



*Imagine better health.<sup>SM</sup>*

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## Catholic Health Initiatives Launches New Branding Strategy

*Change in Name, Logo Creates Common Identity for Hospitals, Health Facilities  
Across the Nation*

**ENGLEWOOD, Colo.** – May 19, 2014 – Catholic Health Initiatives, one of the nation’s largest health systems, has launched an enterprise-wide branding strategy that aligns its hundreds of facilities around the nation under a common name, logo and identity.

The names of all wholly-owned subsidiaries will include the common brand identifier of CHI – for instance, CHI Franciscan Health and CHI St. Luke’s Health.

The new name and logo will be embedded in each of Catholic Health Initiatives’ markets, highlighting a brand approach that strengthens local links to a nationally recognized health system that operates 89 hospitals and hundreds of outpatient centers, assisted living and other facilities in 18 states.

CHI’s new symbol is the image of a guiding star and cross – four shapes that come together to create a visual representation of the organization’s passion around its common mission to create healthier communities. The varying shapes, which signify the diversity of the national health care system, also exemplify the seamless integration of Catholic Health Initiatives with all of its organizations across the nation.

In addition to the new name and logo, the national organization and its affiliates will use a new theme line: *Imagine better health.*

“This new, unifying identity will help lead CHI into a bright future that includes a focus on population health and a seamless integration of care that stretches across the nation,” said Kevin Lofton, chief executive officer of Catholic Health Initiative. “I’m more optimistic than ever about the great things this organization will accomplish as we move forward to create healthier, stronger communities.”

The new approach, in development for more than a year, is the first change in the branding strategy of Catholic Health Initiatives since it was formed in 1996. The organization celebrated its 18<sup>th</sup> birthday on May 1.

With its focus on unity, the common brand underscores the fact that local markets are part of a national system with the vast scale, scope and resources to improve health and lower costs. It also retains the familiar names of valued local health care facilities while simultaneously elevating the national brand across CHI's far-reaching network.

"This new branding strategy reflects CHI's commitment to building the Next Era of Healthy Communities through bold approaches, new services, a strengthened system and greater focus on consumers," said Joyce Ross, Catholic Health Initiatives' senior vice president for communications.

With the revised brand, three characteristics – unity, innovation and synergy – reflect the organization's dedication to health and wellness. They combine a united focus on patients and consumers; innovative methods to connect patients to services and providers; and a synergy that springs from integrated systems of care to promote excellence and improve efficiency.

**About Catholic Health Initiatives:** Catholic Health Initiatives, a nonprofit, faith-based health system formed in 1996 through the consolidation of four Catholic health systems, expresses its mission each day by creating and nurturing healthy communities in the hundreds of sites across the nation where it provides care. One of the nation's largest health systems, Englewood, Colo.-based CHI operates in 18 states and comprises 89 hospitals, including four academic medical centers and teaching hospitals and 23 critical-access facilities; community health-services organizations; accredited nursing colleges; home-health agencies; and other facilities that span the inpatient and outpatient continuum of care. In fiscal year 2013, CHI provided \$762 million in charity care and community benefit, including services for the poor, free clinics, education and research. Learn more at [www.catholichealthinitiatives.com](http://www.catholichealthinitiatives.com).