



February 7, 2024

FOR IMMEDIATE RELEASE

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WEL-Life at Alta Assisted Living Receives 2024 Customer Experience Award from Pinnacle Quality Insight – An HCP Company

ALTA, IOWA – WEL-Life at Alta Assisted Living is thrilled to announce that it has received a 2024 Customer Experience Award from Pinnacle Quality Insight. This recognizes WEL-Life's outstanding performance in **Overall Satisfaction; Personal Care; Variety of Food/Menu Choices; Quality of Food; Dining Service; Response to Problems; Dignity and Respect; Individual Needs; Safety and Security; Recommend to Others and Overall Customer Experience** and solidifies their position in the top echelon of care providers nationwide.

Qualifying for the Pinnacle Customer Experience Award signifies that WEL-Life at Alta has consistently ranked within the top 15% of care providers across the nation over the past 12 months. This achievement underscores their unwavering commitment to delivering exceptional experiences to residents and their families.

"Our WEL-Life team has worked very hard over the past year providing quality care," said Cindy Pedersen, WEL-Life Executive Director. "Our census has grown, and we are proud to receive this recognition given that our facility has more residents than ever."

Throughout the year 2023, WEL-Life at Alta engaged residents and their families in monthly telephone interviews. These conversations included open-ended questions and ratings across various categories. WEL-Life used this feedback to drive continuous improvement in their care.

To find out more about WEL-Life at Alta's commitment to excellence, please visit walta.com or call 712-200-2620.

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About Pinnacle Quality Insight

Pinnacle Quality Insight, acquired by HCP in 2023, is a customer satisfaction measurement firm with an extensive 26-year history in senior care and senior living, conducts over 150,000 phone surveys annually. Working with more than 2,500 care providers across all 50 US states, Canada, and Puerto Rico, Pinnacle is a trusted authority in recognizing excellence. For more information, visit <https://pinnacleqi.com/>.



QUALITY CARE WITH RESPECT, DIGNITY AND KINDNESS

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WEL-Life at Alta
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We know that trust must be earned.

Customer Experience Award and Best-in-Class

What does it mean to be awarded Pinnacle Quality Insights Customer Experience Awards?

Pinnacle Quality Insight's Customer Experience Awards are given to providers who excel in providing exceptional customer experiences for their patients and residents.

Each month, Pinnacle conducts thousands of phone-based satisfaction interviews to residents, patients, and their families to evaluate them on 12-16 service categories. Providers are rated on communication, dignity, safety, food quality, and more. Those who score in the top 15% of each service category earn a Customer Experience Award™. Providers who maintain high scores across multiple categories throughout the year earn a Best-in-Class distinction for their excellent care.



What's required to qualify?

- ✓ Must have been using service for one quarter to obtain the Customer Experience Award
- ✓ Must have been using service for over the course of a calendar year to obtain Best-in-Class
- ✓ Must score in the 85th percentile or above
- ✓ Must be committed to providing quality senior care services by listening to and incorporating patient and resident feedback

Awarded by:





PINNACLE QUALITY INSIGHT
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SALT LAKE CITY, UTAH 84093
801.293.0700 | pinnacleqi.com

January 31, 2024

To whom it may concern,

Pinnacle Quality Insight - An HCP Company, a nationally recognized customer satisfaction firm, conducted interviews with Wel Life At Alta customers over the past year, assessing satisfaction across multiple service aspects.

From the results of these interviews, Pinnacle has determined that Wel Life At Alta has qualified for a **Pinnacle Customer Experience Award™** in the following service areas:

- Overall Satisfaction**
- Personal Care**
- Variety of Food/Menu Choices**
- Quality of Food**
- Dining Service**
- Response to Problems**
- Dignity and Respect**
- Individual Needs**
- Safety and Security**
- Recommend to Others**
- Overall Customer Experience**

Earning the Pinnacle Customer Experience Award shows that Wel Life At Alta consistently ranks among the top 15% of care providers nationally. This reflects their strong dedication to continuous improvement and exceptional care, securing their position among the top care providers nationwide.

Pinnacle congratulates the staff of Wel Life At Alta for this well-deserved honor.

Bud Meadows

CEO

Home Care Pulse

2024



CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight
recognizes

WEL LIFE AT ALTA

for achieving best-in-class
customer satisfaction standards in

OVERALL SATISFACTION

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BUD MEADOWS, CEO

2024



CUSTOMER EXPERIENCE AWARD

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customer satisfaction standards in

PERSONAL CARE

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BUD MEADOWS, CEO

2024



CUSTOMER EXPERIENCE AWARD

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customer satisfaction standards in

**VARIETY OF FOOD/MENU
CHOICES**

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BUD MEADOWS, CEO

2024



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customer satisfaction standards in

QUALITY OF FOOD

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BUD MEADOWS, CEO

2024



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DINING SERVICE

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BUD MEADOWS, CEO

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RESPONSE TO PROBLEMS

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BUD MEADOWS, CEO

2024



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DIGNITY AND RESPECT

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INDIVIDUAL NEEDS

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BUD MEADOWS, CEO

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SAFETY AND SECURITY

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BUD MEADOWS, CEO

2024



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RECOMMEND TO OTHERS

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BUD MEADOWS, CEO

2024



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**OVERALL CUSTOMER
EXPERIENCE**

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BUD MEADOWS, CEO