



## **Omnicell Wins Second Consecutive MarketTools ACE (Achievement in Customer Excellence) Award for Customer Satisfaction**

### **Prestigious MarketTools Award Recognizes Leaders Using Enterprise Feedback Management (EFM) to Increase Customer, Employee and Partner Satisfaction and Improve Business Results**

MOUNTAIN VIEW, Calif., March 7, 2011 /PRNewswire/ -- [Omnicell, Inc.](#), (Nasdaq: OMCL) a leading provider of medication management systems to health care facilities, today announced that the company has won a 2011 MarketTools Achievement in Customer Excellence (ACE) Award. The accolade acknowledges Omnicell's outstanding commitment to customer service via its support desk and onsite services. These programs are a critical part of Omnicell's mission to design solutions that improve workflow efficiency and safety while ensuring the necessary training and support to optimize patient care.

The MarketTools ACE Award certifies, acknowledges, and celebrates outstanding achievement in customer satisfaction, employee satisfaction and/or partner satisfaction. Receiving a MarketTools ACE Award is a distinct honor that recognizes the recipient's rigorous application of enterprise feedback processes and its outstanding performance as measured by these processes. Only a small percentage of MarketTools' clients qualify for the award.

Omnicell—using MarketTools CustomerSat— earned the MarketTools ACE Award based on its programs to engage its customers to improve relationships, purchasing decisions and overall customer satisfaction. This is the second consecutive year Omnicell has won the award.

"We are honored to have been awarded a MarketTools ACE Award. This recognition is a testament to our commitment to deliver the best customer experience in the industry," said J. Christopher Drew, Omnicell senior vice president, field operations. "As the only major vendor that is solely focused on medication and supply management in hospitals, we take great pride in the fact that our customers receive customized and exceptional support to meet the needs of each unique hospital environment."

Omnicell earned the MarketTools ACE Award based on the company's survey that asked customers to score Omnicell on their overall satisfaction regarding operations, service, help desk and sales support. Omnicell scored well above the mean in all four categories.

"High customer, employee and partner satisfaction levels are critical drivers of business growth and long-term profitability," said Scott Arnold, president and CEO of MarketTools, Inc. "We are delighted to recognize Omnicell for its commitment to achieving the highest levels of satisfaction and loyalty, and we are proud that they rely on MarketTools CustomerSat for their enterprise feedback management initiatives."

#### **About the MarketTools ACE Awards**

Established in 2005, the MarketTools ACE Awards program recognizes outstanding achievement in customer, employee and partner satisfaction. To be eligible for a 2011 MarketTools ACE Award, clients must have conducted one or more surveys to assess customer satisfaction, employee satisfaction, or partner satisfaction between October 1, 2009 and September 30, 2010, and complete an application form. Qualifying performance is determined by a combination of customer satisfaction mean scores and top-box rating percentages maintained during at least a 6-month period during the eligibility period. The customer feedback on which awards are based must be representative of the entire business, business unit or business segment to which the award applies. MarketTools ensures that the survey processes on which metrics are based are rigorous, defensible and repeatable. Surveys may use either a census of the target audience or representative sampling with specified minimum confidence levels and maximum margins of error.

#### **About MarketTools, Inc.**

MarketTools is the leading provider of software and services for enterprise feedback management (EFM) and market research. The company is focused on providing leading organizations the actionable customer insights they need to make better business decisions that lead to high-value business impact. As the first company to make online surveys widely available on the Web, MarketTools continues its market-leading position by providing the broadest range of powerful, accurate and integrated customer insight technologies that empower companies to become the most customer-centric organizations in their industries. MarketTools' premier portfolio of technology-based insight brands includes CustomerSat™, TrueSample®, Zoomerang®, ZoomPanel® and ZoomPanel Tech™. MarketTools is a privately held company with corporate headquarters in San Francisco

and European headquarters in London. For more information, please visit: [www.markettools.com](http://www.markettools.com).

## **About Omnicell**

Omnicell, Inc. (NASDAQ: OMCL) is a leading provider of systems to enable health care facilities to increase operational efficiency, enhance patient safety and allow clinicians to spend more time with their patients.

Founded in 1992, Omnicell's medication-use solutions include complete automation systems for the central pharmacy, anesthesia workstations for the operating room, dispensing cabinet systems for nursing units, and safe, secure medication transportation and verification systems to the patient bedside. From a medication's arrival at the receiving dock to its dosing to the patient, Omnicell systems store it, package it, bar code it, order it, issue it, and provide information and controls on its use and reorder.

Omnicell supply product lines provide a health care institution with comprehensive supply chain solutions that result in fast, effective control of costs, capture of charges for payer reimbursement, and timely reorder of supplies. Products range from high-security closed-cabinet systems and software to open-shelf and combination solutions in the nursing unit, cath lab, and operating room.

For more information, visit [www.omnicell.com](http://www.omnicell.com).

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