

Align™ YOUR CUSTOMER EXPERIENCE STRATEGY WITH PERFORMANCE EXCELLENCE

For post-acute and senior care organizations, excellence in care and service begins with listening — systematically, reliably and with purpose. Align’s Customer Experience (CX) Solution was intentionally designed to support organizations that use the Baldrige Excellence Framework to drive quality, engagement and results.

More than a survey, our CX Solution is a comprehensive, Baldrige-aligned approach to understanding and improving the experiences of patients, residents and families.

How the CX Solution supports the Baldrige Criteria

Our robust survey process directly supports key requirements in the **Customer, Measurement and Results** categories of the Baldrige Criteria. This alignment is demonstrated through:

- A structured 4-phase process that ensures consistency, follow-through and learning
- Valid, reliable customer experience surveys for patients, residents and families
- Comprehensive, actionable reporting that transforms feedback into insight
- A centralized portal with guides, tools and action-planning resources

A clear crosswalk to the Baldrige Criteria

To make alignment simple and visible, we provide our **Baldrige Crosswalk** that clearly shows how each phase of the CX Solution supports specific Baldrige items and requirements.

From feedback to action — by design

Align doesn’t stop with data collection. Built into the process are **practical resources** that help leaders:

- Communicate survey purpose and results
- Prioritize improvement opportunities
- Develop and track action plans
- Close the loop with patients, residents, families and staff

This intentional, structured approach reinforces Baldrige’s emphasis on **systematic processes, evaluation and continuous improvement**.

Whether you are pursuing Baldrige recognition, preparing for a state or regulatory review, or strengthening your quality journey, Align’s CX Solution provides the **evidence, structure and alignment** to support your goals.

Listen with intention. Improve with confidence. Demonstrate excellence.

Visit align30.com or contact us at info@align30.com or (715) 261-2770 to learn how Align can help.