



February 7, 2024

**FOR IMMEDIATE RELEASE**

**Media Contact:** Sheila Weier, Executive Director  
**Phone:** 712-336-3553  
**Email:** sheila.weier@wlspiritlake.com

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

SPIRIT LAKE, IOWA – WEL-Life at Spirit Lake 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 **Personal Care; Variety of Food/Menu Choices; Quality of Food; Dining Service; Dignity and Respect; Move-in Process; Individual Needs; 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 WEL-Life at Spirit Lake 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.

"Congratulations to our team," said Sheila Weier, WEL-Life Executive Director. "The Pinnacle awards represent acknowledgement of the well-rounded care we provide. We appreciate the recognition and are grateful to our residents and their families for taking the time to provide feedback."

Throughout the year 2023, WEL-Life at Spirit Lake 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 Spirit Lake's commitment to excellence, please visit [wlspiritlake.com](https://wlspiritlake.com) or call 712-336-3553.

#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

1819 23rd Street • Spirit Lake, Iowa 51360 [www.wlspiritlake.com](https://www.wlspiritlake.com) p: 712.336.3553 f: 712.336.5717



WEL-Life at Spirit Lake  
1819 23rd Street • Spirit Lake, Iowa 51360  
712-336-3553 • wlspiritlake.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](https://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 Wel Life At Spirit Lake customers over the past year, assessing satisfaction across multiple service aspects.

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

- Personal Care**
- Variety of Food/Menu Choices**
- Quality of Food**
- Dining Service**
- Dignity and Respect**
- Move-in Process**
- Individual Needs**
- Safety and Security**
- Overall Customer Experience**

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

**Bud Meadows**  
CEO  
Home Care Pulse

2024



## CUSTOMER EXPERIENCE AWARD

Pinnacle Quality Insight  
recognizes

**WEL LIFE AT SPIRIT LAKE**

for achieving best-in-class  
customer satisfaction standards in

**PERSONAL CARE**

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 SPIRIT LAKE

for achieving best-in-class  
customer satisfaction standards in

### VARIETY OF FOOD/MENU CHOICES

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 SPIRIT LAKE**

for achieving best-in-class  
customer satisfaction standards in

**QUALITY OF FOOD**

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 SPIRIT LAKE

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 SPIRIT LAKE**

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

**WEL LIFE AT SPIRIT LAKE**

for achieving best-in-class  
customer satisfaction standards in

**MOVE-IN PROCESS**

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 SPIRIT LAKE**

for achieving best-in-class  
customer satisfaction standards in

**INDIVIDUAL NEEDS**

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 SPIRIT LAKE**

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

### WEL LIFE AT SPIRIT LAKE

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