

2026

Customer Experience Award

We're a winner!



**CUSTOMER
EXPERIENCE**

**AWARD
2026**

Awarded by

 **Activated Insights**



February 26, 2026

FOR IMMEDIATE RELEASE

WEL-Life at Spirit Lake Assisted Living Receives 2026 Customer Experience Award from Activated Insights

SPIRIT LAKE – WEL-Life at Spirit Lake Assisted Living is proud to announce that it has received a 2026 Customer Experience Award from Activated Insights, the leading provider of training, recruitment, retention, experience management and recognition tools to improve and grow long-term and post-acute care organizations. This recognizes WEL-Life’s outstanding performance in Personal Care, Variety of Food/Menu Choices, Dining Service, Cleanliness, Response to Problems, Dignity and Respect, Communication, Activities, Move-in Process and Overall Customer Experience and places the community among the top care providers nationwide.

“It is our pleasure to congratulate WEL-Life at Spirit Lake for their well-deserved achievement in winning the Customer Experience Award,” said Bud Meadows, Chief Executive Officer of Activated Insights. “It’s wonderful to see the hard work that WEL-Life is putting in to provide high-quality care – their effort isn’t going unnoticed. This award allows them to provide proof of quality to potential new clients and caregivers.”

Qualifying for the Customer Experience Award signifies that WEL-Life has consistently ranked within the top 15 percent of care providers across the nation over the past 12 months. This achievement underscores their commitment to delivering exceptional experiences to residents and their families.

“This recognition reflects the comprehensive experience we strive to provide,” said Sheila Weier, Executive Director. “From personalized care and respectful communication to a smooth move-in process and engaging activities, our team works together to ensure residents feel valued, supported and at home.”

Throughout the year 2025, WEL-Life 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 guide improvements and strengthen the overall customer experience.

“As a nurse, I see how important it is to respond quickly to concerns and tailor care to individual needs,” said Anita Vanden Brink, RN Director of Healthcare Services. “When families notice the cleanliness of our community, the quality and variety of meals and the respect shown in every interaction, it confirms that our team’s attention to detail truly matters.”

To find out more about WEL-Life at Spirit Lake’s commitment to excellence, please visit www.wlspiritlake.com or call 712-336-3553.



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

Customer Experience

Each month, Activated Insights 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.



HOW WE DID IT:

- ✓ Committed to providing quality senior care services by listening to and incorporating patient and resident feedback
- ✓ Score in the 85th percentile or above out of 2,700 care providers and 150,000 satisfaction interviews
- ✓ Using service for one quarter to obtain the Customer Experience Award and one calendar year to obtain Best-in-Class



WEL-Life at Spirit Lake Assisted Living
1819 23rd Street
Spirit Lake, Iowa 51360
712-336-3553

We know that trust must be earned.

Customer Experience Award™ and Best-in-Class

What does it mean to be awarded an Activated Insights, Customer Experience Award™?

Activated Insights' Customer Experience Awards are given to providers who excel in providing exceptional customer experiences for their patients and residents.

Each month, Activated Insights 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 at least 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 living services by listening to and incorporating client feedback

Awarded by:

 **Activated Insights**





Activated Insights
customersupport@activatedinsights.com
877.307.8573 | activatedinsights.com

February 12, 2026

To whom it may concern,

Activated Insights, 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, Activated Insights has determined that Wel Life At Spirit Lake has qualified for a **Customer Experience Award™** in the following service areas:

- Personal Care**
- Variety of Food/Menu Choices**
- Dining Service**
- Cleanliness**
- Response to Problems**
- Dignity and Respect**
- Communication**
- Activities**
- Move-in Process**
- Overall Customer Experience**

Earning the 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.

Activated Insights congratulates the staff of Wel Life At Spirit Lake for this well-deserved honor.

Bud Meadows
CEO
Activated Insights

2026



 **Activated Insights**

CUSTOMER EXPERIENCE AWARD

Activated Insights
recognizes

WEL LIFE AT SPIRIT LAKE

for achieving best-in-class
customer satisfaction standards in

PERSONAL CARE



BUD MEADOWS, CEO

2026



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VARIETY OF FOOD/MENU CHOICES

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

BUD MEADOWS, CEO

2026



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DINING SERVICE

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BUD MEADOWS, CEO

2026



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CLEANLINESS



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RESPONSE TO PROBLEMS

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BUD MEADOWS, CEO

2026



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DIGNITY AND RESPECT

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COMMUNICATION

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ACTIVITIES

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MOVE-IN PROCESS

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OVERALL CUSTOMER EXPERIENCE

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BUD MEADOWS, CEO