

Have you heard? We're updating our name and brand to **Perley Health.**

How does the brand work?

Perley Health is not just a physical place where we provide care to Seniors and Veterans who are living with frailty, it's an entire community of passionate individuals, teams, and organizations all striving toward a common mission: to improve the well-being of the people we serve.

Figure 1: The Perley Health brand ecosystem



What will the brand do?

Simplify a complex ecosystem.

As a multi-dimensional organization that's evolved over many decades and that operates within a complex healthcare landscape, it's important to communicate clearly, authentically, and effectively about who we are, what we do, and why we do it. Developing an effective voice is key to transforming care for Seniors and Veterans.

Reinforce our commitment to excellence.

Our strategic objectives, values, policies, procedures, and services have not changed. Under the Perley Health brand, we remain unwaveringly committed to providing compassionate, respectful, excellent care to Seniors and Veterans in the same way we always have, while also pursuing innovation and growth to help serve the greater good.

Provide new opportunities, responsibly.

We are committed to implementing the Perley Health brand responsibly and transparently. We believe this shift will help us improve the long-term sustainability of our organization so that we can continue providing Seniors and Veterans the excellent care they deserve. We understand that some people may be unsure about our new name or logo, and that's okay. We can assure you that no matter what, we are laser-focused on achieving positive health and social outcomes for Seniors and Veterans living with frailty and their families at Perley Health and across Canada.

Why update our brand?

In 2019, following community consultations on our name and visual identity, we embarked on a rebranding journey to help us develop an effective voice and empower us to continue **transforming care for Seniors and Veterans**. By design, the Perley Health brand aligns with and supports our strategic objectives, including:

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

You can read our full strategic plan on our [website](#).

Who was involved?

Our rebranding process included extensive stakeholder consultation, market research, and strategic planning facilitated by creative and branding experts and representatives from across our many audiences, including:

- Residents and their families
- The Veterans community
- Staff and volunteers
- Apartment tenants
- Donors
- Community partners
- Researchers
- Government stakeholders

Questions?

More details about this rebrand are available on our website: www.perleyhealth.ca.

For additional details, please contact:

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