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**BAIRD GROUP NAMED ONE OF THE “BEST ENTREPRENEURIAL COMPANIES IN AMERICA”
BY *ENTREPRENEUR* MAGAZINE’S INAUGURAL E360 PERFORMANCE INDEX**

Fort Atkinson, WI, Baird Group was recently recognized as one of the “Best Entrepreneurial Companies in America” by *Entrepreneur* magazine’s Entrepreneur360™ Performance Index, a premier study delivering the most comprehensive analysis of private companies in America. Based on this study forged by *Entrepreneur*, Baird Group is recognized as a company that exemplifies growth, not just in top and bottom line, but in sustainability and ability to achieve lasting success.

“We’re honored to receive this recognition from Entrepreneur Magazine,” states founder and CEO Kristin Baird. “What I found so meaningful about the recognition was that they identified us as a company that is making a difference not just to our own bottom line but to the world,” adds Baird. “I founded this company with a single purpose – To make healthcare better for patients and the people who serve them. And we’re doing just that.”

“Those honored have identified a problem, come up with a unique solution, and bravely built their enterprises around it,” says Ryan Shea, president of Entrepreneur Media. “They’ve accomplished new ways of producing sustainable growth and are an inspiration to others who want to fulfill their own entrepreneurial goals.”

The Baird Group is a healthcare consulting firm focused on improving the patient experience with hospitals, medical practices, urgent care facilities and home care. Founded by registered nurse, Kristin Baird, the Baird Group helps healthcare organizations improve patient satisfaction. By using medical mystery shopping and culture assessment, Baird and her team identify gaps and opportunities for improvement. Then, the group conducts training and leadership development to change the organizational culture to one that is more patient-centered. “There are so many times that the hospital or clinic has no idea how they appear to their patients and visitors. We provide the kind truth along with solutions for improving.”

Through in-depth surveys, the team of editors and researchers behind the E360 Performance Index collected more than 250 pieces of data from hundreds of participating U.S. based companies, focusing on growth drivers and challenges, goal setting, resource allocations, and reward systems. The analysis uncovered a subset of companies including Baird Group whose continued success is largely based on superior value creation for their customers, building an adaptive learning culture, and aggressive geographic expansion—making them the most dynamic firms in America today.

According to research conducted by the Business Dynamics Research Consortium (BDRC), less than one percent of U.S. businesses expanded capacity three or more years out of the past

Transforming culture. Shaping patient experience.

five. On average, they grew by 41% over the period whereas all other surviving companies lost an average of 4%. Based on their analysis of 19.1 million for-profit US businesses, sustained growers are statistically more likely to survive and continue to grow over the next five years than any other group of businesses in the economy.

“The companies identified in the E360 Index are sustained growers, and based on our research, have proven adept at navigating the changing challenges of their marketplace to win new business and grow their output capacity year after year,” says Gary Kunkle, senior research fellow at the Business Dynamics Research Consortium and research partner of the E360 Performance Index.

To learn more about Baird Group, visit baird-group.com.

For additional details on the E360 Performance Index and the companies recognized, visit: <http://entm.ag/E360Index>.

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