Pinnacle of Excellence Copy & Messaging

**Sample compan**y internal announcement **or staff/physician eNewsletter**

I’m proud to announce that [Organization] has been recognized by Press Ganey as a 2024 Human Experience Pinnacle of Excellence Award® winner.

Thanks to your work year-over-year, we were recognized as one of Press Ganey’s top-performing clients across the nation. We were recognized for exhibiting the highest levels of standards in [insert award category here: patient experience, employee experience, physician experience, or clinical quality performance] for [three years in a row (if patient experience, employee experience, physician experience, consumer experience); two years in a row (if clinical quality); the past year (if member experience)].

Alongside Press Ganey’s team, we have greater insight into how we continue to raise the bar in taking care of the communities we serve, by connecting all the dots across people, process, and technology to seamlessly drive immediate and meaningful change in care delivery—and putting Human Experience at the heart of healthcare.

To be human-centric, we must know our [patients | employees] on an individual level, and that starts with reviewing detailed feedback, faster, so we can identify what [patients | employees] need the most and pivot quickly, to meet those needs

Over the past few years, in pursuit of improving [patient experience, employee experience, physician experience, clinical quality performance, consumer experience or member experience], we were able to implement:

- [insert action items taken to drive improvement here]

- [action item]

- [action item]

This prestigious award reflects your remarkable work and unwavering commitment to our mission of [insert mission statement here].

On behalf of [Organization], I extend my sincere gratitude and commendation on a job well done.

Sincerely,

[Name]

**Sample board announcement**

I’m proud to announce that [Organization] has been recognized by Press Ganey as a 2024 Human Experience Pinnacle of Excellence Award® winner.

As you know, we partner with Press Ganey on [list solutions here] to gain greater insight into how we can drive scalable, sustainable change in [patient experience, employee experience, physician experience, clinical quality performance, consumer experience, or member experience].

This accolade demonstrates their commitment to our mission of [insert mission statement here]. As a result, we were recognized as one of the top-performing organizations across the country.

We attribute this accolade to the following investments and key areas of focus:

- [insert action items taken to drive improvement here]

- [action item]

- [action item]

In the coming weeks, we plan to share this announcement with the community via [insert channels your organization will promote].

Our leadership team is all in awe of the remarkable work from all our staff and we plan to show our appreciation by [insert celebrations here].

On behalf of [Organization], I extend my sincere gratitude for your leadership. Without the board’s unwavering support, this recognition would not be possible.

Sincerely,

[Name]

**Sample intranet announcement**

We have been named a Press Ganey 2024 Human Experience Pinnacle of Excellence Award® winner. Thank you to every [Organization] employee’s unwavering commitment to raising the bar in [patient experience, employee experience, physician experience, clinical quality performance, consumer experience, member experience].

Learn more from our latest press release [hyperlink to your press release].

**Sample website awards announcement**

[Organization] is a 2024 Press Ganey HX Pinnacle of Excellence Award® winner. This accolade represents [Organization’s] leadership in [patient experience, employee experience, physician experience, clinical quality performance, consumer experience, member experience] as [Organization] drives year-over-year, sustained performance improvement.

**Sample social media posts**

From your social media handles, please tag us in your photos, @mention Press Ganey within your copy, and utilize our hashtag: #PG2024Awards #HumanExperience #HX

* **LinkedIn**: Press Ganey
* **Twitter**: @PressGaney

*By sharing your photos and posts with Press Ganey on social media, you are consenting to Press Ganey having the option to share your content, including but not limited to, its internal communications and public-facing channels.*

**Suggested copy for a newsfeed post**

We’ve been recognized as one of [@mention Press Ganey]’s 2024 HX Pinnacle of Excellence Award® winners! This prestigious recognition demonstrates [Organization]’s commitment to putting #HumanExperience at the heart of #healthcare. Learn more about how we uphold the highest standards of [patient experience, employee experience, physician experience, clinical quality performance, member experience or consumer experience]: [shortened link to your press release].

**Suggested script & copy for Video Stories/Reels/TikTok’s**

**Script:** [Organization] is proud to announce that we have been recognized by Press Ganey as a 2024 HX Pinnacle of Excellence Award® winner. Give this video a like to show support for the ways we put the human experience in healthcare!

**Copy:** Congrats to our team! Tag a [nurse/employee/physician] who is a champion for the human experience at [Organization]. #healthcare #healthcareworkers #nursesoftiktok #nursetok #docsoftiktok #PG2024Awards

**If you are tagged in a post from a news publication**

Thanks, [tag media outlet], for sharing! [Organization] is proud to be recognized as a [@mention Press Ganey] HX Pinnacle of Excellence Award® winner! #PG2024Awards #HumanExperience #HX

Encourage your employees to share your posts to their personal handles:

* **Example Patient Experience Shared Post:**

Kudos to the entire [Organization] team for fostering a culture rooted in improving patient safety and care! We’re raising the standard of care all patients deserve. #PG2024Awards #HumanExperience #HX

* **Example Employee Engagement Shared Post:**

At [Organization], culture is every single team member’s responsibility. To take care of our communities, we have to start by supporting our own. Congratulations to our staff for fostering a culture of respect and inclusion! #PG2024Awards

* **Example Physician Engagement Shared Post:**

[Organization] is proud to announce that we are a #PG2024Awards for physician engagement. Kudos to the entire team for fostering a culture rooted in improving provider #wellbeing.

* **Example Clinical Quality Performance Shared Post:**
* Congratulations to the entire [Organization] team for raising the bar for clinical excellence. Exceptional healthcare begins with us! #PG2024Awards #HumanExperience #HX
* **Example Member Experience Shared Post:**
* [Organization] is proud to announce that we are a #PG2024Awards for member experience. Congratulations to the entire team for working to deliver a seamless, connected experience for our members. #PG2024Awards #HumanExperience #HX