



READING HEALTH
SYSTEM

Advancing Health. Transforming Lives.

Sixth Avenue and Spruce Street, West Reading, PA 19611

readinghealth.org



Our brand is a promise of who we are and the benefits we deliver.

promise



everything we do

It is **brought to life through everything we do** and everything we say.



Ultimately, **our brand lives in the hearts and minds** of our audiences.

hearts and minds



progressive

lea

About Our Brand

We've always been a forward-looking organization. We're committed to growing an advanced healthcare system that will directly benefit the people, health, and wellness of Berks County and beyond.

Today marks a significant time for our organization and our community as we take another major step forward. It's time to welcome you to **your new brand – Reading Health System.**

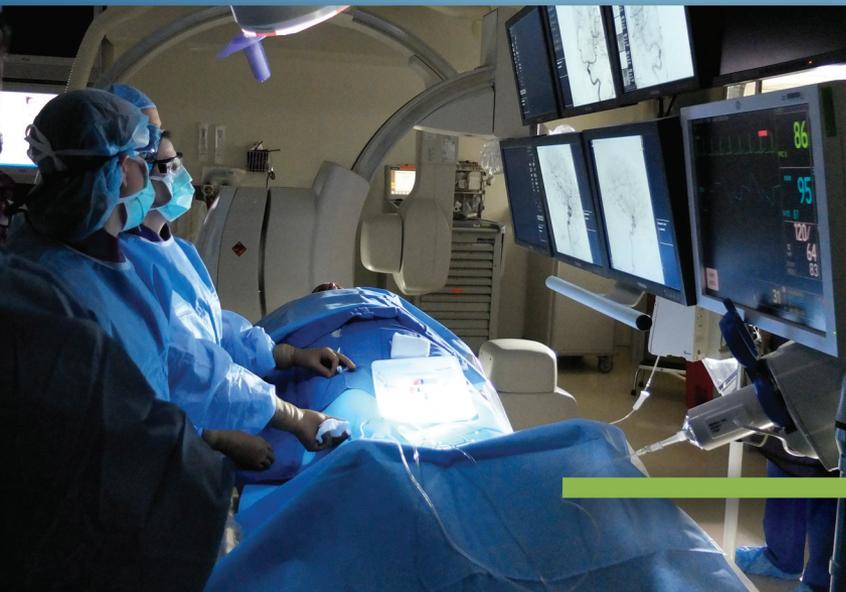
It's a natural step in our evolution to clarify who we are, what we believe, and where we're heading. By unveiling a new system name, logo, tagline, and a set of promises that better reflect our collective vision, we're building on our strengths across the organization to more effectively advance in the changing world of healthcare.



committed

ader

new



ever-expanding

A Powerful Name

Evolving our organization's name from *The Reading Hospital* to **Reading Health System** better reflects the depth and breadth of our capabilities and expertise across our ever-expanding system. Importantly, the name leads with **Reading**, shown to have real attachment in the community. It also reflects our commitment to proactively advancing the **Health** of the communities we serve. And, **System** suggests the advantages of linking our network of facilities, services, and physicians across our comprehensive continuum of care – from **Reading Hospital** and **Reading Health Rehabilitation Hospital** to **Reading Health Physician Partners** and **Reading Health Medical Services**. It is our integrated family of care that forms the foundation of advanced healthcare at Reading Health System.

system



POWERFUL comprehensive continuum of care

A Dynamic Logo

More people see our logo than any other form of communication. We learned from our research that our “tower” logo is exceptionally well known and signals trust and longevity to our communities. But, we also knew that it could better represent who we are now and where we’re going. So, we embarked on an important journey to update and simplify the logo to more strongly project into the future. The result is a logo that builds on our strong heritage while pointing the way forward.

strong heritage

trust and longevity



READING HEALTH

S Y S T E M

pointing the way forward



Advancing Health.



Transforming Lives.

An Aspirational Tagline

Our new tagline conveys the essence of our Reading Health System brand. It is our *rallying cry*, so to speak. It succinctly conveys our key motivations for internal audiences and sets expectations for community members.

Advancing Health. Transforming Lives. Two short phrases, yet one aspirational commitment that each of us must work together to deliver everyday. It's genuine to our desire for advancing the health of our communities. But beyond this, it conveys our desire to transform lives by being a consistent source of knowledge and support in every way we can.



knowledge



advancing wellness

support



Valuable Promises

Our Reading Health System brand is a set of promises that each of us must deliver. These promises must create value for our patients and distinguish us from other providers.

By advancing wellness, prevention, and clinical specialty care – while always pushing quality standards higher. By shaping personalized care to ensure every individual is cared for and cared about. And by helping our communities grow stronger by being a source of energy, optimism, knowledge, and support.

energy

optimism



Consistent Personality

We make an impression not only with what we do, but also by how we do it. It's important that we always embrace and consistently communicate Reading Health System's brand personality in everything we say and do. It's how others will relate to us as individuals as well as an organization.

Our Reading Health System's brand personality characteristics are:

- **Ambitious**

Strong desire to exceed expectations.

- **Passionate**

About serving our patients, communities, and colleagues.

- **Personable**

Relating to others in an individual manner.

- **Trustworthy**

Building confidence inside and outside the organization.



Values

Our values are a springboard for how we act as individuals, as colleagues, and as an organization. They guide our decision-making and shape our culture. Using them to guide all we do will help us to achieve our ambitions – both internally and for the communities we serve.





Our values include:

- **Advancement**

We're committed to setting ambitious goals to move healthcare and our communities forward.

- **Inclusiveness**

Everyone working together collaboratively.

- **Respect**

In our regard for, and actions toward, our communities, patients, and each other.

- **Responsibility**

Acting in honest, forthright, and fiscally responsible ways.

*It is the **dawning of a new day**, for all of us, internally and externally, for our patients and our providers, **for Berks County and beyond**. It is time to **embrace the future** of healthcare.*

Welcome to...



READING HEALTH

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