



2013-2014 Excellence in Action Award

My InnerView by National Research Corporation, the nation's leading provider of performance-improvement solutions for the senior care profession, presents the annual Excellence in Action award. The honor recognizes long term care and senior living organizations that achieve the highest level of excellence. This is demonstrated by overall resident or employee satisfaction scores that fall within the top 10 percent of the My InnerView product database, the largest in the U.S.

2013 - 2014 Award Criteria

The 2013-2014 award recognizes 547 skilled nursing, assisted living, and independent living communities 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 347 organizations while 200 received the workforce award.

For 2014, the Excellence in Action award is presented to My InnerView client facilities that:

- completed a customer (Resident & Family Experience) or workforce (Employee Engagement) satisfaction survey during calendar year 2013, using standard facility instruments (may or may not include custom questions).
- received a minimum of 10 responses, with a minimum 30% response rate.
- scored in the top 10% of qualifying facilities on the question "What is your recommendation of this facility to others?" in terms of percentage of respondents rating the facility as "excellent" (customer satisfaction award).
- 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 percentage of respondents rating the facility as "excellent" (workforce satisfaction award).

All standard data for calendar year 2013 were combined into one sample, regardless of method or date of administration. The term "customer" combines resident and family experience data. No workforce satisfaction award is available for independent living communities.

My InnerView by National Research Corporation

For more than 30 years, National Research Corporation has been at the forefront of patient-centered care. Today the company's focus on empowering customer-centric healthcare across the continuum extends patient-centered care to incorporate families, communities, employees, senior housing residents, and other stakeholders. My InnerView programs are the premier solutions to help improve quality, resident and family experiences, and employee engagement for skilled nursing homes, assisted living communities, independent living communities, and continuing care retirement communities. This integration of cross-continuum metrics and analytics uncovers insights for effective performance improvement, quality measurement, care transitions, and many other factors that impact population health management.

Award winners

A complete listing of organizations receiving the 2013-2014 Excellence in Action awards is available for download at www.nationalresearch.com/about/excellence-in-action. For more information, write to EIAAward@NationalResearch.com.

October 22, 2014

Dear TUSCOLA COUNTY MEDICAL CARE FACILITY,

Congratulations! Your organization has earned the tier two recognition as part of the AHCA/NCAL Quality Initiative Recognition Program, for achieving the following Quality Initiative goals:

- ✓ safely reducing hospital readmissions
- ✓ safely reducing the off-label use of antipsychotics

AHCA/NCAL commends you and your staff's proven commitment to quality, demonstrated by your attainment of the Quality Initiative goals. Your accomplishment means improving the lives of the individuals you serve, which is what the Quality Initiative is ultimately about.

In honor of your achievement, AHCA/NCAL encourages you to join us at our upcoming Quality Symposium in Austin, TX taking place February 23-25, 2015. Staff that attend from your organization will be honored with a special badge ribbon reflecting your achievement and enjoy the many other valuable benefits, including educational sessions geared towards quality improvement and professional networking.

A key element of Symposium is peer to peer sharing and learning. Given your success, we know you have a powerful story to tell. We encourage you to submit a proposal to present a poster session by visiting: <https://www.surveymonkey.com/s/DXJQZN3>.

Quality Symposium registration will open on October 27, 2014; visit ahcancal.org/events/qualitysymposium to learn more and register!

For more information on the recognition that each level of achievers will receive, Skilled Nursing Center members can visit ahcancal.org/QIRP and Assisted Living members can visit ahcancal.org/QIRP-AL.

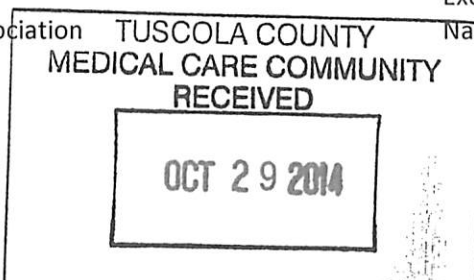
Congratulations, again, for your extraordinary efforts in meeting measurable targets which improve the lives of the people you serve! Your achievement inspires others and invigorates our work here at AHCA/NCAL. We look forward to highlighting your success at Quality Symposium. And we encourage you to continue taking the initiative at qualityinitiative.ahcancal.org.

Mark Parkinson
President/CEO

American Health Care Association

David Kylo
Executive Director

National Center for Assisted Living



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