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Hamilton Health Care System Rebrands to Vitruvian Health Amid Regional Expansion

DALTON, Ga. (July 25, 2024) – Hamilton Health Care System today announced it is rebranding to Vitruvian Health as part of its regional expansion plans. This significant change reflects the system's commitment to innovation and excellence in healthcare, aligning with its legacy of providing advanced and integrated care.

The new brand name, "Vitruvian Health," draws from the organization's recognizable da Vinci-inspired Vitruvian Man icon, which has been a prominent part of Hamilton's logo since 1976. Da Vinci's Vitruvian Man represents harmony, balance, and the interconnectedness of all aspects of health, perfectly aligning with Hamilton's integrated system of care.

"What better way to reflect a legacy of excellence and a vision of the future than to draw from Hamilton Health Care System's roots with the da Vinci-inspired Vitruvian icon that has branded the health system for decades," said Jeff Myers, president and chief executive officer of Hamilton Health Care System.

"Rebranding Hamilton Health Care System to Vitruvian Health reflects the Vitruvian balanced, whole-person wellness approach described by da Vinci, and it reflects the organization's long-standing legacy of excellence and innovation while also adapting to an expanding regional presence," added Lamar Lyle, chairman of Hamilton Health Care System's Board of Trustees.

Hamilton Health Care System, along with its flagship hospital, Hamilton Medical Center, celebrated its centennial in 2021. The system first opened Hamilton Memorial Hospital in 1921 in response to the flu pandemic and the growing need for medical facilities in north Georgia. To recognize the efforts of members of the community, Hamilton draws its name from George W. Hamilton of president of Crown Cotton Mills in the 1890s and early 1900s. Crown Cotton Mills and its leadership were among the instrumental community champions for bringing physicians to the region and for building a much-needed hospital in northwest Georgia, and Dalton specifically. Along with the new Vitruvian Health branding, the Hamilton Medical Center name will remain in place to honor this legacy.

From these humble beginnings in 1921 and with a strong mission and vision for serving the region, Hamilton Health Care System has grown to encompass over 50 access points for care across the northwest Georgia region, including Whitfield, Murray, Gordon, and Catoosa Counties.

"Over the last 103 years, Hamilton has been uniquely innovative compared to other community hospitals and regional health systems," said Lyle. "Always focused on bringing the best, most advanced and innovative care to its patients and communities it serves, Hamilton has never shied away from being the first or the only hospital or health system of its size to do something new or to break the mold of what is expected from a traditional community hospital," continued Lyle.

One of the few remaining independent health systems in the region and even in the nation, Hamilton has remained financially strong while many hospitals its size have shuttered their doors or been acquired by larger regional or national health systems.

As part of its expansion, Hamilton is finalizing the acquisition of Tennova Healthcare – Cleveland in Bradley County, Tennessee. This acquisition includes the main hospital with 251 beds and an additional 100 licensed beds at the hospital’s Westside Campus, plus medical practices and other ambulatory locations throughout the surrounding communities. Bradley County, Tennessee, where Tennova Healthcare – Cleveland is located, borders Hamilton County, Tennessee. As with Hamilton Medical Center, the hospital in Cleveland will carry joint branding of Vitruvian Health, and a name dedicated to the hospital’s legacy and the community it serves – Bradley Medical Center.

"As Hamilton Health Care System expands into Tennessee with its acquisition of the Tennova Healthcare – Cleveland locations, it is likely to generate more and more confusion between the Hamilton name and Hamilton County," said Myers. "The change is necessary now so as to prevent further confusion with Hamilton County," continued Myers.

"Rebranding to Vitruvian Health is more than a name change. It represents our unwavering commitment to treating the whole person and providing a fully integrated system of care. We are dedicated to enhancing the quality of life for our patients, at every stage of life, in a cohesive and supportive environment," added Robert Chandler, chairman of Hamilton Medical Center’s Board of Trustees.

"For decades, Hamilton Health Care System has been at the forefront of delivering outstanding medical services to our community. With this new identity, Vitruvian Health will further advance our mission by emphasizing our comprehensive, integrative approach to healthcare while honoring the legacy of Hamilton that is at the core of who we are today, and in the future," concluded Myers.

The organization plans to begin its rebranding efforts first in Tennessee in conjunction with the completion of the acquisition of Tennova Healthcare – Cleveland. Rebranding efforts in existing Hamilton Health Care System locations across northwest Georgia will occur more slowly with a targeted completion by the end of the year.

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