



2026 LONG TERM CARE FAMILY EXPERIENCE SURVEY

GROWING TRUST, TOGETHER.

Each year we ask families across Northwood how care feels from where they sit. Here's what families told us in 2026.



90%

of families rated their overall experience positively

85%

would recommend Northwood to another family

#1

driver of how families rate us: compassion and dignity in care

89%

of families trust staff and leadership, the biggest gain of 2026

WHAT GREW STRONGER

- Trust and confidence in staff and leadership.
- Families felt better informed and more involved in care planning.
- Loved ones treated with more compassion and dignity, the biggest factor of all.

WHERE WE'RE FOCUSED NEXT

- Meaningful activities and engagement, a top priority for the year ahead.
- Family engagement, at 56% positive, including awareness of the Resident and Family Advisory Council.

Thank you for sharing your voice. Every response helps shape how we care for residents and support families, and guides our action plan for the year ahead.