



Smithville Regional Hospital

A caring partner of the Smithville Hospital Authority

800 East Highway 71
Smithville, Texas 78957

SMITHVILLE HOSPITAL AUTHORITY NEWS

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FOR IMMEDIATE RELEASE

Smithville Hospital Authority Announces New Identity

Bobby Hennesey, President of the Smithville Hospital Authority (SHA) board of director's unveiled SHA's new, unified visual identity program. The new logo and design materials will establish a consistent brand identity that unites SHA's diverse network of care, while reinforcing the Authority's name and reputation. The inspiration for the visual identity is based on the Authority's core values: personal care, community presence and progressive technology.

"We are inaugurating a new branding program that will enable SHA to speak in one visual language while maintaining the important individuality of the various partners comprising the network," said Jennifer Glynn, Director of Marketing at Smithville Regional Hospital. "The visual image recognizes SHA's strong traditions, along with its reputation as a progressive, leading healthcare system."

Grady Hooper, CEO of Smithville Regional Hospital, said "creating a unified identity for the system is critical to building awareness and, thereby, fostering access among the public, referring physicians and other providers, and even among our staff."

"With more than 45 years of dedicated service and a history of compassionate care, the SHA's name enjoys strong recognition, support and respect – both internally and externally," Hooper said. "Extending this throughout our continuum of care means that consumers will find it easier to appreciate and use programs associated with a name they know and respect."

Hooper noted "the SHA system of care has grown rapidly -- in size, scope, and in the level of technology and sophistication of its services – over the past few years and in many cases developed separate identities for those component organizations. As this occurred, it became more difficult for many members of the public and other healthcare providers who routinely refer to SHA, to stay abreast of new these services, to understand

the breadth of the services we offer and distinguish those which are part of a system they know and trust."

Over the next 12 to 18 months, the organization will incorporate the new name on all stationery, employees' badges, facility signs, vehicles, publications, bills, forms, checks – everywhere the SHA partners are currently seen and more.

**FOR ADDITIONAL INFORMATION:
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