



NEWS RELEASE

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FOR IMMEDIATE RELEASE

'Best in Class' Nursing Homes Recognized for Exemplary Customer, Workforce Satisfaction

WAUSAU, Wis., – May 17, 2010 — My InnerView – an independent research company – today awards 519 nursing homes the profession's best-in-class, Excellence in Action award. This honor recognizes nursing homes that achieve high levels of excellence as demonstrated by having overall customer or workforce satisfaction levels that fall within the top ten percent of My InnerView's database.

"This year's award recipients are recognized and applauded by their customers and employees," said Neil Gulsvig, President, My InnerView. "This annual award underscores the difference these nursing homes are making in the lives of their customers and staff."

The award is presented to My InnerView customers who completed a customer (resident or family) or workforce satisfaction survey in 2009, had a minimum of 10 responses with 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."

About My InnerView

By maintaining the profession's largest private database of quality customer and workforce satisfaction metrics, My InnerView gives leaders in assisted living, senior housing and skilled nursing professions the research, insights and solutions that matter most to providing the highest quality of care and service. My InnerView works with more than 8,500 senior care providers throughout the United States.

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