

2026

Customer Experience Award

We're a winner!



**CUSTOMER
EXPERIENCE**

**AWARD
2026**

Awarded by

 **Activated Insights**



February 25, 2026

FOR IMMEDIATE RELEASE

WEL-Life at Alta Assisted Living Receives 2026 Customer Experience Award from Activated Insights

ALTA – WEL-Life at Alta Assisted Living is thrilled 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 WEL-Life’s outstanding performance in Personal Care, Variety of Food/Menu Choices, Quality of Food, Dignity and Respect, Activities, Recommend to Others and Overall Customer Experience and solidifies their position in the top echelon of care providers nationwide.

“It is our pleasure to congratulate WEL-Life at Alta 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 WEL-Life 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 WEL-Life has consistently ranked within the top 15 percent of care providers across the nation over the past 12 months. This achievement underscores their unwavering commitment to delivering exceptional experiences to residents and their families.

“This recognition truly belongs to our entire team,” said Cindy Pedersen, WEL-Life Executive Director. “Every day, our staff provides quality care with respect, dignity and kindness. Hearing directly from families that they would recommend us is the greatest compliment we could receive. It affirms that the personal touches – from individualized care to engaging activities and enjoyable dining – truly matter.”

Throughout the year 2025, WEL-Life engaged residents and their families in monthly telephone interviews. These conversations included open-ended questions and ratings across various categories. WEL-Life used this feedback to drive continuous improvement in their care.

“We listen carefully to what our residents and families tell us,” said Pedersen. “Their feedback helps us strengthen every part of the experience we provide. We are proud of this recognition, and we remain committed to delivering quality care with respect, dignity and kindness each and every day.”

To find out more about WEL-Life’s commitment to excellence, please visit www.wlalta.com or call 712-200-2620.



QUALITY CARE WITH RESPECT, DIGNITY AND KINDNESS

705 West Seventh Street • Alta, Iowa 51002 www.wlalta.com p: 712.200.2620 f: 712.200.1174

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



WEL-Life at Alta Assisted Living
705 West Seventh Street
Alta, Iowa 51002
712-200-2620

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
877.307.8573 | activatedinsights.com

February 12, 2026

To whom it may concern,

Activated Insights, a nationally recognized customer satisfaction firm, conducted interviews with Wel Life At Alta customers over the past year, assessing satisfaction across multiple service aspects.

From the results of these interviews, Activated Insights has determined that Wel Life At Alta has qualified for a **Customer Experience Award™** in the following service areas:

- Personal Care**
- Variety of Food/Menu Choices**
- Quality of Food**
- Dignity and Respect**
- Activities**
- Recommend to Others**
- Overall Customer Experience**

Earning the Customer Experience Award shows that Wel Life At Alta 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 Wel Life At Alta for this well-deserved honor.

Bud Meadows
CEO
Activated Insights

2026



 **Activated Insights**

CUSTOMER EXPERIENCE AWARD

Activated Insights
recognizes

WEL LIFE AT ALTA

for achieving best-in-class
customer satisfaction standards in

PERSONAL CARE

A handwritten signature in black ink, appearing to read "BOW" with a long horizontal stroke extending to the right.

BUD MEADOWS, CEO

2026



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VARIETY OF FOOD/MENU CHOICES

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2026



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QUALITY OF FOOD

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DIGNITY AND RESPECT

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ACTIVITIES

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RECOMMEND TO OTHERS

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OVERALL CUSTOMER EXPERIENCE

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BUD MEADOWS, CEO