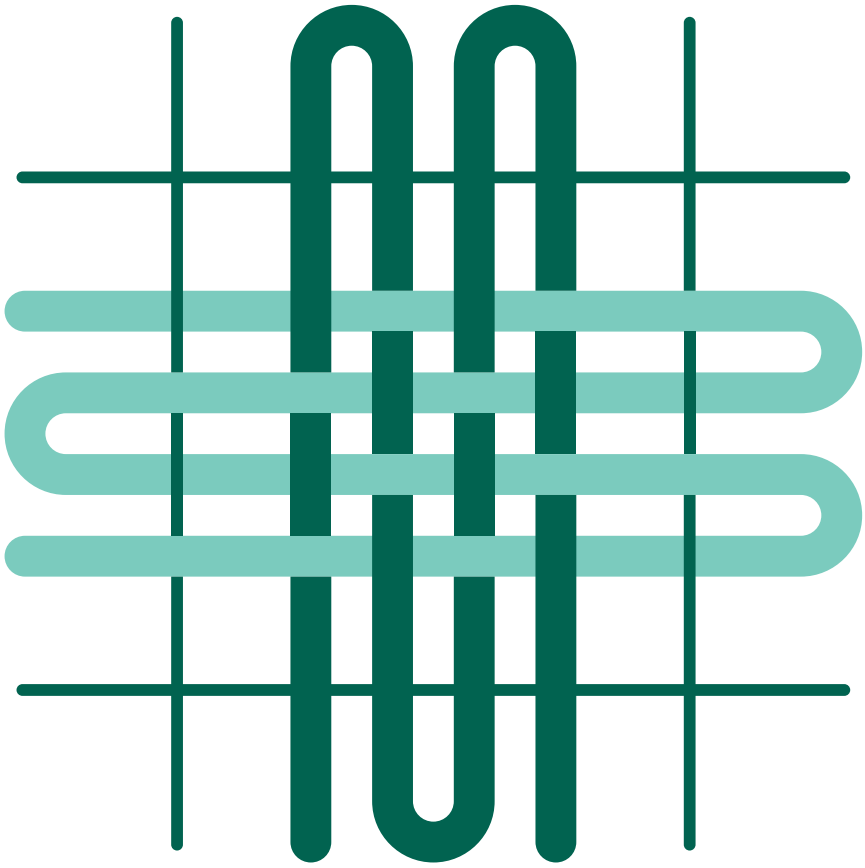
Dartmouth Health

Branding our future





Noah Clay, BSN, RN
Cheshire Medical Center

Critical care

Continuing education

Creating positive patient outcomes

Evidence-based practice

World-class care



Audrey Calderwood, MD

Cancer screening

Improving outcomes

Gastroenterology

Health services researcher

Colorectal cancer prevention

Woven into the fabric of our communities




Mom of Sam and Katie
Quick-order chef
Hiking with Simaba, our cavapoo
Arts and crafts
Exercise
Travel to new places







A new name

Healthcare innovation and compassionate care for our New Hampshire and Vermont neighbors are rooted deeply in our long history. From the founding of Dartmouth Medical School in 1797—one of the original four medical schools in America—to the establishment of Mary Hitchcock Memorial Hospital on the college grounds nearly a century later, to our network of hospitals, clinics, home care and facilities across our region, this foundational commitment has remained embedded in our culture.

While our medical system has been through many significant changes over the past 200 years, our determination to make the most advanced and expert medical care accessible to our patients and families, wherever they may be, has never wavered. To deliver on this promise, we have not only expanded our services and resources throughout our region, but have been working diligently to ensure that our delivery of medical excellence and compassionate care is seamless at every touchpoint.

In short, we have forged ourselves into one best-of-class, highly integrated, cohesive healthcare system grounded in outstanding medical expertise . . . and we call it ***Dartmouth Health.***

Dartmouth Health

Our new name and brand exemplify both the heritage of our organization and its exciting and dynamic future. It succinctly and assertively articulates the essence of what we do—advancing and protecting the health of our communities.

A new brand

Who is part of the Dartmouth Health family?

Our network of hospitals, clinics, practice areas, and home health and hospice services are the fabric of Dartmouth Health's commitment to serve our region with exceptional medical care, wherever we're needed. Each of our members is deeply engaged with and responsive to their respective communities and most are major employers in their area. And each also has our best-of-class Dartmouth Health system at their back, providing the assurance that every patient has access to the most advanced research and clinical expertise.

Dartmouth Health

Alice Peck Day Memorial Hospital

Cheshire Medical Center

Dartmouth Hitchcock Medical Center

Dartmouth Hitchcock Clinics

Mt. Ascutney Hospital and Health Center

New London Hospital

Visiting Nurse and Hospice for Vermont and New Hampshire

In Partnership with Dartmouth College and The Geisel School of Medicine at Dartmouth.

A clear vision for our future

Dartmouth Health's new brand mark, "The Weave," is a figurative interpretation of our brand idea—"World-class care woven into the fabric of our communities." Its interlocking weave graphic reflects the essence of our interconnected, collaborative network of hospitals, clinics, practice areas, and home health and hospice services and the dedicated professionals who are committed to their success.

The lines of the logo create a plus shape that is synonymous with healthcare. The pattern of lines alludes to tartan—a woven cloth that nods to the region's rich history of textile mills and manufacturing and symbolizes the interdependence of our community. The arrangement of the interlacing threads evokes a sense of collaboration and integration across our organization. Throughout our history, we have been tested by financial crises, political challenges and global pandemics, and we have addressed healthcare challenges unique to our individual communities. Yet through it all, we have persevered and grown, creating one of our nation's pre-eminent cancer care centers, a pioneering cardio-vascular practice, innovative public and rural health programs, and New Hampshire's only dedicated children's hospital, among many other remarkable achievements.

But we have never rested on our laurels, and we now embark upon the next chapter in our proud history, brought to vibrant life visually and verbally through our new branding. This work is the culmination of an intensive, organization-wide effort to capture and celebrate the distinctive essence of Dartmouth Health and how we think and perform. It is how we will define our future, the way that we will share our stories, and how we actively affirm our ambitious vision for Dartmouth Health in the years to come.



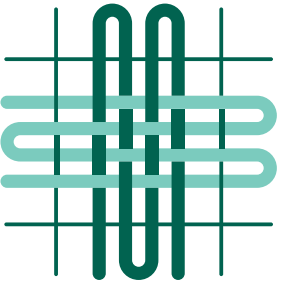
Hospital Red Cross

+

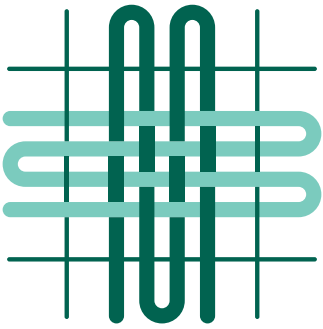


Tartan

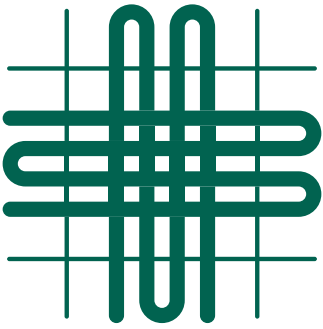




The Weave



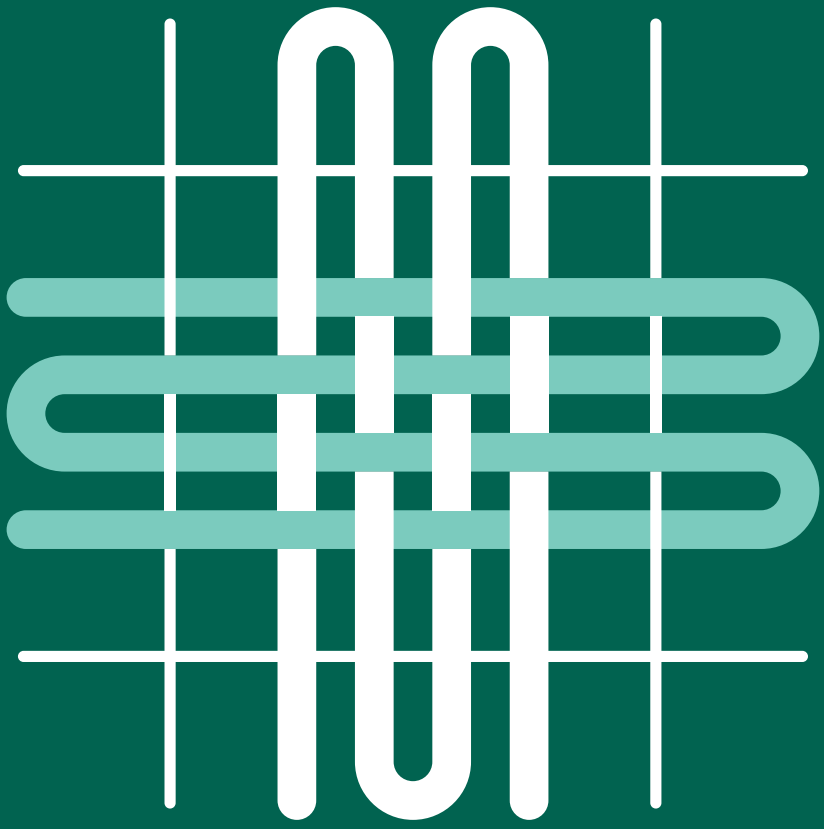
Full color



One color



One color reverse



Full color reverse











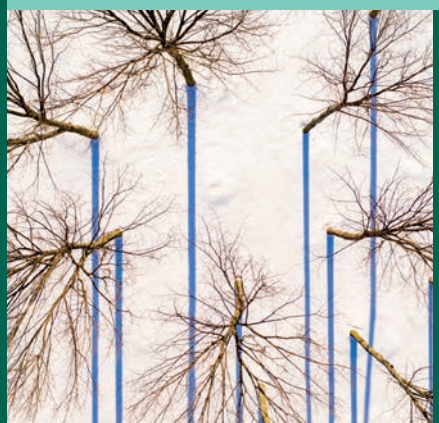





WALK YOUR HORSES OR PAY TWO DOLLARS FINE




03766





Our brand story

The central idea behind our new branding is captured in a simple, descriptive phrase:

"World-class care, woven into the fabric of our communities"

It's not an advertising slogan or even a headline—it's an implicit promise that each of us at Dartmouth Health is challenged to deliver, day in and day out. We explain it this way, in what we call our Brand Narrative:

As New Englanders, we're pretty self-reliant. But we deeply understand and appreciate the value of family and neighbors. We depend upon one another and are strongly connected by bonds of skill, trust, history and heart.

At Dartmouth Health, we know our ability to provide world-class medical care is built intrinsically upon our wide-spread network of experts and facilities across our region. Our hospitals, clinics and practice groups are all fully engaged in their individual communities. We're your fellow community volunteers, PTA, and Little League partners and friends—people who love their towns, cities and communities and embrace the keen sense of place that is unique to our corner of the world.

Yet when the need is great, we are one. Whether it's a life-threatening disease, a rare condition, a grave personal emergency or a world-shattering pandemic, Dartmouth Health's highly coordinated, integrated teams of first-tier medical professionals mobilize immediately and resourcefully to address the most complex health challenges.

Our partnership with the world-class Geisel School of Medicine at Dartmouth College sets the pace for our nurses, doctors, researchers and care providers to apply the best medical expertise available anywhere throughout our health system. Wherever and however you come into the Dartmouth Health family, we will work seamlessly to provide our state-of-the-art science and individual attention to your specific needs.

This enterprising spirit is woven deeply into our system—each of us is dependent upon the other to work tirelessly together for the benefit of our patients. This innate, interdependent character is what originally forged our wonderfully distinct part of the world, and it is what drives and inspires us to do whatever it takes to help those who depend upon us every day.

We are uncompromising, energetic and innovative in the excellence of our work, and the personal, friendly, attentive care we offer each patient and family member, no matter where we serve them. Throughout the Dartmouth Health system, this is our passion and our purpose.

It's what neighbors do for neighbors . . . and when you have world-class healthcare on your side, it's good to know that however, whenever and wherever you might need us, we're right here, right now.

In short, we believe what sets Dartmouth Health apart is our ability to provide state-of-the-art academic medical science and care through a network of large and small, exceptionally qualified regional hospitals, clinics, and home health and hospice services that are deeply grounded in their respective communities.

This unique combination is unparalleled in our region and allows us to deliver advanced medical knowledge and services through highly personal, localized care for our patients and their families, wherever they may be.





PROMISE
NEIGHBORS
FABRIC
FUTURE
HELP
ADVANCED
LIFETIME
CARE
EXCELLENCE
EFFORT
TRUST
WORLD CLASS

Why these words are important to all of us

Our brand narrative is a foundational statement articulating who we are and what we do. It is not advertising copy. It is intended to be used verbatim in public documents or displayed on wall plaques. It is both the inspiration behind our new brand identity and a motivating guide to how we think, talk and act as Dartmouth Health going forward.

We trust that all of our employees, partners and supporters will find resonance in its perspective and embrace its spirit as they engage with our organization system-wide. We have also created a series of visual and verbal guidelines built upon this concept to ensure that we present Dartmouth Health's differentiating advantages in a clear, straightforward voice and graphic representation that are consistent across all of our venues, facilities, vehicles and communications.

Our new brand identity

Our new brand color palette further underscores Dartmouth Health's unique heritage and environment. Evergreen is the primary color within the color palette. The deep green hue alludes to the rugged scenery that is unique to our region and signals our relationship with Dartmouth College and the Geisel School of Medicine. Evergreen is synonymous with Dartmouth Health and our heritage.

Juniper and Spruce are the secondary colors within our new color palette. These secondary colors add a vibrancy to our communications materials, helping us create a fresh, distinctive new look for all of our branded elements and environments.

BIRCH

R255 G255 B255
HEX #FFFFFF
C0 M0 Y0 K0

SPRUCE

R110 G206 B178
HEX #6ECEB2
C50 M0 Y31 K0
PMS 338C

JUNIPER

R120 G190 B32
HEX #78BE20
C65 M0 Y100 K0
PMS 368C

SPRUCE LIGHT

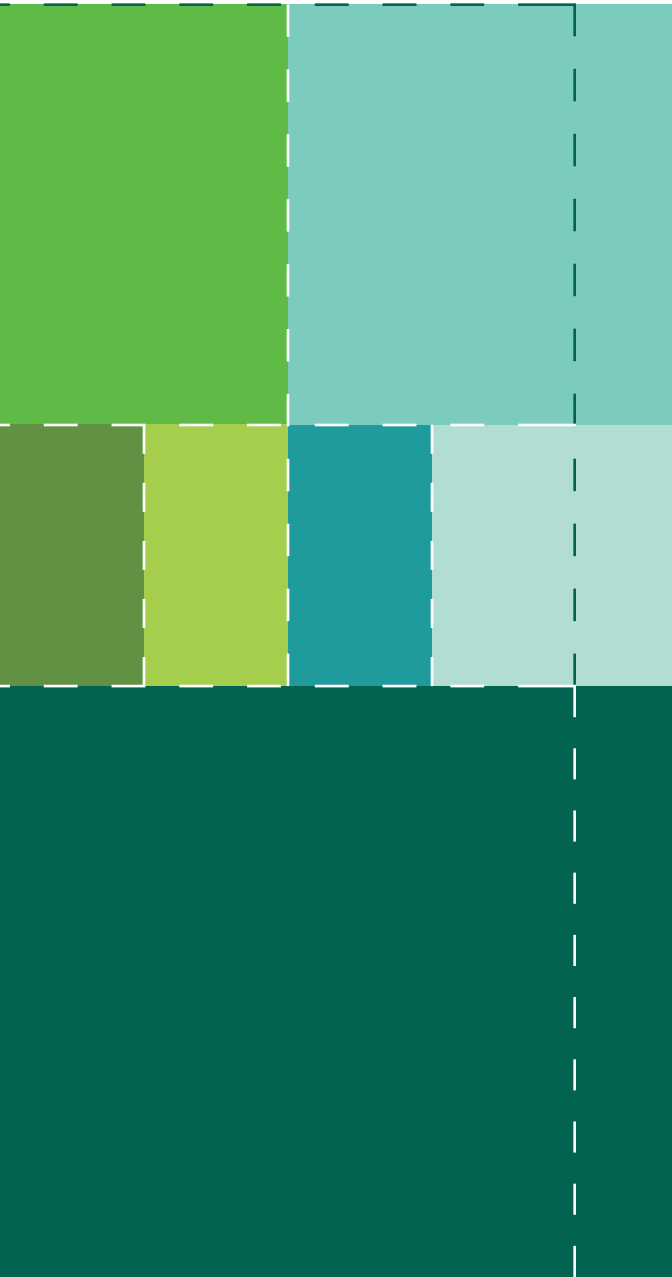
SPRUCE DARK

JUNIPER LIGHT

JUNIPER DARK

EVERGREEN

R0 G102 B79
HEX #00664F
C95 M11 Y70 K44
PMS 336C





Dartmouth Health

Sustainable improvement value institute

Leaders in process improvement work





Dartmouth Health

Understanding ECT

Electroconvulsive therapy: an optional treatment for severe depression



Dartmouth Health

Mt. Ascutney Hospital and Health Center

Outpatient rehabilitation program

Healthy patients are healthy neighbors



Alice Peck Day Memorial Hospital

Alexandra J. Angelo, MPAS, PA-C

Orthopaedics



Dartmouth Health




ADVERTENCIA

Our brand pillars

Clinical excellence and quality care

State-of-the-art science—innovative care and research

Dartmouth Health provides world-class medical care throughout northern New England. From wellness appointments to critical emergencies, our dedicated teams ensure that our patients and their families receive comprehensive and personalized care when and where they need it.

Our providers, researchers and staff deliver impressive outcomes, including national recognition in clinical specialities such as cancer, rehabilitation and orthopaedics; groundbreaking academic research; and strong rankings in patient experience.

We uphold rigorous quality and safety protocols to maintain exceptional standards across all of our locations that reflect best practices and emerging innovations in the medical field.

Access and support

An integrated web of support

Our integrated, highly collaborative system creates significant benefits for our patients, employees and region.

Thanks to the depth of resources and teamwork across our system, we are able to provide the best possible care to our patients and communities. Our presence across the region and the diversity of our service offerings ensure invaluable access to quality healthcare for all residents of our service area.

Employees benefit from an outstanding working environment and a multitude of resources and employment opportunities as they develop in their careers.

Operational efficiencies and financial stability help ensure the longevity and sustainability of our member sites, preserving vital regional resources and ensuring that we are always here for the good of our communities.

Personal and welcoming

A neighborly approach

Our patients experience our world-class capabilities in a friendly and welcoming environment. An open and familial spirit is woven throughout the fabric of our system. From the reception area to the treatment room, we never lose sight of the fact that every patient interaction is a human interaction.

We know that empathy and understanding improve both patient experiences and clinical outcomes. We are committed to respecting the dignity, diverse identities and individual backgrounds of each of our patients, making medical visits less stressful.

We seek to inform and empower our patients and their families to help them participate in their wellness.

Our more than 13,000 staff members live and volunteer in the regions where our member sites and practices are located, which means that neighbors help neighbors and employees are personally invested in our communities.

Community commitment

Strengthening the health of our region

Our unwavering commitment to the health and well-being of our communities is carried out through our extensive local partnerships, outreach programs and population health initiatives.

At Dartmouth Health, we never lose sight of the fact that our work extends beyond the walls of our hospitals and facilities.

Our clinical practice is strengthened by our dedication to addressing health disparities and inequities that impact public health, such as food insecurity, substance misuse and the medical needs of unhoused people.

As New Hampshire's largest employer, we play an essential role in developing our local workforce and contributing to the economic vitality of our communities.

By serving our neighbors responsibly and compassionately, we honor our legacy to be a source of hope and healing and a force for good.

Dartmouth Medical School, the fourth medical school in the nation, is founded by Nathan Smith.

1797

Mary Hitchcock Memorial Hospital in Hanover opens.

1893

Anna Littlefield, MD, one of the founders of *New London Hospital*, becomes the first female doctor in the New London area.

1896

Visiting Nurses Association services initiated in Windsor, VT.

1907

The *White River Junction Veteran's Administration Hospital* opens and becomes a *Dartmouth Medical School* teaching affiliate.

1938

Mary Hitchcock Memorial Hospital moves to the *Dartmouth-Hitchcock Medical Center* campus in Lebanon.

1991

Former Surgeon General C. Everett Koop establishes the *C. Everett Koop Institute at Dartmouth*.

1992

Dartmouth-Hitchcock Advanced Response Team (DHART) is launched. It is the first air ambulance service in New Hampshire and Vermont.

1994

Dartmouth-Hitchcock Health is formed with two members, *Mary Hitchcock Memorial Hospital* and the *Dartmouth-Hitchcock Clinic*.

2009

Dartmouth-Hitchcock Health and *West Health Partnership* create the first rural geriatric emergency department.

2019

Ground is broken for the new Patient Pavilion at *Dartmouth-Hitchcock Medical Center*.

2021

The *Dartmouth-Hitchcock Health* name is formally changed to *Dartmouth Health*.

2022

Growing our network

2009 Dartmouth-Hitchcock Boards of Trustees approve the formation of *Dartmouth-Hitchcock Health*. Originally it had two members, *Mary Hitchcock Memorial Hospital* and the *Dartmouth-Hitchcock Clinic*, which includes the community-based physician group practices in Concord, Keene, Manchester, Nashua and Bennington.

2013 *New London Hospital* joins.

2014 *Mt. Ascutney Hospital and Health Center* joins.

2015 *Cheshire Medical Center* joins.

2016 *Alice Peck Day Memorial Hospital* joins.

2016 *Visiting Nurse and Hospice for Vermont and New Hampshire* joins.

Neighbors helping neighbors since 1797

"We've been deeply woven into the fabric of the communities we serve for more than 100 years. That same idea—neighbors caring for neighbors—is what continues to guide us as we confidently embark on the next chapter in our history, well-positioned for the future."

– Joanne M. Conroy, MD, chief executive officer and president, Dartmouth Health

A brand built on substance

When we claim "world-class care," what do we mean? Dartmouth Health's excellent reputation is grounded in its deep relationships with Dartmouth College's Geisel School of Medicine and the NCI-Designated Comprehensive Cancer Center. As a world leader in clinical trials and advanced medical science, Dartmouth Health is not only the #1 ranked hospital in New Hampshire, according to U.S. News and World Report, but is nationally recognized for its innovative approach to academic research and clinical care.

When we say we are "woven into the fabric of our communities," what do we mean? We mean that we don't just work in our local communities, we live here, raise our children here and are deeply engaged with our neighbors and friends (who may also be our patients). We are people who love our towns, cities and villages and embrace the very special sense of place that we know is unique to our part of the world. To us, having the opportunity to work within the Dartmouth Health network is more than a job, it's about neighbors helping neighbors, and we take great pride in our deep commitment to them and our home towns.

Dartmouth Health