



FOR IMMEDIATE RELEASE

The Villa Receives 2022 Customer Experience Award from Pinnacle Quality Insight

LEWISTOWN, Montana – The Villa, a Lewistown-based provider of assisted living care, is proud to announce that they are the recipient of Pinnacle Quality Insight's 2022 Customer Experience Award.TM Qualifying for the award in the categories of Personal Care, Variety of Food/Menu Choices, Quality of Food, Dignity and Respect, Communication, Recommend to Others, and Overall Customer Experience, The Villa displays a continued dedication to providing Best in Class senior healthcare services.

Executive Director Dorothy Bush of The Villa describes receiving the awards as an honor. "Thank you to our amazing staff. Without the hard working and dedicated people on my team we would not be successful," she said. "I have high expectations of my staff because we are expected to take the best care of our residents as they deserve. They exceed those expectations."

Throughout its history of serving the community, The Villa has placed a strong emphasis on ensuring that the individual needs of every resident are met. Over the course of 2021, a sampling of The Villa's customers and their families have participated in monthly telephone interviews that include open-ended questions, as well the opportunity to rate The Villa in specific categories.

Every month, The Villa has gathered its real-time survey results to gain a better understanding of the resident's needs and make improvements when necessary.

By qualifying for the Pinnacle Customer Experience Award,TM The Villa has satisfied the rigorous demand of scoring in the top 15% of the nation across a 12-month average. Clients have the opportunity to achieve this Best-in-Class distinction on a monthly basis in many categories designed to accurately reflect each resident's experience.

About Pinnacle Quality Insight

A customer satisfaction measurement firm with 26 years of experience in post-acute healthcare, Pinnacle conducts over 150,000 phone surveys each year and works with more than 2,500 care providers in all 50 US states, Canada and Puerto Rico.

About The Villa

The Villa offers individualized assistance for the activities of daily living while helping residents maintain and expand their independence. When you enter our comfortable, homey setting, you become part of an extended family of physicians, caregivers and compassionate staff members. Learn more by visiting www.vallevistavilla.com

-30-



QUALITY CARE WITH RESPECT, DIGNITY AND KINDNESS

404 Summit Avenue • Lewistown, MT 59457 www.vallevistavilla.com p: 406.538.3758 f: 406.538.8803