2026 HX Guardian of Excellence Award® copy & messaging

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Sample company internal announcement or staff/physician eNewsletter

I'm excited to share that [Organization] has been named a 2026 HX Guardian of Excellence Award® winner by Qualtrics Press Ganey.

Thanks to your commitment, we scored in the top 5 percent [if winner of the consumer experience category, update to top 1 percent] of Qualtrics Press Ganey clients and are being recognized amongst other organizations across the nation that show the highest levels of standards in [insert award category here: patient experience, consumer experience, clinical quality, physician experience, or employee experience].

Recognition like this is a moment to celebrate, and a reminder of what's possible when we listen deeply and put people first. The real measure of progress is how people experience it: in the moments that build trust, strengthen connections, and help [patients or employees] feel supported throughout their journey. With Qualtrics Press Ganey as our partner, we're bringing those moments together to drive meaningful change and make healthcare more human.

In the past few years, to elevate our [insert experience type], we've:

- [Insert action item that demonstrates progress and impact]
- [Insert second action item, ideally with a human-centered result]
- [Insert third action item or innovation worth celebrating]

This award reflects the dedication you bring to [insert mission statement or core values] every day. On behalf of [Organization], thank you for listening, learning, and finding new ways to make every experience better.

With gratitude,

[Your Name]

Sample board announcement

I'm thrilled to share that [Organization] has been named a 2026 HX Guardian of Excellence Award® winner by Qualtrics Press Ganey.

We're honored to be nationally recognized for scoring in the top 5 percent [if winner of the consumer experience category update to top 1 percent] of Qualtrics Press Ganey clients, and are being recognized amongst other organizations across the nation that show the highest levels of standards in [insert award category here: patient experience, consumer experience, clinical quality, physician experience, or employee experience].

Our partnership with Qualtrics Press Ganey on [list solutions] gives us a clearer view on what [patients or employees] need and where we can make the greatest impact. This award recognizes the progress we've made together and what's possible when our strategy, teams, and mission to [insert mission statement] move in the same direction.

We're proud to attribute this success to several critical investments and priorities, including:

- [Insert key improvement initiative with measurable or meaningful impact]
- [Highlight another strategic action or innovation]
- [Add a third point that reflects transformation or progress]

In the weeks ahead, we'll share this exciting news with our broader community via [insert communication channels].

This achievement reflects the work of people across our organization and the leadership that continues to move it forward. Thank you for setting a clear vision, supporting our teams, and keeping people at the heart of how we grow and improve.

With gratitude,

[Your Name]

Sample intranet announcement

We're honored to share that [Organization] has been named a Qualtrics Press Ganey 2026 HX Guardian of Excellence Award® winner.

With this achievement, [Organization] is nationally recognized for scoring in the top 5 percent [if winner of the consumer experience category update to top 1 percent] of Qualtrics Press Ganey clients and are being recognized amongst other organizations across the nation that show the highest levels of standards in [insert award category here: patient experience, consumer experience, clinical quality, physician experience, or employee experience].

This award reflects the meaningful work happening across [Organization] every day. This achievement reflects your commitment to delivering safe, empathetic, high-quality care, and shaping a culture where insights fuels action.

Thank you for helping us lead with purpose and impact. You can read more in our latest press release: [hyperlink to your press release].

Sample website awards announcement

[Organization] is a Qualtrics Press Ganey 2026 HX Guardian of Excellence Award® winner. This distinction honors [Organization] for scoring in the top 5 percent [if winner of the consumer experience category update to top 1 percent] of Qualtrics Press Ganey clients in [insert award category here: patient experience, consumer experience, clinical quality, physician experience, or employee experience].

This recognition is a testament to our sustained, year-over-year commitment to excellence and improvement driven by the mission to [insert mission statement].

Sample social media posts

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

- LinkedIn: Qualtrics Press Ganey
- Twitter: @Qualtrics, @PressGaney
- Instagram: @Qualtrics
- Facebook: @Qualtrics

By sharing your photos and posts with Qualtrics Press Ganey on social media, you are consenting to Qualtrics 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're honored to be named a 2026 [@mention Qualtrics Press Ganey] HX Guardian of Excellence Award® winner, placing in the top 5% [or top 1% if Consumer Experience winner] of healthcare organizations nationwide.

This award reflects [Organization]'s unwavering commitment to excellence in [insert award category here: patient experience, consumer experience, clinical quality, physician experience, or employee experience].

Here's how that commitment is making a difference: [shortened link to press release].

#HX

Suggested script & copy for Tik Tok's, Reels, and Video Stories

Script: [Organization] is thrilled to be named one of Qualtrics Press Ganey's 2026 HX Guardian of Excellence Award® winners! This accomplishment recognizes our team for delivering in the top 5 percent [or top 1% if Consumer Experience winner] of healthcare organizations nationwide for our commitment to [insert award

category here: patient experience, consumer experience, clinical quality, physician experience, or employee experience]. Together, we're keeping people at the heart of care.

Copy: Congrats to our team on being recognized as one of [@mention Qualtrics Press Ganey]'s 2026 HX Guardian of Excellence Award® winners! Tag a [nurse/employee/physician] who makes a difference every day at [Organization]. #HX

If you are tagged in a post from a news publication

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

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

- **Example patient experience shared post**: Every patient deserves to feel heard, supported, and cared for. We're proud that [Organization] has been recognized among the top 5% of healthcare organizations nationwide for patient experience. Thank you to every team member who helps create better experiences, one interaction at a time. #HX
- **Example employee engagement shared post**: A strong culture starts with the people who shape it every day. This 2026 HX Awards recognition celebrates the [Organization] team for creating a workplace where people feel supported, respected, and connected to the work they do. Thank you for making our culture stronger, together.
- **Example physician engagement shared post**: When physicians feel heard, supported, and connected to their purpose, everyone benefits. We're proud to be recognized among the top 5% of healthcare organizations nationwide for physician engagement. Thank you to the people across [Organization] who continue to strengthen the physician experience. #HX
- **Example clinical quality performance shared post**: Congratulations to the entire [Organization] team for raising the bar for clinical excellence. Exceptional healthcare begins with us! #HX

- **Example member experience shared post**: Every interaction is an opportunity to make healthcare easier, more connected, and more human. We’re proud to be recognized with a 2026 HX Awards award for member experience. Thank you to everyone across [Organization] who listens to what members need and turns those insights into better experiences.