

NEWS RELEASE



Architrave Health, Subsidiaries Launch Rebrand

New Logo, Naming Conventions for Roseburg-based Health System

ROSEBURG, Ore., Dec. 29, 2016 – Architrave Health and its subsidiary companies have launched an organizational rebrand highlighted by a new logo (shown above) and name, Umpqua Health, in an effort to bring consistency and simplicity to a local health care market already inundated with hard-to-remember names and acronyms. The move also positions the company for future growth under a single, unified brand.

“Earlier this year, we commissioned a survey of Douglas County residents to learn more about their perceptions of health care in the community,” said Brent Eichman, CEO of Umpqua Health. “What we discovered was our various names – whether it be Architrave Health, URM, or Umpqua Health Alliance – were largely unknown to the people we serve, which is a problem we want to address.”

Umpqua Health engaged Oregon design firm Anvil Northwest to develop a new logo and naming conventions for the company and its subsidiaries. After considering feedback from the community and staff, the design team recommended Umpqua Health, a name that accomplishes the twofold goal of clearly defining the geographic region the company serves while also identifying the consumer need it fulfills.

Under the rebrand, the following commonly used company names have changed:

- Architrave Health is now **Umpqua Health**
- DCIPA Management is now **Umpqua Health Management**
- Umpqua Regional Medical Center (URMC) is now **Umpqua Health – Harvard**

Umpqua Health Alliance, the name of the coordinated care organization that is the health care delivery network for the Oregon Health Plan in Douglas County, will remain the same.

Over the coming weeks, the company will implement wholesale updates to a variety of marketing assets, signage, and other materials to reflect the new brand and build awareness in the community.

“We intend to carefully grow our new name and look in the community, making sure our constituents are aware of the change, but understand our focus on high-quality, cost-effective, accessible health care remains our leading priority,” Eichman said.

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UMPQUA HEALTH REBRAND CONTINUED

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About Umpqua Health

Umpqua Health is the parent company of Umpqua Health Alliance, one of 16 Oregon coordinated care organizations serving the Oregon Health Plan. The Roseburg-based company and its subsidiaries are focused on expanding access, improving care, and reducing unnecessary costs across the clinical space for more than 26,000 Douglas County residents on the Oregon Health Plan and close to 10,000 more individuals with Medicare, private insurance or Exchange coverage.

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