

# FREQUENTLY ASKED QUESTIONS ABOUT PCRMC'S NAME CHANGE

Phelps County Regional Medical Center (PCRMC) is changing its name to Phelps Health, effective January 1, 2019. The PCRMC Board of Trustees unanimously voted to approve renaming the health organization at its monthly meeting on October 24, 2018. The following will help to answer questions about the name change.

## **Q** Why are you changing PCRMC's name?

**A** The decision to change our name was made to better define who we are as a healthcare organization. The name – Phelps County Regional Medical Center – does not accurately describe us anymore. We have grown beyond just a hospital or a medical center. Several stakeholders within our organization and in the community gave input on the name change. Consumer testing also took place, and the public's feedback was considered.

## **Q** Why are you making the change now?

**A** The PCRMC name has been used since the early 1980s. However, we, as a healthcare organization, have grown significantly since then, especially over the last 10 years. We have added new facilities, clinics, service lines, technology and so much more. With our new name, we hope to clarify that our various clinics and facilities in our six-county service area are all tied together under one integrated healthcare organization.

## **Q** What changes will I see?

**A** Over the next couple of months and into the first part of 2019, you will see new signage around our main campus in Rolla as well as our other clinics throughout Rolla and in the surrounding communities that we serve. In addition to the name change, PCRMC's logo will change in 2019. Plans are underway to finalize the logo before it is unveiled. We will keep you updated as we make this transition.

## **Q** Does this affect all of PCRMC's clinics and locations?

**A** Yes. The name change will apply to all of our clinics, departments, service lines and facilities in Rolla, Salem, St. James, Vienna and Waynesville, effective January 1, 2019. In addition, the Phelps Regional Health Care Foundation, the philanthropic arm of our organization, will be renamed Phelps Health Foundation starting in 2019.

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**Q Will Phelps Health still accept my existing insurance?**

**A** Yes. Phelps Health will continue to accept Medicare, Medicaid and many private insurance carriers. For a complete list of commercial insurance carriers that Phelps Health will accept, please visit: <http://www.pcrmc.com/Patients-Visitors/Patient-Information/Commercial-Insurance-Carriers>.

**Q Will PCRMC employee email addresses or the website change?**

**A** For now, the PCRMC website and employee email addresses will not change. You can continue visiting our website, pcrmc.com, and using current employee email addresses for the time being. However, the website and employee email addresses will change in 2019. We will keep you informed as we get closer to the time of these transitions.

**Q Will PCRMC be owned or acquired by another healthcare organization?**

**A** No. There will be no change in ownership with our organization being renamed. Phelps Health will remain its own independent, nonprofit healthcare facility serving south-central Missouri.

**Q Will any PCRMC telephone numbers change?**

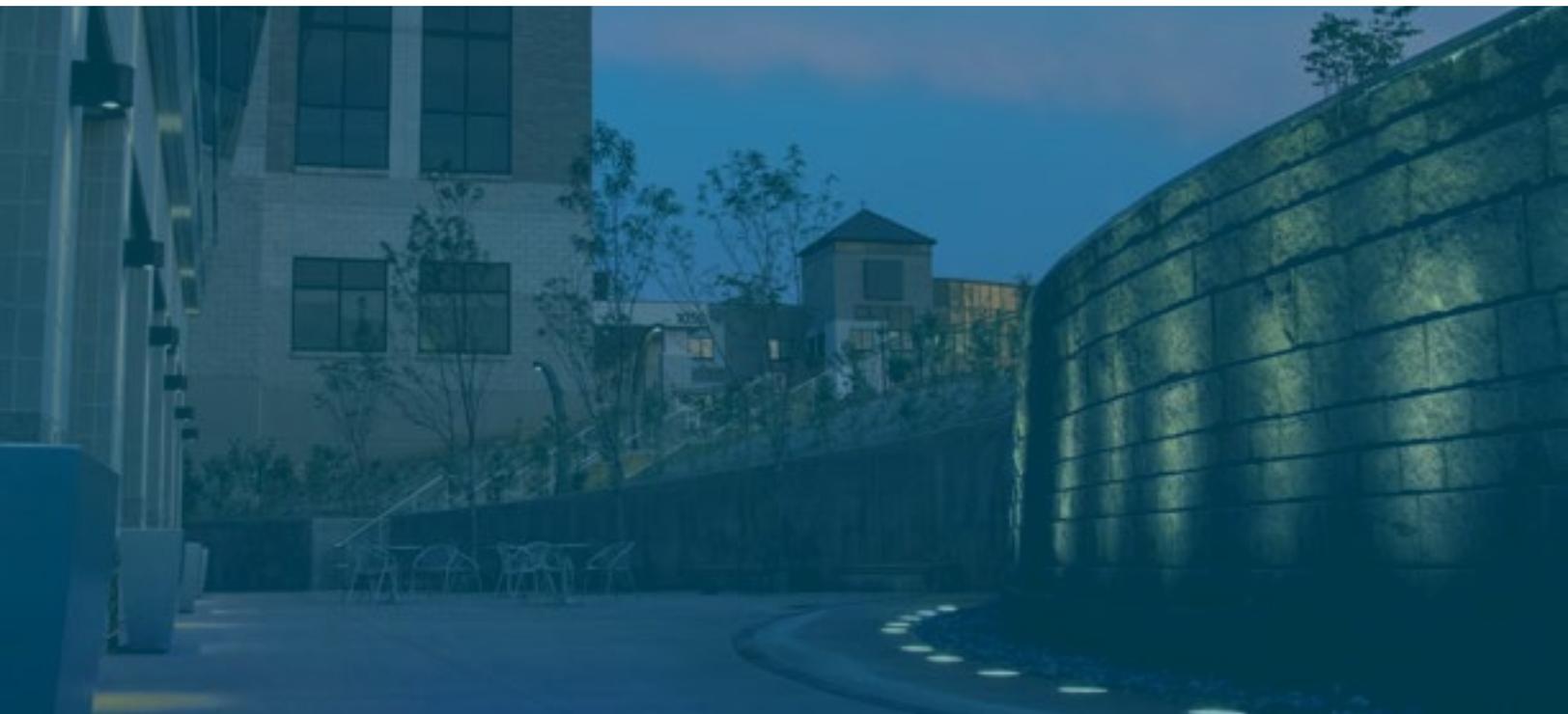
**A** The name change will not affect any of our phone numbers. You can continue calling the same phone numbers you currently use to contact your doctor and care team or call our main line at (573) 364-9000.

**Q How will this affect the way I receive care at your healthcare facilities?**

**A** The name change will not affect how you receive care at our facilities. Phelps Health will continue to offer our existing services. Phelps Health is committed to providing high-quality care by our exceptional and caring doctors, nurses and staff. Renaming PCRMC to Phelps Health in no way changes the commitment to the patients and communities we serve.

**Q What will happen to PCRMC staff?**

**A** All current PCRMC staff will remain employees of Phelps Health.



# PHELPS COUNTY REGIONAL MEDICAL CENTER WILL BE RENAMED PHELPS HEALTH IN 2019

Phelps County Regional Medical Center (PCRMC) will change its name to Phelps Health effective January 1, 2019. The change will affect all of PCRMC's facilities.

The PCRMC Board of Trustees voted unanimously today (October 24, 2018) at its monthly meeting to rename the healthcare organization.

The decision to change the name was made to better define PCRMC, which has experienced significant growth over the past several years.

"Especially during the last 10 years, we have grown beyond just a hospital or a medical center," says PCRMC President and CEO Ed Clayton. "So our name, Phelps County Regional Medical Center, does not accurately describe us anymore."

The scope of services offered throughout the PCRMC organization, including both primary and specialty care, has expanded greatly. In addition to the main campus in Rolla, PCRMC has clinics and offers a variety of exceptional care services throughout Rolla as well as in surrounding communities.

However, each location often is identified in a different manner, and many of PCRMC's service lines also are referred to by various names.

"By changing our name, the goal is to clarify that our different clinics and facilities in our six-county service area are all tied together under one integrated healthcare organization," Clayton says.

"Whether you are at our Forest City Family Practice in St. James or our Dent Medical Clinic in Salem, we want people to know that when they walk into one of our locations, they are walking into Phelps Health," Clayton says. "We hope this name change will make us more recognizable in the communities where we offer care."

Over the coming months, the public may notice new signage being installed to reflect the new name. In addition to the name change, PCRMC's logo will change in 2019. Plans are underway to finalize the logo before it is unveiled.

The name change will not affect patient care or existing services. "Renaming PCRMC to Phelps Health in no way changes the commitment to the patients and communities we serve," Clayton says.

Changing the name to Phelps Health not only offers clarification for the community but also provides a clearer description to potential physicians and clinical staff who may want to work for this organization.

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“When choosing a new name, we wanted to retain the term ‘Phelps’ somehow,” Clayton says. Phelps County’s generous and giving community founded PCRMC, so that part of the name was important to keep, he says.

However, as this region’s healthcare needs grew, PCRMC now offers services in the surrounding areas so patients do not have to travel far for care. While about half of the patients who receive care at PCRMC are from Phelps County, the other half come from surrounding counties.

“We are structured as a county hospital, but we offer more services than a typical county hospital does,” Clayton says.

The process of changing the name to Phelps Health involved input from several community stakeholders as well as consumer testing. PCRMC leadership and staff worked with an independent healthcare marketing consultant throughout this rebranding process.

This name change also will affect the Phelps Regional Health Care Foundation, which will be renamed Phelps Health Foundation starting in 2019.

There is no change in ownership with the organization being renamed. Phelps Health will remain its own independent, nonprofit healthcare facility serving south-central Missouri.

PCRMC has a rich history in the community. Construction of the hospital, known then as Phelps County Memorial Hospital, began in 1949 and opened in March of 1951 on land donated by the Rolla Lions Club.

As the hospital grew, more buildings, services, equipment and technology were added, and in the early 1980s, the hospital’s board authorized the hospital to be renamed Phelps County Regional Medical Center.

For more information on the name change to Phelps Health, including frequently asked questions, visit [pcrmc.com](http://pcrmc.com).