



April 9, 2021 - President's Perspective Article

## New Branding for the KHA Foundation

Since 1969, the Kansas Hospital Education and Research Foundation has played an important role in helping the Kansas Hospital Association achieve its mission and vision. Today, I am pleased to announce we are rebranding KHERF to Healthworks. Healthworks maintains its 501(c)3 status and will continue to be funded through contributions, grants and educational fees.

During next week's KHA Spring District Meetings, we will launch the foundation's new brand identity and highlight the goal of revolutionizing health care delivery in Kansas. The former name – both the long-form version and the acronym KHERF – caused some confusion and didn't entirely reflect the foundation's key attributes of being bold, resourceful, motivating and collaborative. The new name and look communicates the true essence of the foundation in a meaningful way.

The name Healthworks easily identifies its primary focus, without sounding like a health care provider. We're emphasizing "KS" in the logo to show the connection to Kansas in a clever way. We are intentionally aligning the colors with the Kansas Hospital Association, which is the sole member of Healthworks. The iconography on the brand materials reflects familiar symbols of the state and health care, and the bold patterns illustrate Healthworks and "revolutionary" personality.

Healthworks will continue to follow KHA's vision: *Optimal Health for Kansans*. Healthworks' mission is: *To facilitate collaboration and innovation to improve health*. Healthworks educates partners, brings groups together and finds funding to provide services to change health care for the better. We believe with bold ideas and brave leadership, anything is possible.

We will be officially changing the name to Healthworks on April 12, and we have already begun converting all materials – both digital and print – to reflect this change. You can continue to expect the same caliber of work from the foundation, such as:

- Rural Model Development
- Health Care Scholarships
- Kansas Health-e Broadband
- Kansas Rural Hospitals Optimizing Performance (KRHOP)
- QHi

We hope you will be able to join us at District Meetings next week to learn more about this exciting change.

--Chad Austin