

2026

Customer Experience Award

We're a winner!



**CUSTOMER
EXPERIENCE**

**AWARD
2026**

Awarded by

 **Activated Insights**



February 26, 2026

FOR IMMEDIATE RELEASE

Crest View Care Center Receives 2026 Customer Experience Award from Activated Insights

CHADRON – Crest View Care Center is proud to announce that it has received a 2026 Customer Experience Award from Activated Insights, the leading provider of training, recruitment, retention, experience management and recognition tools to improve and grow long-term and post-acute care organizations. This recognizes Crest View Care Center’s outstanding performance in Activities and places the community among the top care providers nationwide.

“It is our pleasure to congratulate Crest View Care Center for their well-deserved achievement in winning the Customer Experience Award,” said Bud Meadows, Chief Executive Officer of Activated Insights. “It’s wonderful to see the hard work that Crest View is putting in to provide high-quality care – their effort isn’t going unnoticed. This award allows them to provide proof of quality to potential new clients and caregivers.”

Qualifying for the Customer Experience Award signifies that Crest View has consistently ranked within the top 15 percent of care providers across the nation over the past 12 months. This achievement underscores their commitment to delivering exceptional experiences to residents and their families.

“We are incredibly proud of our team for this recognition,” said Helen Wichman, Administrator. “Activities are about more than filling the calendar. They create connection, purpose and joy in everyday life. Our staff works hard to provide meaningful programs that engage residents and enrich their experience.”

Throughout the year 2025, Crest View 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 guide improvements and strengthen the overall customer experience.

“We listen carefully to what our residents tell us,” said Wichman. “Their input helps us continually enhance the activities we offer so that each resident has opportunities to stay active, involved and connected.”

To find out more about Crest View’s commitment to excellence, please visit www.crestvcc.com or call 308-432-3355.



QUALITY CARE WITH RESPECT, DIGNITY AND KINDNESS

420 Gordon Ave. Chadron, Nebraska 69337 www.crestvcc.com p: 308.432.3355 f: 308.432.4535

Customer Experience

Each month, Activated Insights 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.



HOW WE DID IT:

- ✓ Committed to providing quality senior care services by listening to and incorporating patient and resident feedback
- ✓ Score in the 85th percentile or above out of 2,700 care providers and 150,000 satisfaction interviews
- ✓ Using service for one quarter to obtain the Customer Experience Award and one calendar year to obtain Best-in-Class



Crest View Care Center
420 Gordon Avenue
Chadron, Nebraska 69337
308-432-3355

We know that trust must be earned.

Customer Experience Award™ and Best-in-Class

What does it mean to be awarded an Activated Insights, Customer Experience Award™?

Activated Insights' Customer Experience Awards are given to providers who excel in providing exceptional customer experiences for their patients and residents.

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What's required to qualify?

- ☑ Must have been using service for at least 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 living services by listening to and incorporating client feedback

Awarded by:

 **Activated Insights**





Activated Insights
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February 25, 2026

To whom it may concern,

Activated Insights, 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, Activated Insights has determined that Crest View Care Center has qualified for a **Customer Experience Award™** in the following service area:

Activities

Earning the 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.

Activated Insights congratulates the staff of Crest View Care Center for this well-deserved honor.

Bud Meadows

CEO

Activated Insights

2026



 **Activated Insights**

CUSTOMER EXPERIENCE AWARD

Activated Insights
recognizes

CREST VIEW CARE CENTER

for achieving best-in-class
customer satisfaction standards in

ACTIVITIES

A handwritten signature in black ink, appearing to read "BOW" with a long horizontal stroke extending to the right.

BUD MEADOWS, CEO