



February 7, 2024

FOR IMMEDIATE RELEASE

Media Contact: Cheryl Runyan, Administrator
Phone: 712-623-5156
Email: cheryl.runyan@redoakcc.com

Red Oak Rehab & Care Center Receives 2024 Customer Experience Award from Pinnacle Quality Insight – An HCP Company

RED OAK, IOWA – Red Oak Rehab & Care Center is thrilled to announce that it has received a 2024 Customer Experience Award from Pinnacle Quality Insight. This recognizes Red Oak Rehab & Care Center's outstanding performance in **Overall Satisfaction; Nursing Care; Quality of Food; Cleanliness; Individual Needs; Laundry Service; Communication from Facility; Response to Problems; Dignity and Respect; Recommend to Others; Activities; Professional Therapy Services; Admission Process; Safety and Security 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 Red Oak Rehab & 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 could not be more grateful to be recognized in the broad range and number of categories rated by Pinnacle Quality Insight," said Cheryl Runyan, Red Oak Rehab & Care Center Administrator. "Our team is outstanding and works very hard to provide quality care. We hope that this tremendous honor encourages others to consider our facility when looking for long-term care."

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

To find out more about Red Oak Rehab & Care Center's commitment to excellence, please visit redoakcc.com or call 712-632-5156.

#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

1600 Summit Red Oak, Iowa 51566 www.redoakcc.com p: 712.623.5156 f: 712.623.4406/2373



Red Oak Rehab & Care Center
1600 Summit Street • Red Oak, Iowa 51566
712-623-5156 • redoakcc.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

January 31, 2024

To whom it may concern,

Pinnacle Quality Insight - An HCP Company, a nationally recognized customer satisfaction firm, conducted interviews with Red Oak Rehab And Care Center customers over the past year, assessing satisfaction across multiple service aspects.

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

- Overall Satisfaction**
- Nursing Care**
- Quality of Food**
- Cleanliness**
- Individual Needs**
- Laundry Service**
- Communication from Facility**
- Response to Problems**
- Dignity and Respect**
- Recommend to Others**
- Activities**
- Professional Therapy Services**
- Admission Process**
- Safety and Security**
- Overall Customer Experience**

Earning the Pinnacle Customer Experience Award shows that Red Oak Rehab And 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 Red Oak Rehab And Care Center for this well-deserved honor.

Bud Meadows
CEO
Home Care Pulse

2024



CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight
recognizes

RED OAK REHAB AND CARE CENTER

for achieving best-in-class
customer satisfaction standards in

OVERALL SATISFACTION

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

BUD MEADOWS, CEO

2024



CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight
recognizes

RED OAK REHAB AND CARE CENTER

for achieving best-in-class
customer satisfaction standards in

NURSING CARE

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

BUD MEADOWS, CEO

2024



CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight
recognizes

RED OAK REHAB AND CARE CENTER

for achieving best-in-class
customer satisfaction standards in

QUALITY OF FOOD

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

BUD MEADOWS, CEO

2024



CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight
recognizes

RED OAK REHAB AND CARE CENTER

for achieving best-in-class
customer satisfaction standards in

CLEANLINESS

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

BUD MEADOWS, CEO

2024



CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight
recognizes

RED OAK REHAB AND CARE CENTER

for achieving best-in-class
customer satisfaction standards in

INDIVIDUAL NEEDS

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

BUD MEADOWS, CEO

2024



CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight
recognizes

RED OAK REHAB AND CARE CENTER

for achieving best-in-class
customer satisfaction standards in

LAUNDRY SERVICE

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

BUD MEADOWS, CEO

2024



CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight
recognizes

RED OAK REHAB AND CARE CENTER

for achieving best-in-class
customer satisfaction standards in

COMMUNICATION FROM FACILITY

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

BUD MEADOWS, CEO

2024



CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight
recognizes

RED OAK REHAB AND CARE CENTER

for achieving best-in-class
customer satisfaction standards in

RESPONSE TO PROBLEMS

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

BUD MEADOWS, CEO

2024



CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight
recognizes

RED OAK REHAB AND CARE CENTER

for achieving best-in-class
customer satisfaction standards in

DIGNITY AND RESPECT

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

BUD MEADOWS, CEO

2024



CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight
recognizes

RED OAK REHAB AND CARE CENTER

for achieving best-in-class
customer satisfaction standards in

RECOMMEND TO OTHERS

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

BUD MEADOWS, CEO

2024



CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight
recognizes

RED OAK REHAB AND 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

RED OAK REHAB AND CARE CENTER

for achieving best-in-class
customer satisfaction standards in

PROFESSIONAL THERAPY SERVICES

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

BUD MEADOWS, CEO

2024



CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight
recognizes

RED OAK REHAB AND CARE CENTER

for achieving best-in-class
customer satisfaction standards in

ADMISSION PROCESS

A handwritten signature in black ink, appearing to read 'BOW' with a long, sweeping horizontal line extending to the right.

BUD MEADOWS, CEO

2024



CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight
recognizes

RED OAK REHAB AND CARE CENTER

for achieving best-in-class
customer satisfaction standards in

SAFETY AND SECURITY

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

BUD MEADOWS, CEO

2024



CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight
recognizes

RED OAK REHAB AND CARE CENTER

for achieving best-in-class
customer satisfaction standards in

OVERALL CUSTOMER EXPERIENCE

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

BUD MEADOWS, CEO