



FOR IMMEDIATE RELEASE

Media Contacts:

Robert Carmony, (317) 398-5258 or rcarmony@majorhospital.org

Weston Sedgwick, (317) 805-4870 or wsedgwick@mekgrp.com

Central Indiana healthcare leader launches new brand to reflect scope of superior services, practice groups

SHELBYVILLE, Ind. (July 03, 2008) – “Successful 21st century healthcare delivery requires a broad spectrum of services that includes doctors from top-ranked medical schools, the strategic use of technology and specialty practice groups that concentrate skilled medical resources on specific needs,” said Tony Lennen, president and CEO of Major Hospital. “Our medical operations in Shelbyville have achieved that critical standard, so to better reflect what we’ve collectively accomplished, we will now present our services under the brand of Major Health Partners.”

Ranking nationally as one of America’s most wired hospitals, Major Hospital has long been known for its technology as well as quality of care and customer service. After careful consideration, Major Hospital unveiled a new brand and marketing campaign that encompasses the significant assets of the hospital, as well as its successful vertical practice groups in the areas of OB/GYN, oncology, orthopedics, and pediatrics.

“The intent of this new campaign is to provide clarity and define real distinction in an extremely crowded and cluttered healthcare market within Central Indiana,” said Gene Jones, Major Hospital board chair. “Major Health Partners (MHP) better shows how we provide a cost-effective and highly competent spectrum of services that bring high-quality healthcare practices to patients and families located in the southeast Indianapolis region.”

To better reflect how progressive and advanced Major Health Partners has been in terms of delivering outstanding healthcare services, administrators directed the creation of an all-new look and feel. The new brand, created in collaboration by MHP administrators and The MEK Group in Indianapolis, better illustrates the wide array of superb healthcare services available through Major Health Partners.

A mix of billboard, print and broadcast advertising aims to ensure that Major Hospital's new brand is prominent in the market, and to let potential patients know what's different about the hospital as well as the Major Health Partners in the overall healthcare network.

"It's no secret that providing comprehensive and effective healthcare requires meeting the specific needs of families and patients," explained Lennen. "Healthcare has expanded beyond being solely hospital-centered to providing specific services with a high degree of confidence and positive outcomes." Over the past few years, Major Hospital has strategically expanded to provide these services in a highly targeted and effective way to meet the growing needs of the region.

"We have great doctors, trained at top medical schools. Residents in the region don't have to go downtown to Indianapolis to receive the best in medical services," added Lennen. "Major Health Partners is about providing services in a timely manner when patients need it. We are dedicated to great outcomes."

Anchored by an outstanding hospital facility with state-of-the-art equipment and terrific doctors, Major Health Partners remains dedicated to delivering outstanding healthcare services across the medical spectrum.

#