

ProMedica Announces HCR ManorCare Name Change and Rebrand

TOLEDO, Ohio, October 2, 2020 – ProMedica, a mission-based, not-for-profit health and well-being organization, today announced that its division, HCR ManorCare, has been renamed ProMedica Senior Care. The rebrand is part of an evolving journey to unite two organizations, which began with ProMedica's acquisition of HCR ManorCare in 2018.

Today, ProMedica is comprised of three distinct, but aligned care divisions: Senior Care, Provider and Clinical Services, and Paramount Health Plan.

ProMedica's rebrand supports the organization's efforts to intentionally bring together diverse health and well-being services to help individuals reach their highest potential for health. This diversity allows ProMedica to champion healthy aging, cultivate innovative solutions and lead in the area of social determinants of health.

The rebrand reflects how ProMedica is redefining the delivery of health care to go beyond the walls of a hospital, exam room, senior care facility or office. It also underscores the organization's focus on caring for the whole person, including health and well-being.

Over the next 18 months, facility names and physical sign changes will be rolled out at ProMedica Senior Care facilities across the nation. The brands that will be changing include Heartland, ManorCare and Arden Courts.

ProMedica is a mission-based, not-for-profit health and well-being organization headquartered in Toledo, Ohio. It serves communities in 28 states. The organization offers acute and ambulatory care, an insurance company with a dental plan, and post-acute and academic business lines. The organization has more than 49,000 employees, 12 hospitals, 2,500+ physicians and advanced practice providers with privileges, 1,000+ healthcare providers employed by ProMedica Physicians, a health plan, and 335+ assisted living facilities, skilled nursing centers, memory care communities, outpatient rehabilitation clinics, and hospice and home health care agencies. Driven by its Mission to improve your health and well-being, ProMedica has been nationally recognized for its advocacy programs and efforts to address social determinants of health. For more information about ProMedica, please visit www.promedica.org/aboutus.