



## **WEL-Life at Scottsbluff Receives 2021 Customer Experience Award from Pinnacle Quality Insight**

SCOTTSBLUFF, Nebraska – WEL-Life at Scottsbluff, a provider of assisted living care, is proud to announce that they are the recipient of Pinnacle Quality Insight’s 2021 Customer Experience Award™. Qualifying for the award in the categories of Variety of Food/Menu Choices, Dining Service and Transportation Needs, WEL-Life at Scottsbluff displays a continued dedication to providing Best in Class senior healthcare services.

Executive Director Trevor Stacey describes receiving the awards as an honor. “Recognition by Pinnacle Quality Insight is a great testament to our care and services. Receiving awards during a global pandemic is even more gratifying,” he said. “I’m so proud of our employees for their hard work and dedication.”

Throughout its history of serving the community, WEL-Life at Scottsbluff has placed a strong emphasis on ensuring that the individual needs of every resident are met. Over the course of 2020, a sampling of WEL-Life’s customers and their families have participated in monthly telephone interviews that include open-ended questions, as well the opportunity to rate the facility in specific categories.

Every month, WEL-Life at Scottsbluff has gathered its real-time survey results to gain a better understanding of the resident’s needs and make improvements when necessary. By qualifying for the Pinnacle Customer Experience Award™, WEL-Life at Scottsbluff has satisfied the rigorous demand of scoring in the top 15% of the nation across a 12-month average. Clients have the opportunity to achieve this Best-in-Class distinction on a monthly basis in many categories designed to accurately reflect each resident’s experience.

### **About Pinnacle Quality Insight**

A customer satisfaction measurement firm with 25 years of experience in post-acute healthcare, Pinnacle conducts over 150,000 phone surveys each year and works with more than 2,500 care providers in all 50 US states, Canada and Puerto Rico.

### **About WEL-Life at Scottsbluff**

WEL-Life at Scottsbluff offers individualized assistance for the activities of daily living while helping you maintain and expand your independence. When you enter our comfortable, homey setting, you become part of an extended family of physicians, caregivers and caring staff members. Learn more by visiting [www.wlscottsbluff.com](http://www.wlscottsbluff.com).

-30-



QUALITY CARE WITH RESPECT, DIGNITY AND KINDNESS

617 West 33<sup>rd</sup> Street • Scottsbluff, NE 69361 [www.wlscottsbluff.com](http://www.wlscottsbluff.com) p: 308.632.1760 f: 308.632.1782