



2011-2012 Excellence in Action Award

National Research Corporation, the parent company of My InnerView products and the nation's leading provider of performance-improvement solutions for the senior care profession, presents the annual Excellence in Action award, honoring superior resident and employee satisfaction in skilled nursing homes.

The 2011-2012 award recognizes 610 nursing homes that have made a commitment to continuous quality improvement and have successfully made quality a priority to better serve the needs of their customers and employees. The customer award was earned by 361 nursing homes and 249 nursing homes received the workforce award.

2011 - 2012 award criteria

The Excellence in Action Award will be presented to any National Research customer who uses My InnerView products and meets the following criteria:

1. Completed a customer (resident or family) or workforce (employee) satisfaction survey during calendar year 2011, using standard nursing facility instruments (may or may not include additional custom questions)
2. Had a minimum of 10 responses, with a minimum 30% response rate
3. For customer satisfaction: Scored in the top 10% of qualifying facilities on the question "What is your recommendation of this facility to others?" in terms of the percentage of respondents rating the facility as "excellent"
4. For workforce satisfaction: Scored in the top 10% of qualifying facilities on the question "What is your recommendation of this facility as a place to work?" in terms of the percentage of respondents rating the facility as "excellent"

All standard data for calendar year 2011 were combined into one sample, regardless of method or date of administration. "Customer" combines resident and family data.

My InnerView Background

My InnerView is a product of National Research Corporation. National Research has brought data-driven visibility to care experiences for 30 years. Today, our focus on empowering customer-centric healthcare across the continuum extends patient-centered care to incorporate families, long term care communities, employees, and other stakeholders. This integration of metrics and analytics uncovers insights for effective performance improvement, quality measurement, and more.

Award winners

A complete listing of facilities receiving 2011-2012 Excellence in Action awards will be available for download August 27 at www.nationalresearch.com. For more information, call (800) 601-3884 or award@myinnerview.com.