HX Awards Program

Guide for Award Winners

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Understanding your HX award

The Qualtrics Press Ganey HX Awards Program recognizes healthcare organizations that consistently raise the bar in healthcare through exceptional year-over-year performance in patient experience, consumer experience, employee and physician engagement, clinical quality, member experience, and safety.

Award winners achieved their win against a set of rigorous, data-driven criteria. Criteria is reviewed, updated, and published each year and reflects updated standards across the care continuum. The 2026 criteria is available here.

Award categories

- HX Guardian of Excellence Award®: This award honors clients who have consistently reached the top (95th to 99th percentile) of their respective databases for patient experience, employee experience, physician experience, member experience, clinical quality performance, or consumer experience.
- HX Pinnacle of Excellence Award®: This award is given to the top-performing organizations in each category based on extraordinary achievement, typically recognizing only three organizations over a three-year period. The award celebrates clients who have maintained consistently high levels of excellence in patient experience, employee experience, physician experience, member experience, or clinical quality performance.
- HX NDNQI® Award for Outstanding Nursing Quality®: This award recognizes hospitals that demonstrated the highest quality of nursing care across a full calendar year.
- HX SSER® Reduction and Zero Harm Award: The HX SSER (Serious Safety Event Rate) Reduction Award honors organizations who have achieved a 50% or greater reduction in system-level SSER (from SSER baseline through March 2026), have

corresponding strong scores in safety culture perception, and demonstrate a health trend in reporting. The HX Zero Harm Award celebrates organizations that prioritize safety as non-negotiable and are committed to systematically implementing high reliability organizing principles and practices to prevent adverse events and optimize outcomes.

Promoting your award

An HX Award is an honor to be proud of, and we recommend promoting it through special celebrations with internal staff and external announcements to your community. To allow time for award winners to plan the announcement of their award, award winners are notified early. We require that you hold any announcements of your award until Qualtrics and Press Ganey issue our celebratory announcement in early January 2027.

Timeline

- November 2026: Winners notified, winner internal and external public announcements embargoed until January 7, 2027.
- January 7, 2027: Embargo period lifted at 9 am EST. Winners publicly announced by Qualtrics and Press Ganey. Award winners may begin their promotional campaigns.

Announcement

Winners will be notified by email in November 2026. In early January 2027, Qualtrics and Press Ganey will post a public announcement congratulating all 2026 HX award winners. Please note that internal and external promotion of the award is under embargo until January 7, 2027, at 9:00 am EST. Award winning organizations will receive an email that will include:

- Congratulatory message about the award(s) received
- Link to the official media kit
- This year's award criteria
- Link to the trophy ordering portal

Award winners will receive their respective 2026 HX Awards media kit in their announcement email. The media kit can be found here. It includes the following for each award:

- Copy & messaging
- Award logo
- Intranet graphic
- Social media graphic

- Email header
- Pop-up banner editable design files

As a reminder, winners are asked to wait until January 7, 2027 at 9:00 am EST to announce this information publicly or within their organization.

Media kit assets are provided as a courtesy to make it easy for award-winning organizations to promote their award. Award winners are welcome to customize these materials or to develop their own to align with their organization's branding. Qualtrics and Press Ganey are unable to honor requests to customize files or create organization-specific materials for award winners. Qualtrics and Press Ganey do not review award winner promotional assets.

Ordering your trophy

Award winners are invited to order their complimentary HX Awards trophy through our awards portal. Details about the ordering process and deadline are shared in their announcement email. We're thrilled to celebrate award winner achievement with this special gift from Qualtrics and Press Ganey!

- Ordering site: https://kisportal.com/my-account/
- Deadline to order: January 8, 2027 - trophy availability cannot be guaranteed after this date
- Login credentials:
    - Username: Client's Account ID (provided in the award email)
    - Password: HXAwards!

Award winners can customize engraving and choose their preferred shipping address once logged in.

Shipping Note: Due to international shipping timelines, trophies will begin arriving no earlier than March 31, 2027. Award winners should keep this in mind when planning any announcements or events where they would like their trophy present.

FAQ

- Do Qualtrics and Press Ganey need to review my award winner announcement(s)?
    - No, we do not need to review your announcement in advance. Please remember to tag us on social media with your announcements!
- How many awards has my organization won in the past?
    - Unfortunately, it is often difficult for us to verify this information, but award winners are welcome to email awards@pressganey.com with the organization name, city/state, and client ID number and the Awards team

will check our records on your behalf.

- My organization never claimed their trophies from previous award years (2025, 2024,etc.) - can I still claim these trophies for my organization?
    - We are unable to guarantee award trophy inventory from previous award years, but we are happy to look into this for previous award winners. Please email awards@pressganey.com the organization name, city/state and client ID number and we will check our records and trophy inventory.
- I missed the 2026 HX Awards trophy ordering deadline of January 8, 2027. Can I still claim my trophy?
    - Trophy availability cannot be guaranteed after the deadline. If you missed the deadline, please first visit the Awards Portal to check availability. If your award is not available through the portal, please email us for further assistance. Clients who missed the ordering window should email awards@pressganey.com for further assistance.
- I received a 2026 HX Award. Is admission to HX27 free?
    - No, HX Award winners are still responsible for registering and paying for their attendance at HX26.
- Who do I contact with questions about my award?
    - Please email awards@pressganey.com with any questions.