



NEWS RELEASE

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For Immediate Release

520 Nursing Homes Receive National Honors for Exemplary Customer, Workforce Satisfaction

WAUSAU, WI – April 16, 2009 — My InnerView – an independent research company – today awarded 520 nursing homes the coveted Excellence in Action award, an honor recognizing those nursing homes that achieve high levels of excellence as demonstrated by having overall customer or workforce satisfaction levels fall within the top ten percent of My InnerView’s customer database.

“This year’s award recipients have demonstrated their commitment to excellence,” said Brad Shiverick, vice president of research, My InnerView. “The facilities receiving the Excellence in Action award have achieved high levels of customer or workforce satisfaction in 2008. These facilities deserved to be recognized.”

The award was presented to any My InnerView customer who completed a customer (family or resident) or workforce satisfaction survey in 2008, 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,” or “What is your recommendation of this facility as a place to work,” in terms of the percentage of respondents rating the facility as “excellent.”

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

About My InnerView

My InnerView provides senior care leaders with the research, insights and solutions that matter most in providing the highest quality of care and service to their customers and employees. By maintaining the profession’s largest private database of quality workforce and customer satisfaction metrics, My InnerView is able to provide leaders in assisted living, senior housing and skilled nursing professions with the evidence-based information needed to actively improve organizational performance. My InnerView works with more than 8,000 senior care providers throughout the United States.