



# Quick Descriptions & Name Usage

## Company Description

### One-sentence description:

HCP provides customer and employee satisfaction surveys, industry benchmark reports, training, and reputation management tools to post-acute care organizations.

### Paragraph description:

HCP leads the post-acute care industry in experience management, training, and reputation management. Through its Care Intelligence Platform and recent acquisitions of Activated Insights and Pinnacle Quality Insight, HCP empowers providers to attract and retain employees during workforce shortages and improve care outcomes. HCP also conducts the annual Benchmarking Report, the most comprehensive survey of providers in North America, and administers Best of Home Care awards to agencies that achieve best-in-class satisfaction scores. For more information, visit [www.homecarepulse.com](http://www.homecarepulse.com).

## Name Usage Guidelines

### Using Home Care Pulse vs. HCP

Use 'HCP' in any reference to the company.

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Example: "According to data and training provider HCP, the median employee turnover rate reached 66% last year."

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### Direct Links:

- [HCP Website](#)
- [HCP Care Intelligence Platform](#)
- [HCP Resource Library](#)
- [HCP Benchmarking Report](#)
- [Best of Home Care Awards](#)