



FOR IMMEDIATE RELEASE

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Birchview Memory Care Receives 2020 Customer Experience Award from Pinnacle Quality Insight

Sedro Woolley, WA. March 4, 2020 – Birchview Memory Care, an assisted living community specializing in Alzheimer's and dementia care, is proud to announce that they are the recipient of Pinnacle Quality Insight's 2020 Customer Experience Award™. Qualifying for the award in the category of "Quality of Food" and "Variety of Food/Menu Choices". Birchview Memory Care displays a continued dedication to providing Best in Class senior healthcare services.

Amy Stroud, Executive Director of Birchview Memory Care describes receiving the awards as an honor, stating that "this award reflects the hard work and elevation of our dining program and team at Birchview. Under the new leadership of our Chef, Jane Newall, we expect this to continue to be an exceptional experience for our residents."

Throughout its 24-year history of serving the community, Birchview Memory Care has placed a strong emphasis on ensuring that the individual needs of every resident are met. Over the course of 2019, a sampling of Birchview Memory Care's customers and their families have participated in monthly telephone interviews that include open-ended questions, as well the opportunity to rate Birchview in specific categories.

Every month, Birchview Memory Care 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™, Birchview Memory Care 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 24 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 Birchview Memory Care

Birchview Memory Care is dedicated to caring for people living with memory loss in a comfortable and inviting environment. Our residents value their independence as it brings dignity, control, self-esteem and fulfillment. Our goal is to help keep our residents engaged in life mentally, emotionally, physically and socially – and our team members are encouraged to embrace this philosophy with our residents each day.

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