

National Compassionate Caregivers of the Year[®] Award Promotional Toolkit

Introduction to Toolkit

Every day, healthcare workers transform lives through extraordinary acts of compassion. Their dedication heals patients and families, supports their colleagues, and strengthens their communities. We are proud to honor these remarkable individuals with the [National Compassionate Caregivers of the Year \(NCCY\)[®] Award](#).

Through the Schwartz Center's work to prioritize healthcare workers' well-being, we know that recognizing exceptional compassion helps prevent burnout and improves the patient experience.

The NCCY Award is open to all healthcare professionals who exemplify compassionate care – from clinicians and administrators to educators and allied health professionals who provide direct or indirect patient care. A distinguished national review committee selects recipients who demonstrate a lasting positive impact on patients, families, and colleagues.

Don't let these inspiring stories go untold. **Submit your nomination by March 14** to help us honor those who make healthcare more compassionate.

The toolkit includes the following:

- Key messages
- Email newsletter blurb template
- Newsletter banner image (shared as a separate attachment)
- Slide to share at an upcoming Schwartz Rounds[®] session or other internal meetings (shared as a separate attachment)

In conjunction with the toolkit, we are happy to collaborate with you to identify unique opportunities to promote the awards.

We appreciate your organization's efforts to promote this great opportunity to your staff.

Key Messages

- Recognizing and appreciating the healthcare workforce is a critical way to support them. Research shows that recognizing healthcare workers for their dedication to patients, families, and each other nourishes and energizes them, and in turn, improves patients' experiences as reflected in HCAPHS ratings.
- To recognize the extraordinary work of your healthcare workforce, we invite you to **nominate and/or encourage nominations from your organization for the National Compassionate Caregivers of the Year Award by March 14, 2025: [Nominate now.](#)**
- This program honors your healthcare workers' exceptional work and highlights your organization as a leader in compassionate, patient-centered care. **To learn more, please visit theschwartzcenter.org/nccy**
- Please spread the word and encourage nominations so that your workforce and organization may have the opportunity to be recognized and celebrated on a national stage for the invaluable work they do. Don't let their stories go untold!

People to Consider Nominating

All healthcare workers are eligible for the award, including roles from clinicians and administrators to educators and allied health professionals who provide direct or indirect patient care. Below are a few ideas to consider when nominating.

- **Healthcare Recognition Program Recipients:**
 - DAISY Award winners
 - Guardian Angel program honorees
 - Hospital Hero Award recipients
 - Patients' Choice Award winners
- **Innovative Care Leaders:**
 - Members of your Schwartz Rounds Planning Committee and/or panelist participants

- Healthcare workers who developed new programs to support underserved populations
- Providers who created innovative patient support initiatives
- Leaders who established successful community health outreach programs
- Healthcare workers who implemented new approaches to culturally sensitive care
- **Community Care Champions:**
 - Health workers with exceptional patient satisfaction records
 - Hospice care providers recognized by families
 - Health workers serving vulnerable populations

These are just a few ideas to get you started with nominations – all healthcare workers are eligible for the award. As a reminder, **you can submit nominations** and encourage other staff at your organization to submit nominations as well. [**Nominate now.**](#)

Email Newsletter Blurb Template



National Compassionate
Caregivers of the Year® Award

Nominate now for the National Compassionate
Caregivers of the Year (NCCY)® Award!

Visit theschwartzcenter.org/nccy



Nominate Today! Award for Compassionate Health Workers

The Schwartz Center for Compassionate Healthcare is asking you to help recognize the extraordinary work of the healthcare workforce by **submitting a nomination for the [National Compassionate Caregivers of the Year \(NCCY\)® Award](https://theschwartzcenter.org/nccy) by March 14.**

Nominate an individual caregiver who displays extraordinary devotion and compassion in caring for patients and families today!

Learn more and nominate at: theschwartzcenter.org/nccy by March 14.