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Name change reflects mission

Hospital, affiliates are a 'Major Health Partner'

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Local dignitaries were present for the unveiling of the new sign in front of Major Hospital on Thursday that re-brands the hospital and the many health-care businesses associated with it as "Major Health Partners." Shown are Major Hospital president and CEO Tony Lennen (left) and Shelbyville Mayor Scott Furgeson. **Gena Linville**

that the change is "all about the future, about adding value for the people."

Lennen stated prior to the ceremony that the broad spectrum of services that defines MHP includes doctors, technology and specialty practice groups as well as the hospital. He added that today's health care is no longer solely hospital-centered but provides specific services.

"Over the past few years," Lennen said, "Major Hospital has strategically expanded to provide these services in a highly targeted and effective way to meet the growing needs of the region."

According to Gene Jones, board chairman of Major Hospital, the term Major Health

Passing motorists who have viewed the white shrouded sign in front of Major Hospital have posed plenty of questions about what is happening at the hospital. During a short ceremony in the rain on Thursday, hospital, city and county officials gathered in the parking lot to unveil a new sign that says "Major Hospital MHP, a Major Health Partner."

The name is part of the hospital's push to re-brand itself as "more than a hospital" by emphasizing its partnerships with other health-care businesses in the community and reminding everyone who sees the sign that the hospital is only one of the services provided by MHP.

Shelbyville Mayor Scott Furgeson complimented the hospital for "taking on a new challenge," and hospital president and CEO Tony Lennen stressed

that the change is "all about the future, about adding value for the people."

Partners provides clarity "in an extremely crowded and cluttered health-care market within central Indiana." He said that MHP better illustrates "how we provide a cost-effective and highly competent spectrum of services" to patients in the southeast Indianapolis region.

MHP will, of course, include the hospital as its anchor along with those clinics within the hospital: the Anti-coagulation Clinic, Cardio Pulmonary, Center for Women's Health, the Pain Management Clinic and Inlow Imaging and Radiology.

The MHP brand also includes the Bariatric and Weight Loss Center and Major Home Care, located at the hospital; Benesse Oncology Center, 2455 Intelliplex Drive; Sleep Center of Major Hospital; SportWorks on East State Road 44; and HealthWorks, 30 W. Rampart Dr.

In addition, Major Health Partners encompasses all of the health-care providers in Shelby County. This includes the practices of Shelby County Family Medicine and Shelbyville Surgical Associates, 30 W. Rampart Road; Internal Medicine Associates, Shelbyville Pediatrics and Southwest Indiana OB/GYN on Intelliplex Drive; and Major Sports and Musculoskeletal Care, 157 W. Washington St.

Bob Carmony, director of marketing for Major Hospital, said that the new sign will remind everyone who sees it that "we are more than a hospital."

The hospital retained the services of the Carmel marketing company The MEK Group to guide Major's re-branding campaign. According to Michael Snyder, managing principal at MEK, after studying the company, he was impressed with Major's ability to compete with much larger health-care agencies. He said that the service that Major offers to its customers - its personal service - is what sets it apart, and the tagline "Experience the Major Difference" will promote this special quality.

Snyder emphasized that the hospital will continue to "serve as the focal point," and MEK's re-branding efforts will extend to the clinics, physicians' practices and specialty centers under MHP. He added that input from Lennen and the hospital marketing department made his company's work "a collaborative effort."

"The name "Major Hospital" did not adequately reflect the spectrum of services that it offers," Snyder said, and called Major Hospital "the best-kept secret in the region." He praised Major's growth, its advanced level of professionalism and expansion of services, but said that the re-branding was necessary because its "public look and position" didn't adequately reflect these changes.