



For Immediate Release

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Trinity Health Michigan Unites Under One Brand

*Saint Joseph Mercy Health System, Mercy Health, IHA and
Mercy Health Physician Partners Adopt Trinity Health Name and Logo*

CANTON, Mich. (April 13, 2022) – Trinity Health Michigan will rebrand eight hospitals and hundreds of care sites in Michigan to build recognition, trust and pride under the shared identity of Trinity Health.

[Mercy Health](#) and [Saint Joseph Mercy Health System](#), along with their employed medical groups [IHA](#) and [Mercy Health Physician Partners](#), will adopt the Trinity Health name and logo. Included in the rebrand are [22 senior living communities](#), [three home health agencies](#), [MercyElite](#) Sports Performance and [Probility Physical Therapy](#).

"As members of Trinity Health for 22 years, we are transforming our identity to assert our presence as one of Michigan's largest health care systems, with a singular commitment to keeping our patients at the center of everything we do," said Rob Casalou, president and CEO of Trinity Health Michigan and Southeast Regions. "We are peeling back the layers to reveal a unified organization with a shared legacy and mission of service to the communities we're honored to serve."

Trinity Health is one of the largest not-for-profit, Catholic health systems in the nation. It is a family of 115,000 colleagues and nearly 26,000 physicians and clinicians caring for diverse communities across 25 states. Nationally recognized for its care and experience, the consolidation of individual Michigan brands as part of the unified national brand identity will enable stronger care coordination, increased visibility, less costly duplication, more effective nurse and physician recruitment, enhanced advocacy efforts, and new growth and development.

Casalou revealed the new brand identity in a [video message to the community](#). In coordination with the announcement, a new "We are Trinity Health" multimedia campaign will launch this week with a [30-second commercial](#).

The unified brand ensures patients and communities that their local doctors and services are connected to an expansive network of clinical experts, research, clinical trials, specialty care centers and leading technologies.

"Patients will continue to see the same doctors and providers they know and trust, backed by our specialists across Trinity Health who are committed to compassionate and high-quality care personalized to individual needs," said Rosalie Tocco-Bradley, PhD, MD, chief clinical officer of Trinity Health Michigan.

The first hospitals to unveil the new signage were Trinity Health Muskegon (formerly Mercy Health Muskegon) and Trinity Health St. Joseph Mercy Ann Arbor. Signage

replacements for remaining hospital campuses will occur in phases over the next eight months, followed by interior signage and printed materials through 2023.

In most cases, legacy names will be featured on new signs to help patients and visitors become familiar with the new brand. Chelsea Hospital, a joint venture between Trinity Health and U of M Health, will feature the logos of both systems.

Current Name	New Name
Mercy Health Saint Mary's	Trinity Health Saint Mary's, Grand Rapids
Mercy Health Muskegon	Trinity Health Muskegon
Mercy Health Lakeshore	Trinity Health Shelby
St. Joseph Mercy Ann Arbor	Trinity Health St. Joseph Mercy Ann Arbor
St. Joseph Mercy Livingston	Trinity Health St. Joseph Mercy Livingston
St. Joseph Mercy Oakland	Trinity Health St. Joseph Mercy Oakland
St. Mary Mercy Livonia	Trinity Health St. Mary Mercy Livonia
St. Joseph Mercy Chelsea	Chelsea Hospital
IHA	Trinity Health IHA Medical Group
Mercy Health Physician Partners	Trinity Health Medical Group
St. Joseph Mercy Home Care and Hospice	Trinity Health At Home - Southeast Michigan
Mercy Health VNS	Trinity Health At Home - Muskegon
Mercy Health Home Care	Trinity Health At Home - Grand Rapids
MercyElite	TrinityElite Sports Performance
Probility Physical Therapy	Trinity Health Probility Physical Therapy

During the transition, facilities will be good stewards of their resources by retrofitting campus signage and using existing printed materials. This thoughtful approach will help reduce costs, preserve the environment, and prepare for the arrival of newly branded Trinity Health materials. As a result, community members may see either legacy logos or the Trinity Health logo on billing statements, signs, and patient materials. Once the process is complete, the legacy names of St. Joe's and Mercy Health hospitals will be retired.

"We are excited to move forward into a new era as one organization while honoring our dynamic and inclusive care teams, Catholic healing ministry, and deep community roots," Casalou said.

Learn more about the rebrand at www.trinityhealthmichigan.org.

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About Trinity Health Michigan

Trinity Health Michigan is a leading health care provider and one of the state's largest employers. With more than 24,000 full-time employees serving 29 counties, Trinity Health Michigan is composed of eight hospitals located in Ann Arbor, Chelsea, Grand Rapids, Howell, Livonia, Muskegon, Pontiac and Shelby. The health system has 2,233 beds and 5,290 physicians and advanced practice providers. With operating revenues of \$4.1 billion, Trinity Health Michigan returns \$175.6 million back to their local communities each year. Together with numerous ambulatory care locations, three home health and hospice agencies and 22 senior living communities owned and/or operated by Trinity Health, Trinity Health Michigan provides the full continuum of care for Michigan residents.