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UINTAH BASIN HEALTHCARE

FOR IMMEDIATE RELEASE

PRESS RELEASE

The Villa Receives Nationwide Recognition

Recipient of 2013 Customer Experience Award from Pinnacle Quality Insight

January 31, 2014: The Villa, a provider of skilled nursing, memory care and rehabilitation services, is proud to announce that they are the recipient of Pinnacle Quality Insight's 2013 Customer Experience Award™. Qualifying for the award in the categories of 1) Overall Satisfaction, 2) Nursing Care, 3) Dining Service, 4) Quality of Food, 5) Individual Needs, 6) Laundry Service, 7) Communication from Facility, 8) Treatment/Dignity, and 9) Overall Customer Experience, The Villa displays a continued dedication to providing Best in Class senior healthcare services.

Byron Kroeger, Villa Administrator, describes receiving the award(s) as an honor, stating that "Our team places a strong emphasis on ensuring that the individual needs of every resident are met". The Villa's goal is to truly "make this place your home", by providing all the comforts of home and treating each resident with the love and respect they deserve to maintain their dignity.

Over the course of 2013, 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 in order to gain a better understanding of the resident's needs and make improvements when necessary.

By qualifying for the Pinnacle Customer Experience Award™, The Villa has satisfied the rigorous demand of scoring in the top 15% of the nation across a 12-month average. Pinnacle is a customer satisfaction measurement firm with over 17 years of experience in long-term healthcare, conducting over 100,000 surveys a year and working with over 1,500 clients in 47 states, Canada and Puerto Rico.

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The Villa is owned by Uintah Basin Healthcare, a community not-for-profit healthcare system, serving the Uintah Basin since 1944. Today, Uintah Basin Healthcare is the largest and most comprehensive rural-based healthcare system in the state of Utah.