

2026

Customer Experience Award

We're a winner!



**CUSTOMER
EXPERIENCE**

**AWARD
2026**

Awarded by

 **Activated Insights**



February 26, 2026

FOR IMMEDIATE RELEASE

Red Oak Rehab & Care Center Receives 2026 Customer Experience Award from Activated Insights

RED OAK – Red Oak Rehab & Care Center is proud to announce that it has received a 2026 Customer Experience Award from Activated Insights, the leading provider of training, recruitment, retention, experience management and recognition tools to improve and grow long-term and post-acute care organizations. This recognizes Red Oak Rehab & Care Center’s outstanding performance in Dining Service, Quality of Food and Response to Problems and places the community among the top care providers nationwide.

“It is our pleasure to congratulate Red Oak Rehab & Care Center for their well-deserved achievement in winning the Customer Experience Award,” said Bud Meadows, Chief Executive Officer of Activated Insights. “It’s wonderful to see the hard work that Red Oak Rehab & Care Center is putting in to provide high-quality care – their effort isn’t going unnoticed. This award allows them to provide proof of quality to potential new clients and caregivers.”

Qualifying for the Customer Experience Award signifies that Red Oak Rehab & Care Center has consistently ranked within the top 15 percent of care providers across the nation over the past 12 months. This achievement underscores their commitment to delivering exceptional experiences to residents and their families.

“This recognition reflects the effort our team puts into the daily experience of our residents,” said Cheryl Runyan, Administrator. “Quality dining service and good food matter, and so does how we respond when questions or concerns arise. Our staff works hard to ensure residents feel heard and supported at all times.”

Throughout the year 2025, Red Oak Rehab & Care Center engaged residents and their families in monthly telephone interviews. These conversations included open-ended questions and ratings across various categories. Red Oak Rehab & Care Center used this feedback to guide improvements and strengthen the overall customer experience.

“We value the feedback we receive and use it to make meaningful adjustments,” said Runyan. “Responding promptly to concerns and maintaining high standards in our dining program are priorities for our team.”

To find out more about Red Oak Rehab & Care Center’s commitment to excellence, please visit www.redoakcc.com or call 712-623-5156.



QUALITY CARE WITH RESPECT, DIGNITY AND KINDNESS

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Customer Experience

Each month, Activated Insights conducts thousands of phone-based satisfaction interviews to residents, patients, and their families to evaluate them on 12–16 service categories. Providers are rated on communication, dignity, safety, food quality, and more. Those who score in the top 15% of each service category earn a Customer Experience Award™. Providers who maintain high scores across multiple categories throughout the year earn a Best-in-Class distinction for their excellent care.



HOW WE DID IT:

- ✓ Committed to providing quality senior care services by listening to and incorporating patient and resident feedback
- ✓ Score in the 85th percentile or above out of 2,700 care providers and 150,000 satisfaction interviews
- ✓ Using service for one quarter to obtain the Customer Experience Award and one calendar year to obtain Best-in-Class



Red Oak Rehab & Care Center
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Red Oak, Iowa 51566
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We know that trust must be earned.

Customer Experience Award™ and Best-in-Class

What does it mean to be awarded an Activated Insights, Customer Experience Award™?

Activated Insights' Customer Experience Awards are given to providers who excel in providing exceptional customer experiences for their patients and residents.

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What's required to qualify?

- ☑ Must have been using service for at least one quarter to obtain the Customer Experience Award™
- ☑ Must have been using service for over the course of a calendar year to obtain Best-in-Class
- ☑ Must score in the 85th percentile or above
- ☑ Must be committed to providing quality senior living services by listening to and incorporating client feedback

Awarded by:

 **Activated Insights**





Activated Insights
customersupport@activatedinsights.com
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February 25, 2026

To whom it may concern,

Activated Insights, a nationally recognized customer satisfaction firm, conducted interviews with Red Oak Rehab And Care Center customers over the past year, assessing satisfaction across multiple service aspects.

From the results of these interviews, Activated Insights has determined that Red Oak Rehab And Care Center has qualified for a **Customer Experience Award™** in the following service areas:

Dining Service
Quality of Food
Response to Problems

Earning the Customer Experience Award shows that Red Oak Rehab And Care Center consistently ranks among the top 15% of care providers nationally. This reflects their strong dedication to continuous improvement and exceptional care, securing their position among the top care providers nationwide.

Activated Insights congratulates the staff of Red Oak Rehab And Care Center for this well-deserved honor.

Bud Meadows
CEO
Activated Insights

2026



 **Activated Insights**

CUSTOMER EXPERIENCE AWARD

Activated Insights
recognizes

RED OAK REHAB AND CARE CENTER

for achieving best-in-class
customer satisfaction standards in

DINING SERVICE

A handwritten signature in black ink, appearing to read "BOW" with a long, sweeping underline.

BUD MEADOWS, CEO

2026



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QUALITY OF FOOD

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BUD MEADOWS, CEO

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RESPONSE TO PROBLEMS

A handwritten signature in black ink, appearing to read "Bud Meadows".

BUD MEADOWS, CEO