



February 7, 2024

**FOR IMMEDIATE RELEASE**

**Media Contact:** Helen Wichman, Administrator  
**Phone:** 308-432-3355  
**Email:** helen.wichman@crestvcc.com

**Crest View Care Center Receives 2024 Customer Experience Award from Pinnacle Quality Insight – An HCP Company**

CHADRON, NEBRASKA – Crest View Care Center is thrilled to announce that it has received a 2024 Customer Experience Award from Pinnacle Quality Insight. This recognizes Crest View Care Center's outstanding performance in **Activities and Admission Process** and solidifies their position in the top echelon of care providers nationwide.

Qualifying for the Pinnacle Customer Experience Award signifies that Crest View Care Center 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.

"We appreciate being among the facilities recognized by Pinnacle Quality Insight," said Helen Wichman, Crest View Care Center Administrator. "Thank you to our team for their hard work and dedication. We appreciate the positive feedback from our residents and their families."

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

To find out more about Crest View's commitment to excellence, please visit [crestvcc.com](https://crestvcc.com) or call 308-432-3355.

#30#

**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

420 Gordon Ave. Chadron, Nebraska 69337 [www.crestvcc.com](https://www.crestvcc.com) p: 308.432.3355 f: 308.432.4535



Crest View Care Center  
420 Gordon Avenue • Chadron, Nebraska 69337  
308-432-3355 • crestvcc.com

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**  
7440 S CREEK RD SUITE 300  
SALT LAKE CITY, UTAH 84093  
801.293.0700 | [pinnacleqi.com](https://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 Crest View Care Center customers over the past year, assessing satisfaction across multiple service aspects.

From the results of these interviews, Pinnacle has determined that Crest View Care Center has qualified for a **Pinnacle Customer Experience Award™** in the following service areas:

**Activities**  
**Admission Process**

Earning the Pinnacle Customer Experience Award shows that Crest View Care Center 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 Crest View Care Center for this well-deserved honor.

**Bud Meadows**  
CEO  
Home Care Pulse

2024



## CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight  
recognizes

### CREST VIEW CARE CENTER

for achieving best-in-class  
customer satisfaction standards in

### ACTIVITIES

A handwritten signature in black ink, appearing to read 'B Meadows'.

BUD MEADOWS, CEO

2024



## CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight  
recognizes

### CREST VIEW CARE CENTER

for achieving best-in-class  
customer satisfaction standards in

### ADMISSION PROCESS

A handwritten signature in black ink, appearing to read 'B Meadows'.

BUD MEADOWS, CEO