

Perley Health Brand Frequently Asked Questions (FAQ)

1. Why update your brand?

Community consultations and quantitative/qualitative research on our name and visual identity (i.e., brand) conducted in 2019 told us that our current brand identity didn't fully resonate with our many stakeholders and that a refreshed brand would better support us in achieving our strategic objectives, including:

- Excellence in Care and Service
- Ensure Sustainability
- Maintain a Quality Workforce
- Lead & Advocate for Change

This brand update is another step forward in achieving the vision set out in our ambitious 15-year strategic plan and is designed to help us *transform care for Seniors and Veterans*.

2. Are you rebranding because you've been purchased/acquired by an outside organization?

No, absolutely not. Perley Health remains an independent, not-for-profit Seniors and Veterans care organization as we have been since the amalgamation of the Perley Hospital, the Rideau Veterans home, and the National Defence Medical Centre 25 years ago.

3. How are you funding the brand update?

The processes of developing and implementing the Perley Health are funded through revenue generated by our ancillary operations.

Absolutely no long-term care funding has been used to fund the brand update, nor will it ever be.

We are committed to implementing the Perley Health brand responsibly and transparently.

Ultimately, we believe this shift will help us improve the long-term sustainability of our organization so that we can continue providing Seniors and Veterans with the excellent care they deserve.

4. Are funds being diverted from care/ the bedside to support this rebrand?

No, absolutely not. Healthcare and long-term care funding is completely protected and will never be used for anything else.

5. Why was the word "Veterans" taken off of the name?

First and foremost, without Veterans, there is no Perley Health. We remain unwaveringly committed to honouring our heroes and ensuring they receive the highest possible quality of care at any stage of the aging process.

Community consultations and qualitative/quantitative brand research conducted in 2019 revealed that the current name, “Perley and Rideau Veterans’ Health Centre”, was confusing to most stakeholders, who felt it is long and complicated. In fact, we discovered most people inside and outside the organization almost never used the full name, anyway.

“Perley Health” simplifies our parent brand, allowing us to speak clearly to broader audiences, grow our service offerings as the Seniors and Veterans care landscape evolves, and pursue new opportunities for fundraising and partnerships. All of these opportunities will allow us to continue improving on the excellent care we provide residents and their families, while helping to improve quality of life for Seniors and Veterans everywhere.

6. Will the services or level of care you provide Veterans change in any way?

No, absolutely not. The services and level of care we provide to Veterans through Perley Health Veterans Care remain the same and are our highest priority.

Through support from and partnerships with Veterans Affairs Canada and the Ontario government, Perley Health Veterans Care offers Veterans priority access to long-term care and independent living apartments for those who qualify so our heroes can thrive among peers in their senior years.

We are also privileged to partner closely with groups like the Royal Canadian Legion, Commissionaires Ottawa, Support our Troops, and many others – partnerships that empower us to help Veterans and Seniors reach their full potential through health care excellence and innovation.

We look forward to growing and strengthening our relationship with the Veterans community under the Perley Health brand in order to continue serving Veterans better.

Some examples of ongoing and unwavering commitment to Veterans include:

- Renaming the “Rideau Residence” as the “Rideau Veterans Residence”
- Creating a secure unit in the Rideau Veterans Residence specifically for Veterans.
- Advocating to increase the number of Other Qualified Veteran beds.
- Planning a “Hall of Honour” in the Rideau Veterans Residence link where we will pay tribute to our Veteran residents, past and present, as well as all of Canada’s Veterans.

7. Will I still be able to direct my donation/ gift to Veterans only?

Yes, the specific allocation of charitable funds donated through the Perley Health Foundation is completely dependent on the wishes of each donor. This has always been the case, and will remain so into the future.

For example, should you wish your donation only fund services for Veteran residents, we will ensure these parameters are respected.

Rest assured that under this new brand, your generosity and trust will continue making a direct, meaningful and otherwise impossible difference in the lives of Seniors and Veterans every day.