Copy & messaging

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

I’m proud to announce that [Organization] has been recognized by Press Ganey as a 2022 Human Experience Guardian of Excellence Award® winner.

Thanks to your work every day, we scored in the 95th percentile of 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, employee engagement, physician engagement, or clinical quality performance].

 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 seamlessly to drive immediate and meaningful change in care delivery—and putting Human Experience at the heart of healthcare.

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

Last year, in pursuit of improving [patient experience, employee engagement, physician engagement or clinical quality performance], we were able to implement:

- [insert action items taken to drive improvement here]

- [action item]

- [action item]

I am inspired to see how each of you has individually and collectively responded to the [recent successes or challenges in 2022]. Our leadership team is all in awe of the remarkable work from all our teammates and are grateful for your 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 2022 Human Experience Guardian 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 engagement, physician engagement or clinical quality performance].

Against an era of unimaginable change, our staff has stepped up to the plate to respond to the challenges of this past year. This accolade demonstrates their commitment to our mission of [insert mission statement here]. As a result, we were recognized in the top 5 percent of Press Ganey clients in this area.

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 2022 Human Experience Guardian of Excellence Award® winner. Thank you to every [Organization] employee’s unwavering commitment to raising the bar in [patient experience, employee engagement, physician engagement, or clinical quality performance].

Learn more about how we ranked in the top 5 percent in our latest press release [hyperlink to your press release].

**Sample website awards announcement**

[Organization] is a 2022 Press Ganey HX Guardian of Excellence Award® winner. This accolade represents [Organization’s] leadership, providing more human-centric care experiences by identifying what [patients |employees |physicians] need most and pivoting quickly. [Organization] ranks in the 95th percentile in [patient experience, employee engagement, physician engagement, or clinical quality performance] amongst other healthcare facilities across the nation.

**Sample social media posts**

From your social media handles, please tag us in your photos, mention Press Ganey within your copy, and utilize our hashtags: #2022PressGaneyAwardWinner #HumanExperience #HX

* **Facebook**: Press Ganey Associates LLC
* **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 in the 95th percentile of healthcare organizations across the nation as a 2022 [@mention Press Ganey] HX Guardian of Excellence Award® winner! This recognition demonstrates [Organization]’s commitment to the highest standards of [patient experience, employee engagement, physician engagement, or clinical quality performance]. Learn more [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 2022 HX Guardian of Excellence Award® winner. We want to see you heart this video and show support to your favorite [Organization] nurses!

**Copy:** Congrats to our team! Tag your favorite [Organization] [nurse/employee/physician] below. #healthcare #healthcareworkers #nursesoftiktok #nursetok #docsoftiktok #2022PressGaneyAwardWinner

**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 Guardian of Excellence Award® winner! #2022PressGaneyAwardWinner

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

* **Example Patient Experience Shared Post:**
* Our nurses are invaluable in taking care of our community. Kudos to the entire team for fostering a culture rooted in improving patient safety. #2022PressGaneyAwardWinner #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. #2022PressGaneyAwardWinner #HumanExperience #HX
* **Example Physician Engagement Shared Post:**
* [Organization] is proud to announce that we are a #2022PressGaneyAwardWinner for physician engagement. Kudos to the entire team for fostering a culture rooted in improving provider #wellbeing. #HumanExperience #HX
* **Example Clinical Quality Performance Shared Post:**
* Our nurses are invaluable in taking care of our community. Kudos to the entire team for fostering a culture rooted in improving patient safety. #2022PressGaneyAwardWinner #HumanExperience #HX