HX Guardian of Excellence Copy & Messaging

**Sample internal compan**y announcement **or staff/physician e-Newsletter**

I’m proud to announce that [Organization] has been recognized by Press Ganey as a 2023 Human Experience Guardian of Excellence Award® winner.

Thanks to your work every day, we scored in the top 5 percent [if winner of the consumer experience category update to top 1 percent] 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 experience, physician experience, clinical quality performance or consumer experience].

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

To be truly human-centric, we must know our [patients | employees] on an individual level. That starts with reviewing detailed feedback, faster, so we can identify what [patients | employees] need the most and pivot to meet those needs.

Last year, in pursuit of improving [patient experience, employee experience, physician experience, clinical quality performance, or consumer experience, 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 2023]. 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 2023 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 experience, physician experience, clinical quality performance, or consumer experience].

Against an era of unimaginable change, our staff has stepped up to the plate to respond to the challenges of this past year and 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.* [if winner of the consumer experience category update to top 1 percent]

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 2023 Human Experience Guardian of Excellence Award® winner. Thank you to every [Organization] employee’s unwavering commitment to raising the bar in [patient experience, employee experience, physician experience, clinical quality performance, or consumer experience].

Learn more about how we ranked in the top 5 percent [if winner of the consumer experience category update to top 1 percent] in our latest press release [hyperlink to your press release].

**Sample website awards announcement**

[Organization] is a 2023 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 top 5 percent [if winner of the consumer experience category update to top 1 percent] in [patient experience, employee experience, physician experience, clinical quality performance, or consumer experience] 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: #PG2023Awards #HumanExperience #HX

* **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 top 5 percent [if winner of the consumer experience category update to top 1 percent] of healthcare organizations across the nation as a 2023 [@mention Press Ganey] HX Guardian of Excellence Award® winner! This recognition demonstrates [Organization]’s commitment to the highest standards of [patient experience, employee experience, physician experience, clinical quality performance or consumer experience]. 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 2023 HX Guardian of Excellence Award® winner. Give this video a like and show support for your favorite [Organization] [nurse/employee/physician]!

**Copy:** Congrats to our team! Tag a deserving [nurse/employee/physician] from [Organization] below. #healthcare #healthcareworkers #nursesoftiktok #nursetok #docsoftiktok #PG2023Awards

**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! #PG2023Awards

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

* **Example Patient Experience Shared Post:**
* Kudos to the entire [Organization] team for fostering a culture rooted in improving patient safety and care! We’re raising the standard of care all patients deserve. #PG2023Awards #HumanExperience #HX
* **Example Employee Experience 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! #PG2023Awards
* **Example Physician Experience Shared Post:**
* [Organization] is proud to announce that we are a #PG2023Awards for physician engagement. Kudos to the entire team for fostering a culture rooted in improving provider #wellbeing.
* **Example Clinical Quality Performance Shared Post:**
* Congratulations to the entire [Organization] team for raising the bar for clinical excellence. Exceptional healthcare begins with us! #PG2023Awards #HumanExperience #HX