



## **River Ridge Receives 2021 Customer Experience Award from Pinnacle Quality Insight**

BILLINGS, Montana – River Ridge, a Billings-based provider of assisted living care, is proud to announce that they are the recipient of Pinnacle Quality Insight's 2021 Customer Experience Award™. Qualifying for the award in the categories of Overall Satisfaction, Personal Care, Response to Problems, Communication and Transportation Needs, River Ridge displays a continued dedication to providing Best in Class senior healthcare services.

Executive Director McKenzie Cotter describes receiving the awards as an honor. "2020 has been a year like no other and we've had to work hard to maintain programming and care in the midst of a global pandemic," she said. "I'm very proud of our employees for all the work they've done on a daily basis to see that each resident is receiving the care and attention they need given the restrictions we've had."

Throughout its history of serving the community, River Ridge has placed a strong emphasis on ensuring that the individual needs of every resident are met. Over the course of 2020, a sampling of River Ridge's customers and their families have participated in monthly telephone interviews that include open-ended questions, as well the opportunity to rate River Ridge in specific categories.

Every month, River Ridge has gathered its real-time survey results to gain a better understanding of the resident's needs and make improvements when necessary. By qualifying for the Pinnacle Customer Experience Award™, River Ridge has satisfied the rigorous demand of scoring in the top 15% of the nation across a 12-month average. Clients have the opportunity to achieve this Best-in-Class distinction on a monthly basis in many categories designed to accurately reflect each resident's experience.

### **About Pinnacle Quality Insight**

A customer satisfaction measurement firm with 25 years of experience in post-acute healthcare, Pinnacle conducts over 150,000 phone surveys each year and works with more than 2,500 care providers in all 50 US states, Canada and Puerto Rico.

### **About River Ridge**

River Ridge offers individualized assistance for the activities of daily living while helping you maintain and expand your independence. When you enter our comfortable, homey setting, you become part of an extended family of physicians, caregivers and caring staff members. Learn more by visiting [www.riverridgecare.com](http://www.riverridgecare.com).

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