

# UW Health: Receives consumer loyalty award

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MADISON, WI – UW Health ranks ninth in the country for consumer loyalty, according to NRC Health, a patient-experience firm. UW Health has earned a 2017/2018 Consumer Loyalty Award which recognizes health care systems and hospitals that garner extraordinary loyalty from their patients. UW Health is ninth among 100 health care systems and hospitals receiving the award.

“UW Health prides itself on patient-centered care and high-quality patient experiences,” said Dr. Alan Kaplan, UW Health CEO. “So, it’s gratifying to receive the Consumer Loyalty Award.”

The winners were selected based on results from NRC Health’s Market Insights survey, the largest database of health care consumer responses in the nation. The firm

surveys more than 310,000 households to measure their engagement with health care brands in their communities. To qualify, the winners had to receive at least 150 top-of-mind mentions. The measures for the recognition included access, engagement and experience, among others.

“These outstanding health care organizations are setting a new standard for elevating the entire patient and consumer experience,” said Bryan Wynne, vice president and general manager of NRC Health. “This is reflected in the trust and favor that they have earned in their communities.”