



FOR IMMEDIATE RELEASE

WEL-Life at Spirit Lake Receives 2022 Customer Experience Award from Pinnacle Quality Insight

SPIRIT LAKE, Iowa – WEL-Life at Spirit Lake, a provider of assisted living care, is proud to announce that they are the recipient of Pinnacle Quality Insight's 2022 Customer Experience Award.™ Qualifying for the award in the categories of Variety of Food/Menu Choices, Activities and Move-in Process, WEL-Life displays a continued dedication to providing Best in Class senior healthcare services.

Kathleen Johnson, Executive Director of WEL-Life, describes receiving the awards as an honor. "We sincerely appreciate all of the feedback we receive from our residents through the Pinnacle survey process," she said. "It's gratifying to know that we are providing good food and activities for them to enjoy living here."

Transitioning from independent living can be a daunting process. "We really strive to make the move as easy as possible," Johnson said. "We welcome new resident and are happy to provide tours so people can see for themselves what we have to offer and how we can help them join our community."

Throughout its history of serving the community, WEL-Life at Spirit Lake has placed a strong emphasis on ensuring that the individual needs of every resident are met. Over the course of 2021, 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 in specific categories.

Every month, WEL-Life 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 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 26 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 Spirit Lake

WEL-Life offers individualized assistance for the activities of daily living while helping residents maintain and expand their independence. When you enter our comfortable, homey setting, you become part of an extended family of physicians, caregivers and compassionate staff members. Learn more by visiting www.wlspiritlake.com

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