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**FOR IMMEDIATE RELEASE**

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

SCOTTSBLUFF, NEBRASKA – WEL-Life at Scottsbluff 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 **Dining Service; Cleanliness; Response to Problems; Communication; Individual Needs 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 Scottsbluff 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.

"The Pinnacle Award is very important to us," said Jennifer Coffman, WEL-Life Executive Director. "It means our residents and their families recognize the hard work that goes into providing care. We are incredibly grateful to our team for their hard work throughout the year."

Throughout the year 2023, WEL-Life at Scottsbluff 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 Scottsbluff's commitment to excellence, please visit [wlscoottsbuff.com](http://wlscoottsbuff.com) or call 308-632-1760.

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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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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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**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 Scottsbluff customers over the past year, assessing satisfaction across multiple service aspects.

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

**Dining Service**  
**Cleanliness**  
**Response to Problems**  
**Communication**  
**Individual Needs**  
**Overall Customer Experience**

Earning the Pinnacle Customer Experience Award shows that Wel Life At Scottsbluff 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 Scottsbluff for this well-deserved honor.

**Bud Meadows**  
CEO  
Home Care Pulse

2024



## CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight  
recognizes

**WEL LIFE AT SCOTTSBLUFF**

for achieving best-in-class  
customer satisfaction standards in

**DINING SERVICE**

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

BUD MEADOWS, CEO

2024



## CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight  
recognizes

**WEL LIFE AT SCOTTSBLUFF**

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

**WEL LIFE AT SCOTTSBLUFF**

for achieving best-in-class  
customer satisfaction standards in

**RESPONSE TO PROBLEMS**

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

BUD MEADOWS, CEO

2024



## CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight  
recognizes

**WEL LIFE AT SCOTTSBLUFF**

for achieving best-in-class  
customer satisfaction standards in

**COMMUNICATION**

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

BUD MEADOWS, CEO

2024



## CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight  
recognizes

**WEL LIFE AT SCOTTSBLUFF**

for achieving best-in-class  
customer satisfaction standards in

**INDIVIDUAL NEEDS**

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BUD MEADOWS, CEO

2024



## CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight  
recognizes

**WEL LIFE AT SCOTTSBLUFF**

for achieving best-in-class  
customer satisfaction standards in

**OVERALL CUSTOMER  
EXPERIENCE**

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

BUD MEADOWS, CEO