

ALOMERE PRESS RELEASE

FOR IMMEDIATE RELEASE

MEDIA CONTACT

Eddie Reif: ereif@dchospital.com or 320-762-1511.

DOUGLAS COUNTY HOSPITAL ANNOUNCES NEW NAME: ALOMERE HEALTH

Douglas County Hospital, Heartland Orthopedic Specialists, Alexandria Clinic and Osakis Clinic unite under new name: *Alomere Health*



May 14, 2018

At a community-wide celebration on the morning of Friday, May 11th, Douglas County Hospital CEO, Carl Vaagenes, unveiled *Alomere Health* as the new name for Alexandria's hospital and its partner clinics, Heartland Orthopedic Specialists, Alexandria Clinic and Osakis Clinic.

"This is a big day in the story of our hospital, our clinics, and our community, and I could not be more thrilled to finally announce our much-anticipated new name," said Vaagenes.

The hospital has cited three key reasons for the name change:

- 1) First, the name Douglas County Hospital—a name this organization has held since 1955—no longer adequately reflects its regional impact. Forty percent of the hospital’s workforce now resides outside of Douglas County, and the hospital serves patients from 186 zip codes. “Our new name better embraces the wide range of people who receive care here—from distances far beyond Douglas County, thanks to our strong reputation for quality health care,” said Vaagenes.
- 2) Second, the hospital facility is much more than a hospital, with a wide range of clinics and services on site—including OB/GYN, general surgery, medical oncology, radiation oncology, PEAK Performance and a robust inpatient/outpatient rehab department.
- 3) And, finally, in 2012 Douglas County Hospital merged with Heartland Orthopedic Specialists, Alexandria Clinic and Osakis Clinic. Since then, the four entities have continued operating under separate names, with a loosely tied identity. “We now have the chance to unify under a single brand,” says Eddie Reif, Director of Community Relations and Development, “bringing us together in a much more powerful way.”

“Although our name has changed, we are still the same team of health care professionals you have trusted for years,” Vaagenes told employees and community members who had gathered on the front lawn of the hospital to hear the new name. “Our new name is simply an evolution of a beloved brand in our community, brought forth by the next generation of passionate stewards of locally owned healthcare.”

Vaagenes assured the crowd that the organization’s mission, vision and ownership have not changed—only the name.

“I’m incredibly proud of our providers and staff and the journey we’re on,” he said. “I’m excited about where we’re headed, and I’m confident that, as Alomere Health, we’ll continue the great legacy of care that you have come to know and expect.”

Signage and branding will be changed over to the new Alomere Health logo in the coming weeks.

“We’re so excited to bring this new name to the neighbors, family, friends and others we serve,” says Reif. “Great things are ahead for this organization—and our entire community.”

####

Learn more at alomerehealth.com, including the full history of the hospital, the meaning of the new name, FAQs and more.