

Local News

## American Senior Communities wins national award

By **Staff Reports** - 9/9/20 9:30 PM

American Senior Communities has earned the 2020 Customer Approved award from Lincoln, Nebraska-based health care intelligence firm NRC Health.

The award recognizes senior care organizations across the country for creating an outstanding care experience for their customers. Locally, Seymour Crossing is a member of the ASC family.

Only 20 independent living, assisted living or skilled nursing organizations across the country earned this distinction. Winners were selected according to the results from the 2019 Resident and Family Experience Survey conducted by NRC, a third-party vendor.

"Feedback from our customers is so important to us," said Donna Kelsey, chief executive officer of American Senior Communities. "It allows us to prescriptively shape our plans to ensure we are living out our mission of compassionately serving our customers with quality care and excellence."

To qualify, organizations must have a high percentage of respondents willing to recommend their locations to friends and family. This measure is known as the net promoter score, and it strongly correlates with both customer satisfaction and enduring loyalty.

"These organizations have dedicated themselves to creating enriching experiences for each person they serve," said Stephanie Kolbo, vice president of business development for NRC Health. "As the survey results show, their efforts have not gone unnoticed by residents and their family members. It's NRC Health's pleasure to recognize their achievement."