

PRESS RELEASE

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Pinnacle Home Health, Inc. Named to Top 100 of the 2012 HomeCare Elite

Holladay, Utah, May 1, 2013 — Pinnacle Home Health, Inc. today announced that it has been named to the Top 100 of the 2012 HomeCare Elite™, a compilation of the top-performing home health agencies in the United States. Now in its seventh year, the HomeCare Elite identifies the top 25 percent of agencies and further highlights the top 100 and top 500 agencies overall. Winners are ranked by an analysis of publicly available performance measures in quality outcomes, process measure implementation, patient experience (Home Health CAHPS), quality improvement, and financial performance. This is the second consecutive year **Pinnacle Home Health, Inc.** has received this honor.

“The 2012 HomeCare Elite winners demonstrate a commitment to providing patient-centered care and serving as leaders in the home health community. Their success offers data-driven proof of being well-managed and high quality care providers to hospitals, managed care organizations, ACOs, and other potential referral partners across the healthcare continuum,” said Susan L. Henricks, President and COO of National Research Corporation, the parent company of OCS HomeCare. “Again, this year, we updated our methodology to reflect the rapidly evolving quality-focused healthcare landscape and national value-based purchasing trends. We congratulate **Pinnacle Home Health, Inc.** on being one of the top 100 home care agencies in the country.”

Pinnacle Home Health's President, John C. Condas, credits the "ongoing commitment of Pinnacle's nursing, therapy, and support staff" with the company's ability to rank as one of the HomeCare Elite. He said, "**We are fortunate here in Utah to have access to some of the finest doctors and medical services available in the nation. We are proud of the fact that Pinnacle has developed a system that extends this high standard of service to the home, and participated in producing the highest quality outcome possible for these patients. Considering the fact approximately 10,000 Medicare-certified home health agencies in the U.S. were eligible for this recognition, being named as one of the top 100 agencies in the nation is a real validation of our efforts.**"

“HomeCare Elite recognition continues to gain importance given the increased regulatory mandates and the threat of shrinking reimbursement revenue. Home health agencies that have earned recognition among the HomeCare Elite demonstrated that they not only can adapt to an evolving marketplace but continue to excel in clinical, patient experience, quality improvement, and financial outcomes,” said Marci Heydt, Product Manager for the post-acute care business group of DecisionHealth.

The HomeCare Elite is the only performance recognition of its kind in the home health profession. The 2012 HomeCare Elite is co-sponsored by National Research Corporation (also known as OCS HomeCare), the leading provider of cross-continuum healthcare metrics and analytics, and DecisionHealth, the publisher of the industry’s most respected independent newsletter *Home Health Line*. The data used for this analysis were compiled from publicly available information. The entire list of 2012 HomeCare Elite agencies can be downloaded by visiting the National Research Corporation website at www.nationalresearch.com.

About Pinnacle Home Health, Inc.

Established in 2005, Pinnacle Home Health, Inc. is a privately held Utah based Corporation. Pinnacle offers a variety of home health services including skilled nursing, physical therapy, occupational therapy, speech-language therapy, social work, and home health aide services. For more information, please visit www.pinnaclehomehealth.com or call 801-274-0299.

About National Research Corporation and OCS HomeCare

OCS HomeCare is a product of National Research Corporation. For more than 30 years, National Corporation (NASDAQ: NRCI) has been at the forefront of patient-centered care. Today the company’s focus on empowering customer-centric healthcare across the continuum extends patient-centered care to incorporate families, communities, employees, senior housing residents, and other stakeholders.

Currently recognized by *Modern Healthcare* as the largest patient satisfaction measurement firm in the U.S., National Research is dedicated to representing the true voice of patients and other healthcare stakeholders. This integration of cross-continuum metrics and analytics uncovers insights for effective performance improvement, quality measurement, care transitions, and many other factors that impact population health management.

For more information, call 800-388-4264, write to info@nationalresearch.com, or visit www.nationalresearch.com.

About DecisionHealth®

For over 30 years, DecisionHealth has served as the leading source for home health news, coding tools and resources, and training materials found in reputable products such as *Home Health Line*. Our unique blend of award-winning staff journalists and unmatched access to health care executives and industry experts enables DecisionHealth to provide solutions, tools, and guidance that are relied on by nearly 100,000 home health care and specialty physician practice professionals. For more information, please visit www.decisionhealth.com or call 877.602.3835.

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