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## NEWS RELEASE

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**For Immediate Release**

**299 Nursing Homes Receive National Honors for Exemplary Customer Satisfaction**  
*Award Recognizes Nursing Homes' Commitment to Quality*

WAUSAU, WI - June 11, 2008 — My InnerView –an independent research firm– today awarded 299 nursing homes the coveted Excellence in Action award, an honor that recognizes those nursing homes that have made a commitment to continuous quality improvement and have successfully made quality a priority to better serve their customers' needs.

“This year’s award recipients demonstrate their dedication to excellence in quality,” said Brad Shiverick, Chief Quality Officer, My InnerView. “The facilities receiving the Excellence in Action award have achieved high levels of excellence in overall facility quality by having overall resident and family satisfaction levels fall within the top 10% of My InnerView’s customer database. This is a substantial accomplishment and these facilities deserved to be recognized.”

The award was presented to any My InnerView customer who completed a family or resident satisfaction survey in 2007, had a minimum 30 percent response rate and scored in the top ten percent of qualifying facilities on the question, “What is your recommendation of this facility to others,” in terms of the percent of respondents rating the nursing home as “excellent.”

A complete listing of this year’s award recipients can be found online at [www.myinnerview.com](http://www.myinnerview.com). For more information, contact My InnerView at 715-848-2713.

**About My InnerView**

My InnerView is the nation’s leading provider of knowledge management applications for the senior care profession. By maintaining the profession’s largest private database of quality customer and workforce satisfaction metrics, My InnerView is able to provide leaders in assisted living, senior housing and skilled nursing professions with the information to properly align their operational sectors in an effort to improve performance enterprise-wide. My InnerView provides resources to more than 7,400 senior care providers across the nation.

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