



**Activated Insights**  
customersupport@activatedinsights.com  
801.307.8573 | activatedinsights.com

**January 29, 2025**

To whom it may concern,

Activated Insights, formerly Pinnacle Quality Insight, a nationally recognized customer satisfaction firm, conducted interviews with Virginia Gay Nursing And Rehab customers over the past year, assessing satisfaction across multiple service aspects.

From the results of these interviews, Activated Insights has determined that Virginia Gay Nursing And Rehab has qualified for a **Customer Experience Award™** in the following service areas:

**Overall Satisfaction**  
**Nursing Care**  
**Dining Service**  
**Quality of Food**  
**Individual Needs**  
**Laundry Service**  
**Communication from Facility**  
**Response to Problems**  
**Recommend to Others**  
**Activities**  
**Professional Therapy Services**  
**Admission Process**  
**Safety and Security**  
**Overall Customer Experience**

Earning the Customer Experience Award shows that Virginia Gay Nursing And Rehab 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 Virginia Gay Nursing And Rehab for this well-deserved honor.

**Bud Meadows**  
CEO  
Activated Insights

2025



## CUSTOMER EXPERIENCE AWARD

Activated Insights  
recognizes

### **VIRGINIA GAY NURSING AND REHAB**

for achieving best-in-class  
customer satisfaction standards in

### **OVERALL SATISFACTION**

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

BUD MEADOWS, CEO

2025



## CUSTOMER EXPERIENCE AWARD

Activated Insights  
recognizes

### **VIRGINIA GAY NURSING AND REHAB**

for achieving best-in-class  
customer satisfaction standards in

### **NURSING CARE**

A handwritten signature in black ink, appearing to read "B Meadows", with a long horizontal line extending to the right.

BUD MEADOWS, CEO

2025



## CUSTOMER EXPERIENCE AWARD

Activated Insights  
recognizes

### **VIRGINIA GAY NURSING AND REHAB**

for achieving best-in-class  
customer satisfaction standards in

### **DINING SERVICE**

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

BUD MEADOWS, CEO

2025



## CUSTOMER EXPERIENCE AWARD

Activated Insights  
recognizes

### **VIRGINIA GAY NURSING AND REHAB**

for achieving best-in-class  
customer satisfaction standards in

### **QUALITY OF FOOD**

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

BUD MEADOWS, CEO

2025



## CUSTOMER EXPERIENCE AWARD

Activated Insights  
recognizes

### **VIRGINIA GAY NURSING AND REHAB**

for achieving best-in-class  
customer satisfaction standards in

### **INDIVIDUAL NEEDS**

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

BUD MEADOWS, CEO

2025



## CUSTOMER EXPERIENCE AWARD

Activated Insights  
recognizes

### **VIRGINIA GAY NURSING AND REHAB**

for achieving best-in-class  
customer satisfaction standards in

### **LAUNDRY SERVICE**

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

BUD MEADOWS, CEO

2025



## CUSTOMER EXPERIENCE AWARD

Activated Insights  
recognizes

### VIRGINIA GAY NURSING AND REHAB

for achieving best-in-class  
customer satisfaction standards in

### COMMUNICATION FROM FACILITY

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

BUD MEADOWS, CEO



2025



## CUSTOMER EXPERIENCE AWARD

Activated Insights  
recognizes

### **VIRGINIA GAY NURSING AND REHAB**

for achieving best-in-class  
customer satisfaction standards in

### **RESPONSE TO PROBLEMS**

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

BUD MEADOWS, CEO

2025



## CUSTOMER EXPERIENCE AWARD

Activated Insights  
recognizes

### **VIRGINIA GAY NURSING AND REHAB**

for achieving best-in-class  
customer satisfaction standards in

### **RECOMMEND TO OTHERS**

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

BUD MEADOWS, CEO

2025



## CUSTOMER EXPERIENCE AWARD

Activated Insights  
recognizes

### **VIRGINIA GAY NURSING AND REHAB**

for achieving best-in-class  
customer satisfaction standards in

### **ACTIVITIES**

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

BUD MEADOWS, CEO

2025



## CUSTOMER EXPERIENCE AWARD

Activated Insights  
recognizes

### VIRGINIA GAY NURSING AND REHAB

for achieving best-in-class  
customer satisfaction standards in

### PROFESSIONAL THERAPY SERVICES

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

BUD MEADOWS, CEO

2025



## CUSTOMER EXPERIENCE AWARD

Activated Insights  
recognizes

### **VIRGINIA GAY NURSING AND REHAB**

for achieving best-in-class  
customer satisfaction standards in

### **ADMISSION PROCESS**

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

BUD MEADOWS, CEO

2025



## CUSTOMER EXPERIENCE AWARD

Activated Insights  
recognizes

### **VIRGINIA GAY NURSING AND REHAB**

for achieving best-in-class  
customer satisfaction standards in

### **SAFETY AND SECURITY**

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

BUD MEADOWS, CEO

2025



## CUSTOMER EXPERIENCE AWARD

Activated Insights  
recognizes

### **VIRGINIA GAY NURSING AND REHAB**

for achieving best-in-class  
customer satisfaction standards in

### **OVERALL CUSTOMER EXPERIENCE**

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

BUD MEADOWS, CEO