How The CX 500 works

An independent ranking of customer service, built only from public evidence. The CX 500 is the brand and each edition publishes a Top 100. **This HLTH 2026 edition** ranks healthcare organizations attending HLTH and publishes the **Top 100**.

FIVE CRITERIA, ONE SCORE

30%	20%	20%	15%	15%
Voice of the customer	**Reachability**	**Investment in the team**	**Coverage**	**Consistency across review platforms**
What patients and members say in reviews from the last 12 months, whether it is getting better, and how many complaints are about service itself.	Can a customer reach a person: phone, chat, email or messaging offered, clicks from the homepage to a human, published hours.	How often and how fast negative reviews get a public reply. Open support roles are shown for context, never scored.	Help at the hours and in the languages customers need: evenings, weekends or 24/7, and the languages offered.	Whether ratings agree across Trustpilot, the App Store, Google Play, Google reviews and the Better Business Bureau, and hold steady month to month. Review platforms, not contact channels.

01 Who is in it

We vetted 3,200+ organizations attending HLTH 2026; the healthcare-facing ones are eligible. To be ranked, an organization needs 200 or more employees and enough recent public reviews: 500 in the last 12 months on one platform, or two or more platforms with 10 each and 100 together, plus a review in the last 90 days or an app update in the last six months. At least 60% of the rubric by weight must then be measurable. Two organizations just under the review bar, Moffitt Cancer Center and Premise Health, are included as editors' exceptions.

Organizations without enough public evidence are not scored. That is not a judgement on their service: many serve hospitals, health plans or employers, whose patients rarely post reviews.

02 Where the evidence comes from

Trustpilot · App Store and Google Play · Google Maps reviews · Better Business Bureau · The organization's own help and contact pages · LinkedIn job posts · Public professional profiles

Reviews cover the last 12 months. Google Maps reviews are read for location-based organizations such as health systems, clinics, labs and pharmacies. Help and contact pages are checked by our research team from the US, as a US patient would see them. We never try to get past a bot check.

03 Fairness rules

- **Compared only within healthcare.** Each measure becomes a percentile among the healthcare organizations we rated: the HLTH field plus more healthcare companies rated the same way, never against other industries. Ranks are among HLTH organizations only.
- **Small samples are pulled toward the average.** Eight glowing reviews cannot outrank eight thousand good ones.
- **Solicited reviews count less.** Reviews the company asked for are discounted, and a rating that is mostly solicited is flagged.
- **Missing data is never counted as zero,** or as a perfect score. It is left out and the weights adjust. Support hours we could not read count as the middle of the field, and publishing hours never scores below not publishing them.
- **Every number in a report links to its source,** with the date we looked.

04 How bells and tiers work

Bells and tiers go by place among every healthcare organization we rated, not by place in this list. The score out of 100 is that place: the share of rated healthcare organizations an organization ranks at or above.

Three Bells · S tier	Two Bells · A tier	One Bell · B tier
Top 5%, scores 95 to 100. This edition: #1 to #4	Top 20%, scores 80 to 94. This edition: #5 to #22	Top 50%, scores 50 to 79. This edition: #23 to #51

Below the bells, C is the next 25%, scores 25 to 49 (this edition: #52 to #78), and D the bottom 25%, scores 0 to 24 (#79 to #100). Each tier is always shown beside its score out of 100.

05 Ranks

Every ranked organization gets an exact position, #1 to #100. Reviews are a sample, so organizations a few places apart can be statistically close: read neighbouring ranks as near neighbours, not clear winners and losers.

06 House rules

- **Only the Top list is published.** Every other organization's score goes only to that organization.
- **No paid placements.** Nobody pays to be included, and the scoring code has no field for sponsor relationships.
- **Ask us to re-inspect.** If the evidence is wrong or out of date, tell us and we will look again.

07 What you get

- **Your organization's dossier:** the evidence behind every number, how you compare, and what would move you up a tier.
- **An optional inspector visit:** anonymous contacts across channels, for what public evidence cannot show.