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MJHS Unveils New Name, Logo and Tagline

Visually bold campaign unifies health services brand, celebrates history, emphasizes cultural diversity and highlights innovation

FOR IMMEDIATE RELEASE

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NEW YORK—Metropolitan Jewish Health System today announced that effective immediately the organization will be known as MJHS. A new, visually bold and emotive branding campaign is built around the new name and tagline, “Caring every minute, every day.” The campaign honors the brand’s rich history, showcases MJHS’ innovative programs and celebrates the cultural diversity of its caregivers and the people MJHS serves.

“When MJHS began this marketing initiative, we wanted to create a powerful, unified brand that connected all of our lines of business—home care, hospice, palliative care for children and adults; centers for rehabilitation and nursing care; and health plans,” said Diane Ashley, Vice President of Corporate Marketing and Public Relations. “Now, all of MJHS, including our charitable Foundation, equally benefit from the strength of our inspiring heritage, shared values and reputation for quality, compassion, innovation and service.”

“Our new tagline, ‘Caring every minute, every day,’ speaks to the extraordinary commitment exhibited by our employees, the organization as a whole, and the Foundation, 365 days a year,” said MJHS President and CEO Eli S. Feldman. He added, “What doesn’t change? We remain true to the traditional Jewish values of our founders and the commitment to ensuring that all New Yorkers have access to our quality services and one-on-one care that focuses on the whole person—not just the medical condition.”

The new, more modern logo more accurately reflects MJHS’ energy and spirit of innovation. The comprehensive branding initiative includes: TV, radio, print and digital media, inclusive of a new website (mjhs.org). To watch the new TV spot, click on the following link: <http://www.youtube.com/watch?v=yj9IQJJuKlw>.

Through the help of charitable support, what began as the dream of four Brooklyn ladies in 1907 to provide quality health care and a safe home for the poor, frail and elderly is today one of the most expansive health systems in the region. With more than \$700 million in revenue, the scope of MJHS’s programs and services continues to expand. Today, MJHS provides a continuum of care in a variety of settings—home; assisted living; rehabilitation and long-term care facilities; inpatient units; and hospitals. The ability for patients to transition easily within MJHS’ integrated system facilitates positive

clinical outcomes and can help reduce readmissions to the hospital. This approach also helps patients maintain a vital, positive outlook by preserving something no illness or injury should ever take away: their dignity. And with a skilled, multilingual workforce, MJHS is able to provide care with uncommon cultural sensitivity and genuine understanding.

About MJHS

MJHS is a charitable not-for-profit organization with more than a century of providing quality, compassionate and innovative health services to New Yorkers of all ages, ethnic, religious and economic backgrounds. MJHS is uniquely positioned to provide the right level of care when and where it is most needed—so the majority of its care recipients are able to continue living at home and we can help reduce hospital readmissions. The MJHS robust portfolio includes: home care, hospice, palliative care, centers for rehabilitation and nursing care, health plans, independent living and adult day health care. For more information, visit www.mjhs.org or call 1-855-692-5058.

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