

Media Contact:

Melissa Tizon
(206) 310-4358
Melissa.tizon@providence.org

PROVIDENCE ST. JOSEPH HEALTH TO ROLL OUT UNIFIED BRAND STARTING IN MID-2020

The change will make it easier for people to identify and access the Western U.S. health system's comprehensive network of care.

RENTON, Wash. Nov. 11, 2019 – One of the largest health systems in the country today announced plans for its Catholic ministries to unify around a common brand. Providence St. Joseph Health will transition to the name Providence while retaining the St. Joseph Health cross as its logo. The change will be implemented over two to three years, starting with the organization's Southern California operations in June 2020.



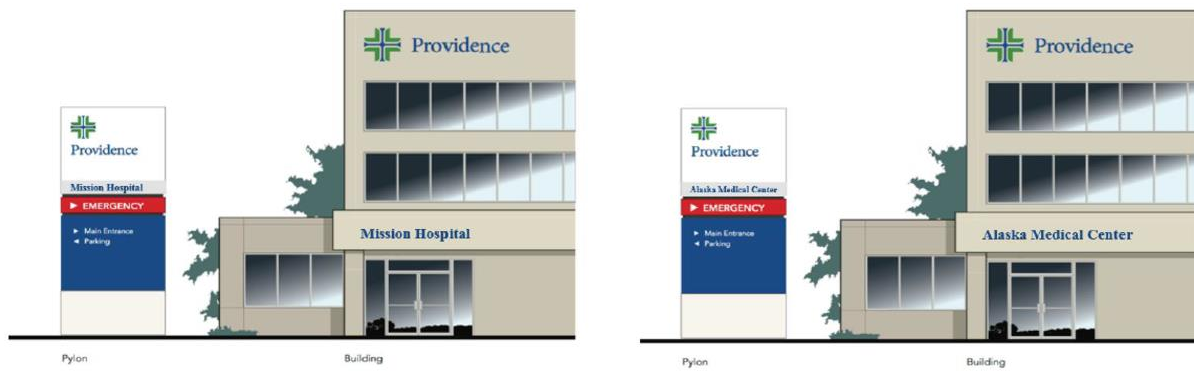
The new brand uses the St. Joseph Health Cross as the logo and the word Providence as the name.

Providence Health & Services and St. Joseph Health came together in 2016. The new brand reflects the heritages and Catholic identity of both organizations while making it easier for patients, families and consumers to identify the comprehensive network of care offered by the combined health system.

As consumers demand simplified access to care, a unified, easily identifiable brand will help people quickly recognize which hospitals, clinics, programs and services are part of the organization's diverse care network. The individual ministries will continue to maintain their leadership structures and employment relationships within the Providence system.

"The new brand will help us raise awareness about the high-quality specialty and subspecialty care available through our clinical institutes," said Mike Butler, Providence president of strategy and operations. "In addition, it will help us recruit the biggest hearts and best minds into our organization. It will also allow us to be more effective advocates for value-based health care reform and programs that serve the most vulnerable in our communities."

As demonstrated in the example below, the new brand will appear with the legacy name of each hospital on buildings and signage. In Mission Viejo, California, for example, the legacy name Mission Hospital will appear with the new brand. In Anchorage, the legacy name Alaska Medical Center will appear with the brand.



The other-than-Catholic partners that are part of the care network, such as Swedish in Seattle, will retain their current brands.

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About Providence St. Joseph Health (soon to be known as Providence)

Providence St. Joseph Health is a national, not-for-profit Catholic health system comprising a diverse family of organizations and driven by a belief that health is a human right. With 51 hospitals, 829 physician clinics, senior services, supportive housing and many other health and educational services, the health system and its partners employ more than 119,000 caregivers serving communities across seven states – Alaska, California, Montana, New Mexico, Oregon, Texas and Washington with system offices based in Renton, Wash., and Irvine, Calif. Starting in June 2020, Providence St. Joseph Health will transition to a new brand, with the word Providence as the name and the St. Joseph Health cross as the logo.