

PRESS RELEASE

For Immediate Release

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Grace Home Receives National Honors for Exemplary Customer Satisfaction

Excellence in Action Award Recognizes Nursing Homes' Commitment to Quality

Graceville, MN – May 1, 2009 — Grace Home recently received My InnerView's Excellence in Action award, a national honor recognizing the facility's commitment to superior customer satisfaction. The award, which is presented annually, recognizes those nursing homes that have made a commitment to superior customer or workforce satisfaction.

"This year's award recipients truly demonstrate their dedication to excellent customer satisfaction," said Brad Shiverick, Vice President of Research, My InnerView. "This is an exceptional group of providers and their efforts should be recognized."

My InnerView, the applied research and quality-improvement solutions provider that presents the annual award, supports leaders across the entire senior care profession with tools to measure, benchmark and improve performance. Grace Home received this year's award for superior customer satisfaction because they completed a resident or family satisfaction survey in 2008, had a minimum 30 percent response rate and, most importantly, scored in the top ten percent of qualifying facilities on the question "What is your recommendation of this facility to others?" in terms of the percentage of respondents rating the nursing home as "excellent." The customer satisfaction award was presented to 365 nursing homes in the United States this year.

Grace Home has been part of Graceville for 33 years and focuses on providing a home-like atmosphere where residents can live in dignity and grace. Over 100 employees from the Graceville area work to provide nursing, physical, spiritual, and social care for Grace Home's 50 residents. Other nursing homes in West Central Minnesota receiving the "2008 Excellence in Action Award" include the Good Samaritan Society in Hoffman, Clarkfield Care Center in Clarkfield, and the Good Samaritan Society in Battle Lake. A complete listing of this year's award recipients can be found online at www.myinnerview.com. For more information, contact My InnerView at 715-848-2713.

About My InnerView

My InnerView provides senior care leaders with the research, insights and solutions that matter most in providing the highest quality of care and service to their customers and employees. By maintaining the profession's largest private database of quality workforce and customer satisfaction metrics, My InnerView is able to provide leaders in assisted living, senior housing and skilled nursing professions with the evidence-based information needed to actively improve organizational performance. My InnerView works with more than 8,000 senior care providers throughout the United States.