Introducing a Well-Orchestrated Brand

The moment we have all been waiting for has finally arrived. The stage has been set, our audience has arrived, and the curtain has risen to reveal our new look, our new feel – our new, well-orchestrated brand.

When something is well-orchestrated, it is meticulously planned, highly organized and laser-focused on specifically intended outcomes. That is precisely its meaning and relevance. Well-orchestrated gets to the heart of what makes us particularly unique, and to what consumers are looking for in a health care provider. Well-orchestrated is an idea well suited to the integration and connectedness of our continuum of businesses and services – a complete spectrum of offerings that encompass the full person and family life cycle.

At Hackensack Meridian Health, we know that a brand must be lived each moment by the people who represent it. Every moment, every interaction, every time we impact a life, we are the brand. Here, our brand is about taking care of people and changing the future of health care. To that end, our new brand is captured through our team members, our leaders, our physicians and our volunteers who are all at the center of everything we do – orchestrating excellence day in and day out.

With that being said, it’s time to roll up our sleeves and get to work to orchestrate the future of health care, together.
How We Orchestrate Excellence

Our mission, vision and values truly set the stage for everything our organization strives to achieve. Our vision to redefine how “health” and “care” work together is at the heart of our strategic plan and the human experience, coming to life through our commitment to innovation. And our value of listening, laughing and learning together guided the development of everything and paves the way for our shared future.

With that foundation, a number of leaders across the network came together to collaborate and develop the culture, center for innovation, strategies, shared experience and, of course, the brand of Hackensack Meridian Health. At the heart of each of these things are our teams of dedicated professionals who strive to make a difference and work tirelessly to consistently deliver the best experience for every person we impact.

Each and every day, we are all working together and harmonizing to create this best experience for the communities we serve – and we create such beautiful music when we all play in sync. To do so, we must all play the same tune:

**Our Mission**
Our mission is to provide a full spectrum of life-enhancing care and services to create and sustain healthy, vibrant communities.

**Our Vision**
Redefining how “health” and “care” work together.

- We are setting the standard for providing quality care.
- We are humanizing the health experience.
- We are defining the future of medicine.

With each of these elements playing perfectly in unison, we create a well-orchestrated experience.

Hackensack Meridian Health wishes to be seen and recognized as the "Well-orchestrated" provider of the best health care and wellness services available – a preferred organization with health professionals who know how to work together and with their patients and families, coordinating care at all points of contact and service, to ensure the best clinical outcomes, best personal care, and best overall health care experience.

**Our Brand Promise:**
**Orchestrate Excellence**
You are the conductor.
Excellence Unsurpassed is your symphony.
How will you create a well-orchestrated brand experience?
Achieving the National Standard

In health care, more and more, strategy is about anticipating what is to come. Our strategic plan, our strategic goals and priorities are intentionally designed to move Hackensack Meridian Health forward, at life speed. Our strategy is not simply to advance Hackensack Meridian Health in our local market, chipping away at market share and enjoying incremental growth. It is much bigger than that. Our strategy is to change the way health care is delivered and set the standard nationally. How will we achieve this? Through a well-orchestrated strategic plan and priorities.

Care Transformation
Our culture of Excellence Unsurpassed is an important component of life at Hackensack Meridian Health. Without a well-defined and shared culture, strategy falls apart. That is fundamental to the continued development of our merger integration strategic plan. We will also focus on value capture to ensure we are saving dollars and being more efficient in our organization.

Clinical Integration
High reliability positions us to deliver a high-quality, safe and exceptional experience – every person, every time. Our clinically integrated network and population health models also position us to implement bundled care and payment models to improve quality and achieve financial metrics outlined by CMS, creating a well-orchestrated experience. Additionally, technology will contribute to greater efficiency, more personalized care and improved operational performance.

Physician Enterprise
Growth is about more than just geographic footprint – it is about changing the delivery of health care. We cannot achieve this without engaging and aligning physicians with our work and our goals, while creating an environment that allows them to work at the top of their license. We need to communicate and create connectivity with physicians, delivering messages they want to hear in the way they want to hear it. We will also focus on developing future generations of health care professionals.

Medical School
We will continue on our path to create the School of Medicine in partnership with Seton Hall University to advance the future of medicine. We will start up the Seton Hall – Hackensack Meridian School of medicine with the first class seated in the summer of 2018. Physician, nurses and allied health professionals will train as a team to create the team-based approach that our community desires while improving outcomes.

Expanded Continuum
We will continue to expand our continuum – in acute care, outpatient and retail settings – to ensure we can provide the right care, to the right people, at the right time. We will also activate the partnership with Memorial Sloan Kettering in 2017, with a goal of creating shared standards of care for breast and colorectal cancer, lymphoma and bone marrow transplant by June. Our merger with JFK Health will likely come to fruition during the first quarter of 2018. And our home care partnership with St. Joseph’s Health Care will expand into Passaic and Bergen counties.

Technology and Innovation
We plan to launch fundraising initiatives to support the Innovation Enterprise as well expand our partnership with Uber and grow telemedicine platforms beyond virtual urgent care.
Join Us for the 2017 New Jersey Tour of Hackensack Meridian Health and Experience the Beautiful Music of Our New Brand

Just as an orchestra harmonizes to play beautiful music, so too has Hackensack Meridian Health harmonized to create an exceptional and well-orchestrated new brand. For all of us here at Hackensack Meridian Health, the brand is our heartbeat. It is our lifeblood. It is a collection of amazing moments orchestrated by amazing people to create connective tissue with our customers. Every moment is indeed a brand moment.

To experience the brand is to experience an amazing moment in time, whether it is a newborn taking his or her first breath, a team discovering a medical breakthrough, or a patient celebrating their one-year anniversary of being cancer free. Now we want you to experience the brand firsthand by joining John K. Lloyd, FACHE, and Robert C. Garrett, FACHE, co-CEOs of Hackensack Meridian Health, for an exclusive event.

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<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td><strong>Wednesday, April 12</strong></td>
<td><strong>Bayshore Community Hospital, Holmdel</strong></td>
<td>8 a.m.</td>
<td>Conference Rooms A &amp; B</td>
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<td><strong>Raritan Bay Medical Center – Old Bridge</strong></td>
<td>9:30 a.m.</td>
<td>Conference Rooms A &amp; B</td>
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<td><strong>Raritan Bay Medical Center – Perth Amboy</strong></td>
<td>11 a.m.</td>
<td>Conference Rooms A &amp; B</td>
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<td><strong>HackensackUMC Palisades, North Bergen</strong></td>
<td>1:30 p.m.</td>
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<td><strong>HackensackUMC Mountainside, Montclair</strong></td>
<td>3:15 p.m.</td>
<td>Auditorium</td>
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<td><strong>Thursday, April 13</strong></td>
<td><strong>Southern Ocean Medical Center, Manahawkin</strong></td>
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<td>Beach Plum</td>
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<td><strong>Ocean Medical Center, Brick</strong></td>
<td>10 a.m.</td>
<td>Conference Rooms A, B &amp; C</td>
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<td><strong>Jersey Shore University Medical Center, Neptune</strong></td>
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<td>Lance Auditorium</td>
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<td><strong>Riverview Medical Center, Red Bank</strong></td>
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<td>Rechnitz Conference Center</td>
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<td><strong>Team Member Event</strong></td>
<td>4 p.m.</td>
<td>Jumping Brook Country Club, Neptune</td>
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<td><strong>Friday, April 14</strong></td>
<td><strong>HackensackUMC at Pascack Valley, Westwood</strong></td>
<td>8 a.m.</td>
<td>Basement Conference Room</td>
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<tr>
<td></td>
<td><strong>Hackensack University Medical Center, Hackensack</strong></td>
<td>11 a.m.</td>
<td>Hekemian Auditorium</td>
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<td><strong>Monday, April 24</strong></td>
<td><strong>Physician Event</strong></td>
<td>6 p.m.</td>
<td>Jumping Brook Country Club, Neptune</td>
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<td></td>
<td><strong>Physician Event</strong></td>
<td>6 p.m.</td>
<td>Stony Hill Inn, Hackensack</td>
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The Essence of Our Brand: Well-Orchestrated

Well-orchestrated speaks to our positioning; the place in people’s minds that we want our brand to own and the benefit we want them to think of when they think of us – orchestrating treatments, protocols, procedures, and programs to get people well (and keep them well), as well as to how we do it (in a collaborative, connected, compassionate and caring way).

Our logo and imagery is essential to portraying our brand and promoting our messages. The imagery we choose evokes an emotional connection with the consumer every time he or she sees it. A logo is like shorthand for all of the things we stand for.

Our Tagline: Life Years Ahead
Everything we do is about being a leader in well-orchestrating excellence for a better life and a better world. By playfully substituting the word “life” for “light,” we are signaling that we are forward thinking around bettering life – through our care, our education, our research and science and our thought leadership.

Our Brand Language: Words Matter
A well-orchestrated conversation says you care and shows you care. Just as lyrics and music come together to create a feeling or evoke emotion from the listener, so do your words and tone. The words we use with patients, customers, and colleagues greatly influence the outcome of a conversation and positively impacts the human experience. Here are some of our signature phrases:

- Tell me your story.
- You are in excellent hands.
- Let’s move forward, together!
- Be well.
- What are you looking forward to?

Accessing the Brand

Often in times of change, there is uncertainty. Fortunately for our team members, the brand center exists as a central location to find approved templates for usage, language about our organization, and approved vendors who are already set up in our PO system for when you want to use the logo on a giveaway item. All of this vendors have access to our creative files and can assist you in creating the perfect giveaway! The brand center can be found on each legacy organization’s Intranet, or wherever you would regularly go to receive information about the brand.

Can’t Find an Answer to What You’re Looking for on the Brand Center? We’re Here to Help!
Please email mythoughts@hackensackmeridian.org or connect with your local Marketing team for assistance.

Please note: All requests for updated materials must be routed through your local Marketing or the Network Marketing & Communications Department. We are an ever-growing, living and breathing organization full of nooks and crannies with over 28,000 team members. Please keep in mind as we continue to roll out our new brand across the network that certain elements and areas will take priority when it comes to new branding. All requests will be fulfilled, but it may take longer to receive a finished product due to the volume of requests the team is receiving for new branding.
What’s in a Name?

We thoughtfully and deliberately chose a master brand strategy, with Hackensack Meridian Health as the lead, because it makes the most sense as we continue to lean forward into the world of population health and our strong continuum of care.

We know health care is about choice. We also know every time consumers choose Hackensack Meridian Health, our brand grows. The master brand simplifies choice. It also leverages two significant brand names in New Jersey that have brand equity, for every member of our network.

As you walk around your campus, you may notice a change in name. The following is how we are now referring to our hospitals:

- Hackensack Meridian Health Hackensack University Medical Center
- Hackensack Meridian Health Jersey Shore University Medical Center
- Hackensack Meridian Health Joseph M. Sanzari Children’s Hospital
- Hackensack Meridian Health K. Hovnanian Children’s Hospital
- Hackensack Meridian Health Ocean Medical Center
- Hackensack Meridian Health Riverview Medical Center
- Hackensack Meridian Health Mountainside Medical Center
- Hackensack Meridian Health Palisades Medical Center
- Hackensack Meridian Health Raritan Bay Medical Center Perth Amboy
- Hackensack Meridian Health Southern Ocean Medical Center
- Hackensack Meridian Health Bayshore Medical Center
- Hackensack Meridian Health Raritan Bay Medical Center Old Bridge
- Hackensack Meridian Health Pascack Valley Medical Center

For detailed information about name and logo usage, please visit the Brand Center on your legacy organization’s intranet.
Catch Us on TV!

During the week of April 10, be sure to tune in to your broadcast and cable TV channels for a look at our new Hackensack Meridian Health commercial!

The commercial will give viewers insight into the whole new look, feel, and mission of Hackensack Meridian Health.

Stay in the Know as We Continue to Grow
Connect with us on social media and check out the buzz happening around Hackensack Meridian Health. With 28,000 team members, you know there is a lot going on. Like. Follow. Subscribe. Share along with us using #LifeYearsAhead and #HackensackMeridianHealth.

Like our team page by searching @TeamHackensackMeridian
Like our public page by searching @HackensackMeridianHealth
Follow us on Twitter @HMHNewJersey
Follow us on Instagram by searching @HMHNewJersey
Subscribe to the Hackensack Meridian Health YouTube channel
Follow us on LinkedIn by searching Hackensack Meridian Health