

endorsements.

“Pinnacle offers a relatively inexpensive program that produces a number of significant positive outcomes for the Vermont Veterans’ Home. We have used the Pinnacle data to enhance our resident’s quality of life, improve regulatory surveys, educate our legislators and Board of Trustees, and market our services to potential admissions. As an administrator, I find the data tremendously helpful and recommend it to my peers.”

COLLEEN RUNDELL, M.S., LNHA, ADMINISTRATOR
Vermont Veterans’ Home

“The experts teach that health care providers doing their own surveys really do not know the real thoughts of their patient clients. Soon after implementing Pinnacle’s surveys, we found this clearly to be the case. We found we needed to improve. Our team, knowing that they are monitored by Pinnacle and our administration’s careful review of each patient’s survey, now experience, in most patients surveyed, perfect or near perfect scoring and Best of Class in many areas surveyed. When there is an occasional issue raised by a client we immediately review the issue with our team and the client. I would highly recommend Pinnacle to perform your patient satisfactions surveys.”

GARY L. THIETTEN, R.N., BSN., PRESIDENT
Idaho Home Health and Hospice, Inc.

“We refer to Pinnacle as our partners. We refer to their expertise and experience to guide all of our marketing efforts.”

BRENT WEIL, REGIONAL VICE PRESIDENT
SunBridge Healthcare

“I have always appreciated that Pinnacle is a research company specifically for our industry. Most of Pinnacle’s executives have home health/skilled care backgrounds. They really understand what our business is about and they know what kind of feedback we need to operate effectively. They also understand our patients. The interview is always such a pleasant experience for our customers. I would absolutely recommend Pinnacle.”

EDWARD BANGERTER, PRESIDENT
Rocky Mountain Care



FAQ's.

why interview by phone?

It is easier for respondents, provides immediate feedback to management, and has a much higher participation rate. Perhaps the most important factor is the additional commentary phone interviews provide—an average of 6 paragraphs of actionable commentary on each interview. Because far more people prefer to explain their thoughts than write them down, (notice how often you use your cell phone vs writing a hand written later) Pinnacle will talk to your customers and transcribe their comments. This gives your customers a chance to explain themselves in a way that feels easy and natural.

how big is Pinnacle's national database?

Pinnacle has over 1100 clients in 47 different states. This translates to over 8,000 customer satisfaction interviews per month—nearly 100,000 per year. Our database is large enough to have less than .5% margin of error.

why give feedback monthly?

Monthly interviews keep you in touch with fluid changes--Rather than a one-time annual survey to your entire census, Pinnacle parses out smaller samples of your overall census and conducts monthly interviews. Our clients are always in touch with how customers perceive changes to programs and personnel.

what is a “comment alert?”

Immediate notification of urgent needs--In addition to monthly reports, receive prompt notification if any of the following urgent needs are mentioned:

- Litigation
- Safety
- State Involvement
- Severe Dissatisfaction
- Medication Issues

does Pinnacle do month-to-month contracts?

Pinnacle maintains the belief that if we provide great service to our clients, they will choose to stay on service. Because of the confidence in the quality of our products, we have never locked people long-term contracts, or charged financial penalties for early termination. Clients can leave at any time, with no penalty. With this, Pinnacle has proudly maintained above a 90% retention rate over a 15 year history.

FAQ's.

how competitive is Pinnacle's pricing?

Pinnacle's pricing is very competitive. We can usually find a program to meet our client's needs anywhere from 5 to 10 cents PPD.

what products does Pinnacle offer besides customer satisfaction?

Our entire product suite is designed exclusively for senior and long term care companies, and includes the following

- Customer Satisfaction interviews
- First Impression interviews
- Employee Retention interviews
- Employee Satisfaction (online survey)
- Census Development Software
- Mystery Shopper
- Web Promotion
- HHCAHPS (Home Health clients only)

do you give any value added services?

Pinnacle provides Web Promotion to all clients at no additional charge. Pinnacle understands the increasingly competitive marketplace. Web Promotion is a combination of senior care web directories and social media support to give Pinnacle companies a positive web presence, providing increased visibility and customer inquiries. Our directories provide the following:

- optimization to receive traffic from major search engines
- thousands of hits daily. More visibility for your facility
- an inquiry form for prospective customers to fill out for more information
- a link to your company website and / or social media pages*
- positive testimonials retrieved from customer satisfaction interviews*

With Web Promotion, we show that Pinnacle is not just the right partner to serve your customer and employee satisfaction needs, but also to help your business grow for years to come.

*these services are available to our premiere accounts.

our thinking.

Pinnacle feels that individuals are the most important part of health care.

- Pinnacle's products interview recent admits, discharges, family members, residents and employees, showing that everyone matters in health care.
- Pinnacle conducts satisfaction interviews by phone to give respondents the most comfortable way to express their opinions and provide insight into the quality of care being given.
- Because individual needs can be urgent, Pinnacle provides the feedback as timely and real-time as possible in all of our products.

Pinnacle is the premier customer satisfaction provider for senior and long-term care.

- Each interview we conduct produces an average of six paragraphs of usable commentary, providing easy-to-understand action plans for improvement as well as positive feedback to improve staff morale.
- Pinnacle delivers monthly results instead of semi-annually or annually, meaning companies can know immediately what customers think of a change in programs or personnel.
- 96% of those who answer the phone agree to go through the interview--showing that Pinnacle products deliver feedback from everyone, not only the very satisfied or extremely dissatisfied.

Pinnacle products offer the easiest way to understand the voice of your customer.

- Easy to understand commentary from Pinnacle reports create a clear blueprint on how to fix complaints, avoid litigation, and reinforce positive experiences with your facility.
- Every product that Pinnacle offers can be understood from the C-suite down to the entry level position in your organization.
- Getting started with Pinnacle has always been free of a long-term contract. Customers can go off service penalty free, when they choose, with a 30 day notice.

who we are.

Pinnacle Quality Insight is a business to business organization offering phone-based customer satisfaction interviews for senior and long-term care facilities. Mailers are outdated and vague--96% of individuals choose to complete our surveys.

**96% = a more accurate picture
of your facility**

Pinnacle offers valuable tools for resident-care and senior health care providers in order to increase customer and employee satisfaction. Unlike mailed questionnaires, Pinnacle conducts phone-based interviews that deliver a balanced blend of scoring and commentary with real-time results.

satisfaction.

We are here for the seniors. They've paved the way before us, working hard so we could have a better life. They've given their blood, sweat, and tears to raise our generation, and they deserve to be revered and respected.

We are here because they need a voice. Facilities and communities are filled with programs, schedules, curriculum, treatment, personnel, activities and therapy—and with all of that, those experiencing the frailty of the golden years can feel like their voice might be getting lost in the shuffle. We give that voice back to them, and make sure they feel heard. We give them the ability to choose.

Your residents have given up one of life's most precious assets to be in your community or facility: the ability to choose the "little things" of life. Things you and I don't think of, like when we want to go to bed, or what to eat for lunch. Making sure they are heard gives them an opportunity to express their choices. And we are here for you. A satisfied customer base leads to referrals. Referrals lead to growth. Higher employee morale leads to lower turnover, which leads to lower training costs. All of those lead to happy owners who are impressed with the bottom-line results, but more importantly, lead to overall improved quality of life for everyone.

We're not offering grand solutions and expensive plans that are hard to implement--but instead simple fixes by getting to know your patient better. We want to offer you the opportunity to feel satisfied in your career-- because everybody can feel satisfied after having helped somebody else, and when you see your efforts matter.

When Pinnacle was created by Stan Magleby, he was a facility administrator in Utah. He felt like seniors were important, individuals were the most important part of health care, and that facilities needed feedback they could actually use in order to give better care. Pinnacle was created with these ideals in mind, and offers the best and easiest feedback process in the market. Pinnacle offers business, customer, and employee satisfaction. By joining the Pinnacle family, you're telling your patients they matter, and changing all of their lives. With a phone call.

how our interviews are implemented.



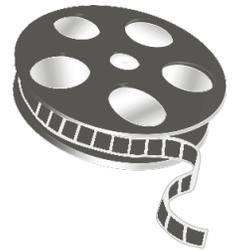
“The idea has always been to let rehab patients feel they are visiting a wellness center and long-term residents feel they’ve come home. People come in to view the facility and say, ‘you’ve thought of everything,’ which is only part of it. Pinnacle’s detailed reports from our patients provided a blueprint for the new home for our residents. The patients thought of everything, and knowing exactly how to deliver that came from using our Pinnacle reports.”

--EDWARD BANGERTER, PRESIDENT
Rocky Mountain Care

FIRST. Within minutes, Pinnacle will get you started, without a long-term contract, for either our Customer Satisfaction or Employee Satisfaction interviews.

THEN. Pinnacle divides your census into smaller samples each month, and our professional callers complete the target amount of interviews. Sample groups include recent admits, discharges, current residents, and family members. Pinnacle Reports are delivered monthly, including a balanced blend of scoring and commentary. An average interview includes six paragraphs of commentary, transcribed from the conversation, including both the good and the bad comments about the care being given.

HOW. Virtually all Best-in-class clients review every Pinnacle Report at their QA meetings. Each comment is read, digested, and addressed. Because 98% of respondents choose to attach their name to the survey, resident-centered care happens easily and naturally. If a resident is concerned about the food not meeting diabetic needs, a resident-specific program can be created and deployed—making it feel more like home for that individual.



DRIVE-IN MOVIES

“we named our theatre Valley View, where a lot of residents told us they went to go make out when they were younger.”



CHEF MEALS

“patients readying to go home can practice cooking meals with a therapist, and a hired chef allows residents to eat pretty much whenever they want.”

where we work.

Pinnacle is currently serving facilities in 47 different states:

Alabama	Louisiana	Pennsylvania
Arizona	Maine	Puerto Rico
Arkansas	Massachusetts	Rhode Island
California	Michigan	South Carolina
Colorado	Minnesota	South Dakota
Connecticut	Missouri	Tennessee
Delaware	Montana	Texas
Florida	Nebraska	Utah
Georgia	Nevada	Vermont
Hawaii	New Hampshire	Virginia
Idaho	New Mexico	Washington
Illinois	New York	Washington D.C.
Indiana	North Carolina	West Virginia
Iowa	Ohio	Wisconsin
Kansas	Oklahoma	Wyoming
Kentucky	Oregon	

spotlight on california.

Recently, Plum Healthcare Group started on service with Pinnacle. With all of the state budget cuts, facilities are focusing their efforts to increase their short-term Medicare census. Top health care providers like Plum use Pinnacle reports to help improve their short-term care, which in turn improves their patient mix.