health (NASDAQ: NRC) has led the charge to humanize healthcare and support organizations in their understanding of each unique individual. NRC Health's commitment to Human Understanding® helps leading healthcare systems get to know each person they serve not as point-in-time insights, but as an ongoing relationship. Guided by its uniquely empathic heritage, NRC Health's patient-focused approach, unmatched market research, and emphasis on consumer preferences are transforming the healthcare experience, creating strong outcomes for patients and entire healthcare systems.

About [Organization]

[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 [@NRCHHealth](#) in your posts, and use the hashtags [#ConsumerLoyalty](#), [#Healthcare](#), and [#NRCAward](#) in your posts to see what other winners are sharing, too.

Logo Usage Guidelines

Congratulations for winning the 2024 NRC Health *Consumer Loyalty* 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 NRC Health *Consumer Loyalty* 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 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:

2024 NRC Health® *Consumer Loyalty* Award

If you have any questions not covered in these guidelines, please contact the NRC Health Marketing Team at marketing@nrchealth.com with your request.

Consumer Loyalty Award logo usage

COLOR



BLACK AND WHITE



WHITE



CORRECT DISPLAY

Color versions of the NRC Health *Consumer Loyalty 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 NRC Health *Consumer Loyalty 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.