



SISTERS of CHARITY
HEALTH SYSTEM

A *Family* Brand

IN A MEDIA-CLUTTERED WORLD, A UNIFIED BRAND IMAGE IS MORE IMPORTANT THAN EVER TO STAND OUT AND BUILD MOMENTUM. THAT GOES FOR COMPANIES WITH EASILY-RECOGNIZED BRANDS, LIKE FEDEX, NIKE OR COKE, AS WELL AS FOR NON-PROFIT ORGANIZATIONS THAT DON'T HAVE MULTI-MILLION DOLLAR ADVERTISING BUDGETS.

With that in mind, the Sisters of Charity Health System (SCHS) successfully launched a new name and identity in 2007. The parent organization had invested in a new, more cohesive brand, but its 20 sponsored ministries spread across two states each still had their own logo and identity. Based upon the positive feedback on the new corporate identity and a few individual ministry requests, the SCHS implemented a brand audit to evaluate options for developing a “family” brand structure for all ministries.

The brand audit identified several goals:

- *Leverage the strength of SCHS, while preserving the individuality of ministries*
- *Connect ministries to demonstrate collective impact*
- *Build brand identity: add clarity, share equity and empower the SCHS mission*
- *Ensure the Sisters’ legacy and allow for growth and expansion*

To meet these goals and evaluate the impact a dramatic change in identity could create, external brand consultants met with leadership from each ministry. The feedback and information learned was presented to the SCHS Communications Committee of the Board, chaired by Sr. Mary Ann Andrews, CSA. The overwhelming response was a strong desire for brand

clarity and the need to explore ways to build equity among the family while adding clarity to the unique work of each ministry. After careful consideration, the SCHS Communications Committee and ultimately the Board approved the extension of its corporate identity to all of its solely owned ministries. “The commitment of the Sisters of Charity of St. Augustine to the healing mission of Jesus is reflected in the legacy of services provided by a diverse family of ministries that meet the needs of God’s people. I believe that the family brand with the ‘beacon of hope’ conveys to all the message that Sisters of Charity Health System through so many different but related entities is truly ‘devoted to healing,’” explained Sr. Mary Ann Andrews, CSA.

“It is important to leverage the strength of the parent organization on behalf of the sponsored organizations and vice versa, so everyone is expressing a similar story,” says Heather Stoll, vice president of external affairs. “Each entity adds to the equity of the SCHS brand through the change to a similar logo and identity, as well as through organizational changes to increase collaboration on communications,” says Stoll.

Stoll points to the efficiencies to be gained with ministries working together in the areas of marketing, public relations and fundraising on a market-by-market basis as an example of organizational changes. With

a centralized calendar, regular brand communication meetings and enhanced communication between ministry leaders, this initiative will enhance our ministries' efforts to leverage the power of uniting their voices in matters that impact the mission and health of the community.

“The goal of a unified family brand structure is to position SCHS and all its ministries as a ‘beacon of light and

hope.’ In this context, it means more than exemplifying a logo to the people SCHS serves. It means presenting them with a symbol that will become intuitively connected with the idea of hope and healing,” explains Stoll. “With all ministries collaboratively projecting this visual message in unison, there is great potential for this symbol to gain incredible strength and become the emblem of an uplifting and hopeful movement.” ♦

NEW LOOKS, NEW NAMES

In addition to the new identities, two SCHS hospitals underwent name changes as part of the new ownership arrangement between the Sisters of Charity Health System and University Hospitals. St. Vincent Charity Hospital in Cleveland became St. Vincent Charity Medical Center and St. John West Shore Hospital in Westlake, Ohio became St. John Medical Center.

“The ‘medical center’ name better represents the depth and breadth of the services that our hospitals provide to their respective communities and beyond,” says Sister Judith Ann Karam, CSA, president and CEO of the Sisters of Charity Health System and St. Vincent Charity Medical Center.

Additionally, St. John Medical Center has introduced a new logo to reflect the joint venture between the Sisters of Charity Health System and University Hospitals, and also our Catholic identity.

A FAMILY OF MINISTRIES

Below is a list of the solely owned ministries that are uniting under one common logo/brand treatment.



HEALTH CARE

- The Augustine Group
- Cuyahoga Physician Network
- Mercy Medical Center
- Mercy Professional Care Corporation
- Providence Hospital Northeast
- Providence Hospital
- St. Vincent Charity Medical Center

ELDER CARE

- Regina Health Center

OUTREACH

- Early Childhood Resource Center
- Healthy Learners
- Joseph’s Home



GRANTMAKING ORGANIZATIONS

- Sisters of Charity Foundation of Canton
- Sisters of Charity Foundation of Cleveland
- Sisters of Charity Foundation of South Carolina
- The South Carolina Center for Fathers and Families

ST. JOHN MEDICAL CENTER

A CATHOLIC HOSPITAL

