

# FAQs



## Why is Holy Redeemer rebranding? Why now?

We want people to connect to what makes us who we are—our calling to care without limit—and what that means for them. Our new brand positions us for the future, while powerfully and authentically embodying our legacy of care, comfort and healing. It also paves the way for new partnerships that will expand our ability to enhance care for the communities we serve.

## What does our new brand stand for?

At Redeemer Health, our calling to care, comfort and heal knows no bounds. As such, we are:

**COMPASSIONATE:** We listen to and empathize with our communities and those we serve. Their concerns are ours—compelling us to help.

**SELFLESS:** We do what's right, at every turn—taking generosity and hospitality to new heights.

**SINCERE:** We earn trust by being truthful and genuine in our words and actions.

**UNWAVERING:** We do everything in our power to ensure everyone receives the care they deserve—uniting those we serve with the best possible solutions.

The experience we deliver is a lasting connection—we touch the lives and hearts of those we serve, who know they can depend on us now and for generations to come.

## Why are we changing our name?

We're following the lead of our founders, who changed their name to "The Sisters of the Redeemer." Simplifying our name to "Redeemer Health" retains our Catholic heritage, while conveying an inclusive atmosphere with an exceptional patient experience. It strengthens our ongoing commitment to the principles of compassion, selflessness, and sincerity in a modern world and makes a renewed promise that all members of our community can relate to. This is a celebration of our uniqueness.





## Will other names change?

While Redeemer Health is the primary name we will use for most of our services, we will retain the names that include Holy Redeemer Hospital and St. Joseph Manor.

## What's the meaning behind our new logo and colors?

Every element of our new logo tells a story. The fluidity of the letters demonstrates the flowing impact of love integral to our mission, while the colors convey hope, healing and our care for creation. The unique placement of the word "Health" at the upper right indicates that we go above and beyond for those we serve, and the cross symbol ties to our spiritual roots.

## How will the rebrand affect those we care for?

Our new brand is based on who we already are. Rather than changing how we care for our communities, it amplifies what makes us unique and helps us better convey the experience we deliver. People will continue to be cared for, comforted and healed in a way that only we at Redeemer Health provide.

## When will the new name and logo be implemented?

Throughout the first part of 2021 we'll transition our employee identification, signage and communications to carry our new name and logo.

