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Utah Hospital Association Launches Renewed Effort to Engage in Healthcare Policy Matters Important to Utahns

New website, logo part of targeted media campaign

SALT LAKE CITY – With a new website and a new logo – and a return to its original name – the Utah Hospital Association is launching a renewed effort to assert itself as a key player in Utah’s healthcare arena.

UHA began 2012 with the launch of a revitalized logo and redesigned website, www.utahhospitals.org, as well as an announcement to members that it would return to its original name of “Utah Hospital Association.” Since 1998, the group has existed under the name “Utah Hospitals and Health Systems Association” and, prior to that, was known as the Utah Association of Healthcare Providers.

“We are excited to make this change back to the roots of our organization by reclaiming the name ‘Utah Hospital Association’ and reasserting UHA as the go-to voice on healthcare issues in the state,” said Rod Betit, UHA President/CEO.

“Hospitals provide a deep, human connection for people, as many of the most important moments of our lives occur in hospitals. They also serve a vital community function as gathering places and economic engines for Utah’s cities and towns,” Betit said. “Our mission is to support and enhance the ability of our member hospitals to deliver quality, compassionate care for the citizens of Utah.”

UHA represents 10 statewide health systems, more than 50 hospitals and affiliated home health agencies and clinics across the entire state.

Later this month, UHA will also launch a targeted media campaign highlighting its past successes and ongoing advocacy efforts on behalf of Medicaid reform, increased access to quality, low-cost health care in Utah and the role of hospitals as drivers of economic development in their communities.

The campaign, which was created with the help of Salt Lake City-based Love Communications, will also include UHA taking a more proactive stance on healthcare issues of interest to Utah opinion leaders and the community at large.

UHA is a private, not-for-profit trade association established in 1920 to represent the hospitals and health systems of Utah. The vision of UHA is to be the state’s most influential, trusted and respected leader in healthcare policy and advocacy and a valued resource for information and knowledge.

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