



FOR IMMEDIATE RELEASE

WEL-Life Spirit Lake Receives 2020 Customer Experience Award from Pinnacle Quality Insight

SPIRIT LAKE, IOWA – WEL-Life at Spirit Lake, an assisted living community that provides adults with individualized assistance in their activities of daily living, is proud to announce that they are the recipient of Pinnacle Quality Insight’s 2020 Customer Experience Award™. Qualifying for the award in the category of assisted living communities displays a continued dedication to providing Best in Class senior healthcare services.

“This is a great honor for our entire organization, and really affirms our commitment to providing the highest quality care to our residents,” said Kathleen Johnson, executive director of WEL-Life Assisted Living at Spirit Lake. “We will continue striving for excellence as we serve the needs of all those entrusted to our care.”

Throughout its history of serving the community, WEL-Life Spirit Lake has placed a strong emphasis on ensuring that the individual needs of every resident are met. Over the course of 2019, 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 WEL-Life Spirit Lake in specific categories.

Every month, WEL-Life Spirit Lake 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 Spirit Lake has satisfied the rigorous demand of scoring in the top 15 percent 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 24 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 Spirit Lake

WEL-Life Assisted Living at Spirit Lake offers individualized assistance for the activities of daily living. Our goal is to help residents maintain and expand their independence. Features include convenient one-level living, home-style meals and a wide variety of outings and activities. Learn more by visiting www.wlspiritlake.com

--30--



QUALITY CARE WITH RESPECT, DIGNITY AND KINDNESS

1819 23rd Street • Spirit Lake, Iowa 51360 www.wlspiritlake.com p: 712.336.3553 f: 712.336.5717