



SYSTEM

In Review

May 2017

The newsletter for our Mon Health Family

Both *System In Review* and Mon Health have a new look beginning this month!

Mon Health has officially launched its new brand, featuring vibrant green hues. The color green is associated with growth, balance, healing, life, renewal, calming and caring. All words that reflect Mon Health's Mission, Vision and Values.

The new look of *System In Review* is informed by our new design system. The new logo, featuring an updated font and an "M-Star symbol with a starburst of white space in the center, will soon be visible throughout the organization. Every Mon Health entity, from hospitals to physician practices, will have this new logo as part of their name.

This issue of *System In Review* offers many examples of the new Mon Health brand – how it will look in coming months on signage, on vehicles, on employee IDs, in email signatures and in publications. Mon Health President and CEO Darryl Duncan explains why we have embarked on this system-wide rebrand in this month's President's Message.

We've even included an updated Mission, Vision and Values statement in this issue that you can hang in your office or staff area, with the new logo and colors.

Our identity is a powerful asset. By consistently applying the Mon Health visual identity throughout the organization, we create and maintain a strong brand that reinforces who we are, how we define our personality and the value we provide to the people we employ and the communities we serve.



Lights! Camera! ACTION!

President and CEO Darryl Duncan tells the Mon Health story in a new video. You can view it on our website and on MonNet in our new Brand Central section.



Our NEW approach to email: branded email signatures

Email is the primary means of business communication. The emails we send are an outstanding opportunity to promote our brand.

That's why we have created an email signature generator. It's designed to build the Mon Health visual identity through professional and consistent email signatures throughout the health system.

"When we think of an email like company letterhead, it's clear that company emails must be equally consistent in design and content," explained Mon Health President and CEO Darryl Duncan.

This represents a new direction for health system email communication.

"While many of us like to be creative with our email signatures and even add phrases, taglines and emojis, a standardized email signature allows us to promote the consistent and strong image we want the public to easily recognize and expect. It's a reflection of our organization."

How To Create Your Own Branded Email Signature

It's a multi-step process, but it's super-simple, and takes less than 5 minutes.

- Go to MonNet and type "email signature" in the search bar. Click the link.
- The directions will guide you to the Email Signature Generator.
- Fill out the form.
- After you click "Submit" you will see another page where you can download instructions to cut/paste your signature into Outlook or Web Outlook 365.

This should be the only email signature you use. Please delete all other signatures.

So, in the spirit of Teamwork, please create your own branded email signature today!

Employee Name

Employee Title
Hospital Department or Clinic
Mon Health Medical Center, Preston Memorial, etc...
1200 JD Anderson Dr.
Morgantown, WV 26505
304-555-5555 Phone

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President's Message



This month we are officially unveiling our new Mon Health brand. This is the first time since the late 1980s that Mon Health has updated its branding. You will soon begin seeing our new look on everything from ID badges and printed materials to vehicles and signage.

Many of you may be wondering why this is even necessary. Below are answers to some of the more frequently asked questions.

So, we are now using Mon Health as the primary brand name. Why are we making this change?

Over the last few years we have grown from a single hospital entity to one that has two hospitals, and soon adding a third (Stonewall Jackson Memorial Hospital). In addition, we also have Mon EMS, The Village at Heritage Point, Mon Healthcare and over 30 ambulatory clinics. By using the single brand of Mon Health, we can consistently communicate our commitment to the communities we serve and the quality of the care we provide. Our patients will know that wherever the Mon Health brand is used, they can trust the care provided and expect a remarkable experience.

The M Star symbol and the logo are also changing. Why is that necessary?

This part is more to modernize the look than anything else. The current version is over 30 years old. The new version is now symmetrical and the color has changed from burgundy to green. Green is a color that represents growth, vitality and renewal – all descriptors we'd like the public and those we serve to associate with Mon Health.

Will all the Mon Health affiliates also use the Mon Health brand?

Yes. Every affiliate will be using the same consistent brand of Mon Health.

Will this branding project be expensive?

Not really. Most of our signage on campus needed to be replaced. Also, permanent directional signage has not yet been installed at the Mon Health Medical Park office complex, so we are not replacing much at that site.

We will economize by exhausting current supplies of printed items such as letterhead and envelopes. Other printed material, such as brochures, can continue to be used as long as the content remains current. Once exhausted, we will replace all printed material with the new branding designs.

How will the new logo and design scheme be maintained uniformly?

We have created templates that are available for download in a new section of MonNet called "Brand Central." The templates are the only approved designs of the logo and color scheme that we will be using. Templates have been created for Power Point slides, brochures, business cards, ambulances, courier cars, etc.

Are the uniforms/scrubs changing?

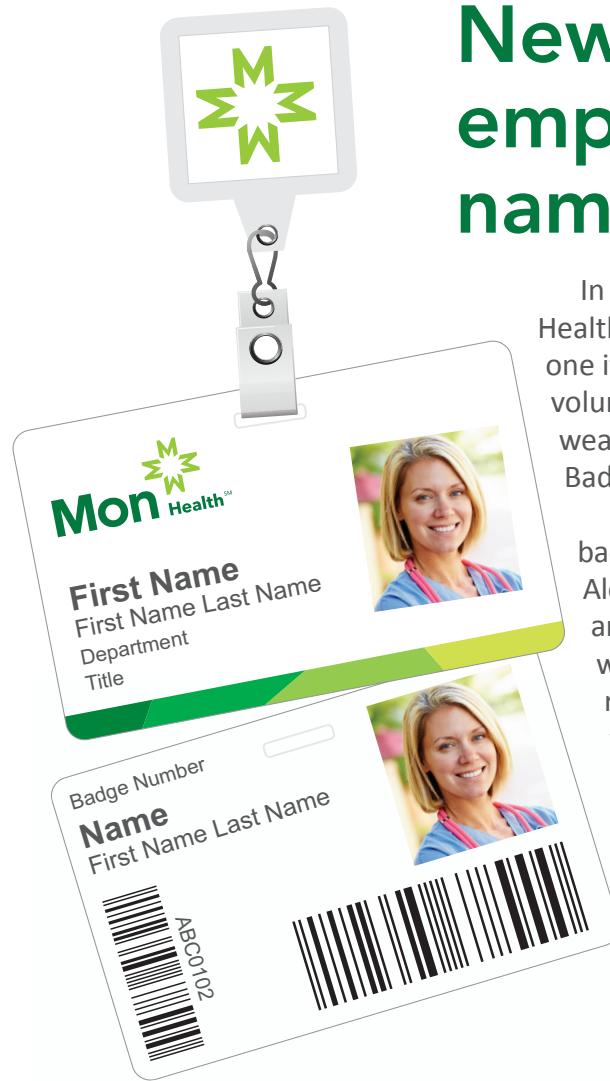
No. The dress code remains in effect. The scrub colors were selected to reflect job functions and our patients have gotten to know these exceptionally well at this point.

Will the website address change?

Right now, MonHealth.com redirects to MonGeneral.com. You can use either one. They both work. A new website design will be unveiled in the months to come.

— *Zany*

New look for employee name badges



In the coming weeks, Mon Health's rebranding will impact one item that all employees, volunteers and physicians wear every day on the job – ID Badges.

Approximately 2,000 new badges will need to be made. Along with updating the logo and colors, the new badges will be worn horizontally, rather than in the current vertical orientation.

Details on the rebadging process are currently being finalized. Watch MonNet and the weekly e-newsletter for details.

New eye-catching signage!





Introducing.... Brand Central!

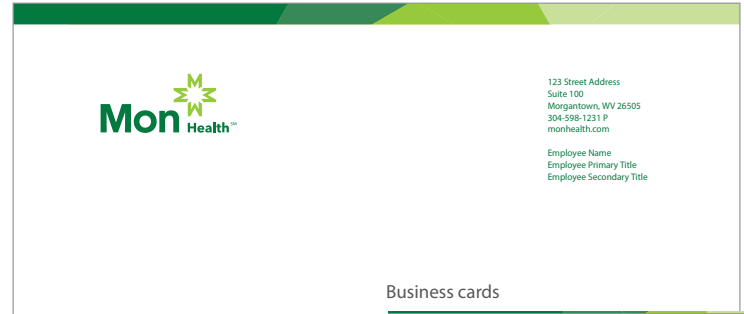
With all the changes to the Mon Health brand, wouldn't it be nice if there was one central "go to" place for brand information, templates and logo usage guidelines?

Fortunately, there is! "Mon Health Brand Central" has been created on MonNet. Located under "Who We Are" at the top of the page, Mon Health Brand Central is your go-to source for visual identity standards and guidelines. You can also access the pages by entering "brand central" into the search box.

Brand Central features include:

- A video introduction to our new branding
- Detailed information about the proper (and improper) use of our logo, colors and design elements
- Designs for printed materials, stationary, vehicles, signage and giveaways
- Business card designs, and a downloadable order form
- Power Point template downloads
- Microsoft Word templates for do-it-yourself flyers, posters, letterhead, forms, certificates and awards
- An email signature generator (see details on page 1)
- An updated Mission, Vision and Values poster to download or print on 8 1/2 x 11 paper. (If you don't have a color printer, and you would like a color printout for display in a stand-alone acrylic frame, call the Marketing Department at (304) 285-2730.)

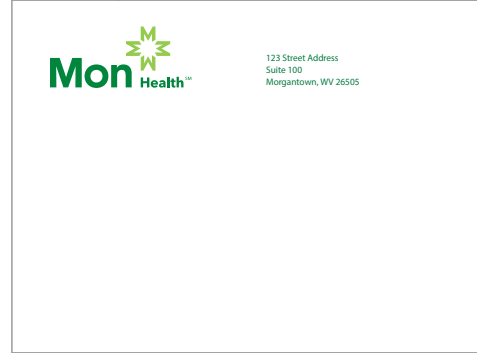
Letterhead



Business cards



Envelopes



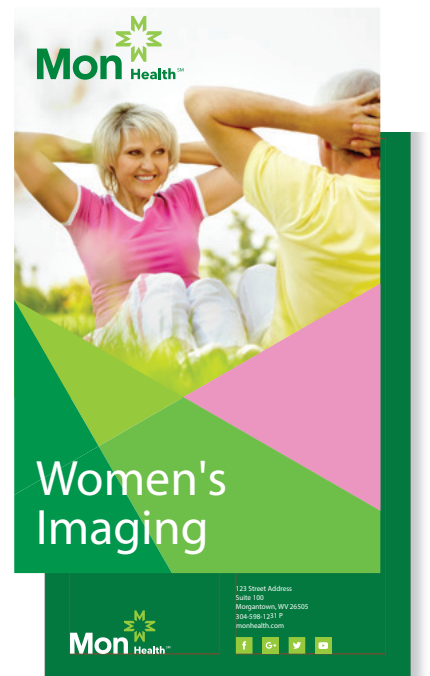
Appointment cards



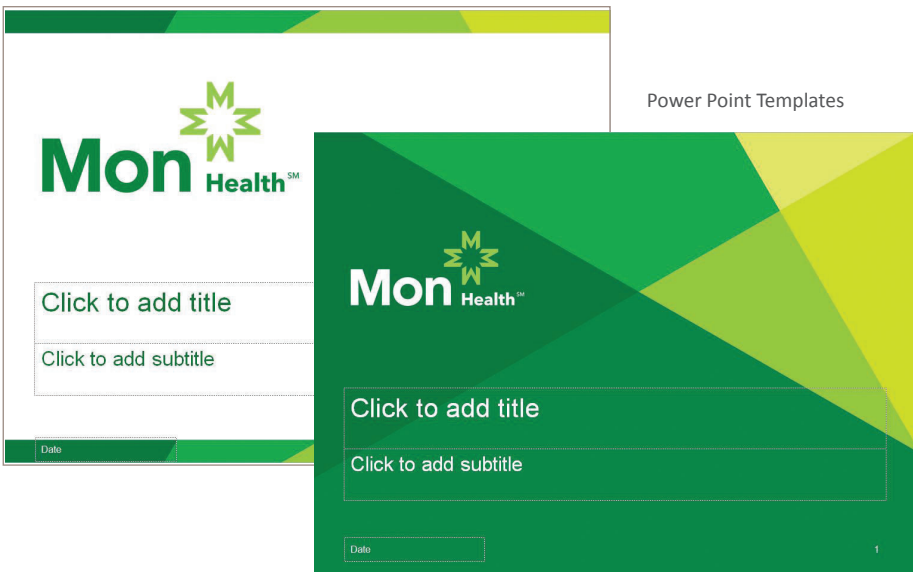
Form



Brochure Examples



Flyers



Fleet Vehicles



Certificates



MISSION

To enhance the health of the communities we serve,
one person at a time

VISION

Our exceptional team will provide an extraordinary patient
experience, compassionate care and clinical excellence

VALUES

Respect - We will treat every person with compassion, courtesy,
honesty and dignity in each interaction and communication

Excellence - We will perform at the highest standard dedicated to
professionalism, proficiency, integrity and safety

Teamwork - We will cultivate relationships with our community, patients,
and team members, providing quality care as one family

Strategic Plan Goals

Quality & Safety 	People & Culture 	Growth & Development 	Integration & Efficiency 	Financial Vitality 
Deliver high quality, safe, consistent, and coordinated patient care	Empower team members to create an exceptional patient experience through engagement and leadership	Create program growth, achieve physician alignment and expand partnerships and affiliations throughout the geographic area	Leverage technology and optimize operational processes to deliver high value service	Improve the financial performance of MHS services while preparing for alternative payment methods