HX NDNQI® Copy & Messaging

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

I’m proud to announce that [Organization] has been recognized by Press Ganey as a 2024 Human Experience NDNQI® Award for Outstanding Nursing Quality® winner. Only seven are recognized annually for their hard work in the field.

Thanks to the hard work exhibited by all our nursing staff, we were recognized as one of Press Ganey’s top-performing healthcare systems across the nation. We were recognized for exhibiting the highest levels of standards in [insert award category here: academic medical center, teaching hospital, community hospital, pediatric hospital, psychiatric hospital, rehabilitation hospital or international hospital].

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 and drive positive outcomes, we must reframe gaps in nursing care as areas for improvement—for every nursing unit. That means with every patient, we make the right decisions at the right time so adverse events become once-in-a-blue-moon.

In pursuit of elevating nursing excellence while improving the patient experience, we were able to implement:

- [insert action items taken to drive improvement here]

- [action item]

- [action item]

This prestigious award reflects your remarkable work and 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 2024 Human Experience NDNQI® Award for Outstanding Nursing Quality® 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 nursing excellence and patient experience. Our organization was recognized directly for [insert award category here: academic medical center, teaching hospital, community hospital, pediatric hospital, psychiatric hospital, rehabilitation hospital or international hospital].

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 as one of the top-performing organizations across the country. Only seven are chosen annually for this accolade.

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 2024 Press Ganey Human Experience NDNQI® Award for Outstanding Nursing Quality® winner! Thank you to every [Organization] employee’s unwavering commitment to elevating the nursing profession and putting Human Experience at the heart of healthcare.

Learn more from our latest press release [hyperlink to your press release].

**Sample website awards announcement**

[Organization] is a 2024 Press Ganey HX NDNQI® Award for Outstanding Nursing Quality® winner. This accolade positions [Organization] as a national leader in the field of nursing, elevating the profession and raising the bar on standards of care.

**Sample social media posts**

From your social media handles, please tag us in your photos, @mention Press Ganey within your copy, and utilize our hashtag: #PG2024Awards #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 as one of [@mention Press Ganey]’s 2024 HX NDNQI® Award Winner for Outstanding Nursing Quality® winners! This prestigious recognition demonstrates [Organization]’s commitment to elevating #nursingexcellence while improving the #patientexperience. 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 2024 HX NDNQI® Award for Outstanding Nursing Quality® winner. Give this video a like to show support for the ways our nurses put the human experience in healthcare!

**Copy:** Congrats to our team! Tag a [Organization] nurse who represents nursing excellence! #healthcare #healthcareworkers #nursesoftiktok #nursetok #PG2024Awards

**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 NDNQI® Award for Outstanding Nursing Quality® winner! #PG2024Awards

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 and care. #PG2024Awards #HumanExperience #HX

* **Example Employee Engagement Shared Post:**

It’s a fact – when nurses are engaged patient experiences, safety, and outcomes improve. And at [Organization], we’re proud winners of the HX NDNQI® Award for Outstanding Nursing Quality® for outstanding #nursing quality!