



NEWS RELEASE

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For Immediate Release

380 Nursing Homes Awarded My InnerView's Excellence In Action Award

Award recognizes nursing homes' commitment to quality

WAUSAU, Wis., Oct. 17, 2007 — My InnerView today released the names of 380 facilities throughout the country receiving the Excellence In Action award, an award recognizing 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 world-class performance excellence,” said Brad Shiverick, Chief Quality Officer, My InnerView. “These nursing homes are committed to delivering an exceptional standard of care to their customers. It is a very special list in long-term care.”

My InnerView’s Excellence In Action award honors those nursing homes that achieve high levels of excellence in overall facility quality as demonstrated by having overall resident and family satisfaction levels fall within the top ten percent of My InnerView’s customer database or through receiving an AHCA Quality Award.

My InnerView, the applied research and quality management company that presents the Excellence In Action award, supports leaders across the entire assisted living, senior housing and skilled nursing profession with tools to measure, benchmark and improve performance.

A complete listing this year’s award winners can be found online at www.myinnerview.com. For more information, contact My InnerView at 715-848-2713.

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My InnerView is one of the nation's leading providers of quality-management tools for long-term care facilities, maintaining the industry's largest private database of employee and customer satisfaction metrics. As a web-based applied research and data management firm, My InnerView provides leaders in assisted living, senior housing and skilled nursing professions with tools to measure, benchmark and improve performance.