



# 2010-2011 Excellence in Action Award

My InnerView, the nation's leading provider of performance-improvement solutions for the senior care profession, presents the annual **Excellence in Action** award, honoring superior customer and workforce satisfaction in nursing homes.

The 2010-2011 award recognizes 593 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 410 nursing homes and 263 nursing homes received the workforce award.

## 2010 - 2011 award criteria

The Excellence in Action Award will be presented to any My InnerView customer who meets the following criteria:

1. Completed a customer (resident or family) or workforce satisfaction survey during calendar year 2010, 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"

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 2010 were combined into one sample, regardless of method or date of administration. "Customer" combines resident and family data.

## My InnerView background

With the largest private database of customer and workforce satisfaction metrics, My InnerView gives assisted living, senior housing, and skilled nursing leaders the research, insights, and solutions to provide the highest quality care. A division of National Research Corporation and merged with OCS, My InnerView partners with over 12,000 sub-acute providers.

## Award winners

A complete listing of facilities receiving 2010-2011 Excellence in Action awards will be available for download September 13 at [www.myinnerview.com](http://www.myinnerview.com). For more information, contact My InnerView at (800) 601-3884 or [award@myinnerview.com](mailto:award@myinnerview.com).