

For Immediate Release
March 26, 2014

Christin Barber
Marketing/Communications Coordinator
Riverview Health
317.776.7235
cbarber@riverview.org

Riverview Hospital Unveils New Name and Brand Identity

Noblesville – Riverview Hospital is changing its name to Riverview Health to more accurately represent its comprehensive network of healthcare facilities in Hamilton and Tipton counties.

“Riverview Hospital has served the local community well since it first opened as Harrell Hospital and Sanatorium in 1909,” said Ms. Pat Fox, president and CEO of Riverview Health. “Over the years, we’ve expanded, making us much more than the four walls of a hospital. Through this name change, we’re not only embracing our rich history, but also reaffirming our strong commitment to our community.”

This change better reflects the organization’s full scope of inpatient and outpatient services, which includes family medicine, pediatrics, OB/GYN care, cardiac care, surgery, orthopedics & sports medicine, cancer care, interventional pain management, wound care, diabetes & endocrinology, internal medicine, and imaging, among others.

“As the healthcare industry continues to evolve, so must we,” said Fox. “With many more healthcare changes on the horizon, it’s critical that we focus on what’s most important to the people in our community—things like having convenient access to exceptional primary care providers and women’s health services, as well as extraordinary orthopedic and cardiac care. As the need for care in these areas continues to grow, we want to reiterate to the members of our community that we offer a full-range of specialty providers and services.”

In addition to providing outstanding patient care, Riverview Health will continue to support its local communities through its extensive outreach efforts, expanded educational opportunities, and enhanced partnerships with local businesses and schools.

The organization’s physician network, Riverview Medical Group, will remain unchanged. Along with the name change, Riverview Health is unveiling a refined identity that includes a new logo.

“The decision to introduce a new identity was made only after careful consideration and many months of market research and strategic planning,” commented Fox. “We tested the new identity with focus groups to ensure we were heading in the right direction and getting real-time feedback. In the end, we found that people were overwhelmingly supportive of the name change and the reasons behind it.”

Full implementation of the new identity will be phased in over the next six to 12 months. People can expect to see internal and external changes, such as a revamped website, the addition of an electronic message board sign at the hospital's main entrance, and new signage at the hospital campus and physician offices.

"We invite members of our community to take a fresh look at Riverview Health. We continue to enhance our facilities through equipment and building upgrades, as well as expand our services by cultivating relationships with physicians and other healthcare providers. We've made major renovations throughout the last decade and are continually looking for new opportunities to enhance the patient experience."

About Riverview Hospital

Riverview Health is comprised of a full-service, 156-bed hospital and 26 primary, immediate and specialty care facilities in Hamilton and Tipton counties. Together, we provide comprehensive inpatient and outpatient services in more than 35 healthcare specialties—and have been frequently recognized for our clinical and service excellence.