

NRC HEALTH[®]

Excellence in Patient Experience

2024 Media Kit



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Dear 2024 NRC Health® *Excellence in Patient Experience* Award winner,

It is my pleasure to recognize your organization on being named to the 2024 NRC Health *Excellence in Patient Experience* list. Congratulations!

The NRC Health *Excellence in Patient Experience* Awards recognize organizations for their commitment to enhancing care experiences for every, unique patient. Health systems and hospitals were selected based on their Net Promoter Score (NPS) for the “Would Recommend Facility” question during the time period of April 1, 2023-March 31, 2024.

On Tuesday, August 20, NRC Health will publicly announce the winners of the 2024 *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 Customer Officer
NRC Health

NRC Health *Excellence in Patient Experience* Award

Communication guidelines

As a winner of the 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 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 *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 an NRC Health *Excellence in Patient Experience* Award.

In an effort to protect the integrity of the 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?

For more information, please contact the NRC Health marketing team at marketing@nrchealth.com.

2024 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 (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 *Excellence in Patient Experience* Award fact sheet
4. NRC Health *Excellence in Patient Experience* Award press-release template
5. Digital versions of the NRC Health *Excellence in Patient Experience* Award logo
6. A license to advertise the NRC Health *Excellence in Patient Experience* Award

NRC Health *Excellence in Patient Experience* Awards facts

NRC Health *Excellence in Patient Experience* Awards Methodology

NRC Health selects clients based on their achievement within categories that patients have defined as being most important to the quality of their care. The award is presented annually.

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, 2023–March 31, 2024, 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, 2023–March 31, 2024, out of 36 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, 2023–March 31, 2024, out of 50 eligible health systems.

Excellence in Patient Experience—Pediatric

Three children’s hospitals measuring across the continuum of care were selected based on their Real-time NPS score for the “Would Recommend Facility” question during the time period of April 1, 2023–March 31, 2024, out of 23 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, 2023–March 31, 2024, out of 88 eligible facilities. This selection criteria excluded specialty and children’s hospitals.

Excellence in Patient Experience—Medium Hospital

One facility with 150 to 349 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, 2023–March 31, 2024, out of 175 eligible facilities. This selection criteria excluded specialty 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, 2023–March 31, 2024, out of 212 eligible facilities. This selection criteria excluded specialty and children’s hospitals.

Excellence in Patient Experience—Medical Group

Three medical groups were selected based on their Real-time NPS score for the “Would Recommend Facility” question during the time period of April 1, 2023–March 31, 2024, out of 44 medical groups.

Excellence in Patient Experience—Critical Access Hospital

One facility designated as Critical Access measuring across the continuum of care was selected based on its combined Real-time NPS and HCAHPS score for the “Would Recommend Facility” question during the time period of April 1, 2023–March 31, 2024, out of 175 eligible facilities.

Excellence in Patient Experience—Specialty Hospital

One facility designated as a specialty 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, 2023–March 31, 2024, out of 147 eligible facilities.

Press-release template

FOR IMMEDIATE RELEASE

[Organization] recognized with NRC Health *Excellence in Patient Experience Award* for commitment to delivering exceptional patient care

DATE, YEAR (CITY, STATE)—**[Organization]** has been honored by NRC Health with the 2024 *Excellence in Patient Experience - [Category]* Award, recognizing the top-performing hospitals and health systems in the nation for their excellence in delivering outstanding patient experiences across the continuum of care.

Recipients join 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. **[Organization]** was selected for its first place ranking in the **[Category]** of **[Type]** hospitals. Winners are annually selected based on receipt of exceptional real-time patient feedback NPS scores.

“The outstanding dedication **[Organization]** has shown in understanding patient needs and elevating their experience truly reflects NRC Health’s mission to infuse Human Understanding into healthcare,” stated Helen Hrды, Chief Customer Officer at NRC Health. “This significant achievement is the result of a collective team effort. Congratulations to **[Organization]** for this remarkable success!”

[Quote from Organization]

For the full list of 2024 *Excellence in Patient Experience Award* winners, visit the NRC Health website [here](#).

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.

For more information, email info@nrchealth.com, or visit www.nrchealth.com.

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 hashtag [#Healthcare](#), [#NRCAward](#), [#PatientExperience](#), [#HealthCareExcellence](#) in your posts to see what other winners are sharing, too.

Logo Usage Guidelines

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 *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 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:

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 with your request.

NRC Health *Excellence in Patient Experience Award* logo usage

COLOR



BLACK AND WHITE



WHITE



Correct display

Color versions of the 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 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.