

Becoming Northern Light Health

The recent announcement of our upcoming name change is part of a larger rebrand effort that has been in the works for the past couple of years. This work is ongoing in preparation for the new brand and name that will become official this coming October. Until then, we will continue to be known as EMHS as we prepare the tools and conduct the education necessary for a meaningful brand launch.

Why rebrand?

Consumers are increasingly looking to health systems as their chosen health partner. Across the state, our communities are asking us to become better aligned.

Research shows that **64%** of people are more likely to choose a hospital that is part of a system

A strong brand will benefit Maine and its people through:

- Consistency of care and service excellence across the system
- Focusing on meeting the needs of each individual
- Managing healthcare costs
- Attracting new talent

Internally, a strong brand will strengthen us as a health system through:

- Clarity of purpose as an organization
- A consistent culture and goals across our services and facilities
- Motivating and retaining employees
- Efficiencies in consolidated marketing and consistent communications

What is our new brand all about?

Our brand is much more than a new name or a new logo. It is the sum of all experiences and the promise we make to our patients and communities of what they can reliably expect whenever and wherever they walk through our doors.

The launch of our new brand will also be a signal of the change and a celebration of our work in coming together, including such initiatives as:

- Developing systemwide clinical best practices
- Partnering with academic medical centers
- Sharing a single electronic patient record and telehealth services
- Employing one physician group statewide

Why Northern Light Health?

Our new name tells the story of our sky-high determination to be a guiding leader in healthcare. It breaks us away from any specific geographical footprint as we continue to grow and helps express who we are using real words that are familiar and have positive meanings for people.

Other reasons we chose Northern Light Health:

- Easy to understand and say
- Grounded in a sense of place (Northern) yet aspirational (Light)
- The word "light" is warm and inviting, reflecting our devotion to our communities

Introducing the name Northern Light Health was the first step in a journey to fully launching our new brand in October. We are excited about the opportunity we have ahead of us as we come together as a unified health delivery organization.

Please reach out to northernlighthealth@emhs.org with any questions or comments.