

### **Why are we rebranding?**

Our local hospitals amalgamated in 1998. This has been a positive initiative for the communities of Grey and Bruce regions and has assisted in bringing more care close to home for our residents.

- We have had the same logo for many years and it is in need of modernization. The GBHS logo is not an inclusive image and does not represent all the people we serve.
- GBHS is regularly confused with SBGHC, GBPU, GBOHT and others. GBHS does not mean anything to our external partners and we are moving away from being an acronym.
- We have grown in size by almost 25% and have expanded the services we provide. This includes our Research Institute, Wellness and Recovery Centre, a cataract suite, second MRI and additional CT at our Southampton Hospital in addition to a new Markdale Hospital.
- Uniting our entire health system of hospitals, services and programming across our wide geography with a united name and brand positions us well for future funding at the Ontario Health.
- Our new image is already attracting positive attention across the Province and will support our recruitment initiatives.

### **How was the name selected?**

A branding firm was retained to lead the organization through a rebranding process. This process included internal and external stakeholder engagement and options for branding.

### **Not all of our Hospitals are on a shoreline?**

We serve a large geographic area surrounding Lake Huron and Georgian Bay. Our entire region is renowned for our beautiful shore lines. Brightshores brings together both the bright future for health care in our region and recognition of our beautiful geography.

### **Is this a first step towards privatization?**

No. There are no discussions taking place regarding privatization. We do expect that our united health system will attract private donors to support our research and innovation institute as well as our clinical expansion of services.

### **Isn't rebranding expensive?**

We have worked well within our budget for rebranding, there is no impact on services, staffing or other operations. The overall costs have been contained by keeping the same colour scheme, and as many of our processes, documents and forms are electronic the cost to change a logo and name are extremely manageable. There is no additional cost to change our name vs only changing our logo. To keep costs in perspective, branding costs amount to 0.1% of our operating budget. Rebranding in an electronic environment is efficient and cost effective versus a paper based organization.

### **Were Foundation Donations used for Rebranding?**

No. Donor funds have not been used in the creation of our new branding, consulting costs or any other associated costs with rebranding of Brightshores Health System.

### **When will our ID and emails be changed?**

A process and timing for new ID badges will be rolled out in the coming weeks as well as converting individual emails to our new address.

**When do we start using Brightshores Health System?**

As of September 6<sup>th</sup> we are using our new name Brightshores Health System. We ask that all phone messages, email signatures are changed to our new name. New corporate templates for memos, letterhead etc.. can be found on the intranet under References – Corporate Templates.

**What is the shortform for Brightshores Health System?**

Brightshores Health System is our legal name.

Brightshores is the appropriate shortform for casual correspondence and communication.