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PROVIDENCE HOSPITALS INTRODUCES NEW NAME AND IDENTITY

New logo underscores commitment to Catholic heritage, name reflects plans for future growth

COLUMBIA, S.C. (May 13, 2016) – Providence Hospitals today announced that its name has changed to Providence Health. In addition to this name change, the healthcare system introduced a new logo that is symbolic of Providence’s history and future.

Providence was acquired by LifePoint Health in February 2016 after being founded and operated by the Sisters of Charity of St. Augustine since 1938. Providence has long been caring for people in the Midlands, and its new identity both honors its legacy and highlights its evolution. The change to replace “hospitals” with “health” represents the system’s full complement of services, which will continue to grow and be delivered as an extension of Christ’s healing ministry.

“Providence has long been a place of faith and belief,” says Market CEO Scott Campbell. “Our new brand encompasses these concepts in a meaningful way, while also reflecting the scope of our services and our plans to strengthen local healthcare delivery into the future.”

Providence’s Northeast campus, formerly Providence Orthopedic Hospital, will now be called Providence Health – Northeast.

Along with the name change, the organization has introduced a new cross logo. The colors of the logo, purple and gold, were specifically chosen for their liturgical representation as symbols of renewal and rebirth. This represents the continued commitment that both Providence and LifePoint Health have to Catholic healthcare in the Midlands.

“We are proud to help Providence grow, further enhance quality care and continue to meet the region’s evolving healthcare needs while continuing the health system’s Catholic identity and rich spiritual legacy,” says Jeff Seraphine, President of LifePoint Health’s Eastern Group, which includes Providence Health. “Providence’s new name is reflective of our shared vision of creating places where people to choose to come for healthcare, physicians want to practice and employees want to work.”

In addition, Providence has adopted an integrated mission statement. This statement, “Making Communities Healthier by extending Christ’s healing ministry” aligns with the mission of LifePoint Health and demonstrates an unwavering commitment to continuing Catholic healthcare at Providence.

“We are blessed to be able to continue to operate as the only faith-based healthcare system in the Midlands,” says Joan Bumpus, VP of Mission and Ministry at Providence Health. “Our new integrated mission statement reflects this healing work.”

About Providence Health: A part of LifePoint Health, Providence Health is the leading provider of cardiovascular and orthopedic services in the Midlands. Providence is composed of two hospitals, fourteen physician practices, a network of rehabilitation centers, two sleep centers, an imaging and diagnostics lab, a school of cardiac diagnostics and an accredited chest pain center. In total, Providence employs more than 1,800 dedicated staff. Founded in 1938 by the Sisters of Charity of St. Augustine, Providence is known statewide for outstanding clinical quality and compassionate care. The Providence open heart surgery program has consistently ranked in the top 15 percent of open heart programs in the nation. Both orthopedics and cardiac services have received the South Carolina BlueCross BlueShield Blue Distinction Center designation. For more information, visit YourProvidenceHealth.com.

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