

Company fact sheet

Because knowing more matters most

My InnerView provides senior care leaders with progressive thought leadership, groundbreaking professional research, and unparalleled experience. This enables senior care leaders to take the data that matters most and turn it into actionable knowledge. Ultimately, senior care leaders can make use of insightful data, knowledge, and an action-agenda to drive performance improvement and more positive business outcomes throughout their organizations.

My InnerView releases the annual *National Survey of Consumer and Workforce Satisfaction in Nursing Homes*. The findings in each year's report are based on the largest dataset ever assembled about resident, family, and employee satisfaction in nursing homes.

My InnerView presents the annual *Excellence in Action* award each year. This award honors those nursing homes that achieve high levels of excellence by having overall resident, family, or employee satisfaction levels fall within the top 10% of My InnerView's customer database.

My InnerView:

- Was founded in 2001, and today is a division of National Research Corporation (NRC)
- Works with over 9,000 senior care providers throughout the United States
- Houses the largest dataset of senior care satisfaction metrics in the nation, delivering unprecedented benchmarking and research opportunities to the profession
- Is recommended by senior care organizations and associations:
 - American Health Care Association (AHCA)
 - LeadingAge (formerly AAHSA)
 - National Center for Assisted Living (NCAL)
 - The Alliance for Quality Nursing Home Care (AQNHC)
 - Several state-level nursing home associations

Our mission is to provide senior care leaders **evidence-based management tools** to better achieve their organization's goals.



BECAUSE KNOWING MORE MATTERS MOST™

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