



FAQs: Frequently Asked Questions

Q. What is happening?

A. Columbus Community Hospital and Prairie Ridge Health Clinic will now be known under one name, Prairie Ridge Health.

Q. Why is the name changing?

A. Columbus Community Hospital and Prairie Ridge Health Clinic (a service of Columbus Community Hospital) are deeply rooted in the communities we serve. Because of your loyal support, Columbus Community Hospital is grateful to have realized significant growth in recent years. The number of people we serve, our facility, the addition of our clinics under the name Prairie Ridge Health Clinic (Columbus, Beaver Dam and Marshall) and our team – all have grown.

As we continue to expand, our name needs to convey who we are. Therefore, we're excited to announce our hospital and clinics will now be under one name. **As of October 1, 2019, Columbus Community Hospital and Prairie Ridge Health Clinic will be known as Prairie Ridge Health.** Our new name, Prairie Ridge Health, spans the region, allowing everyone we serve to feel that we are their hospital.

Q. Is anything else changing?

A. Combining our names was a careful and truly thoughtful decision. Please be assured:

- We have not been purchased, have not merged, nor have we changed our relationship with SSM Health.
- There are no changes in the insurances we accept.
- There are no changes in how we will conduct business.
- There are no changes in jobs - you will experience the same great team when you are here.

The only change is our name. We will continue to provide the same high quality, personal care you have come to know and expect from us.

Q. When will the name change take place?

A. We will be transitioning to the new name and all supporting brand elements over the next several months. On October 1, 2019, we will officially become Prairie Ridge Health. During an interim period, you may see us refer to Prairie Ridge Health, *formerly Columbus Community Hospital*, in some communications.

Q. Who made this decision?

A. We have had two names and two separate brands: Columbus Community Hospital and Prairie Ridge Health Clinic. In 2016, we heard from the community and our team that the relationship between the hospital and clinic brands was very confusing with many assuming there was no relationship. Based on feedback from the community, the decision to unify the hospital and clinics under one name was embraced and led by our Board of Directors (comprised of local business leaders, community members and physicians) and employee team members. The goal was to create a single, unified name (and brand) to generate clarity and accurately represent the breadth and depth of services we offer to the communities we serve.

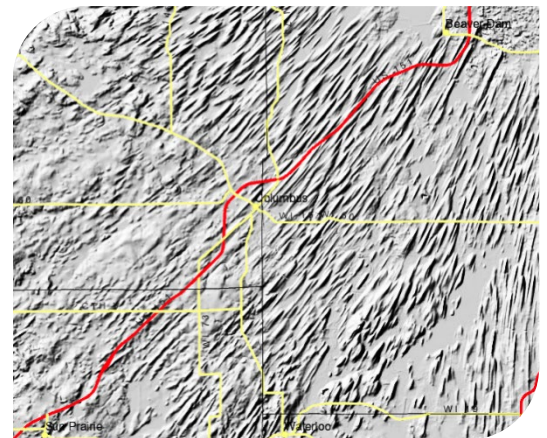
Q. What was the process for making this decision?

A. Combining our names was a careful and truly thoughtful decision. We took the time necessary to carefully and effectively evolve the brand to ensure this transformation was done the right way.

Q. Why Prairie Ridge Health?

A. We considered different types of names in the process, from conceptual to geographic. We're proud of the communities we serve and felt strongly that a geographic name fit us best. It speaks to our history, who we are and who we serve.

The hospital sits in the middle of a field of drumlins that spans our service area from Sun Prairie to Beaver Dam. The street of the hospital, Park Avenue in Columbus, is actually on a drumlin. These drumlins or mini ridges were formed by the Laurentide Glacier (Southern Green Bay lobe) as it moved through the area now covered by prairies. Thus the name - Prairie Ridge.



Q. Why a new logo?

A. The goal of a logo is to compliment an organization's name and aid the organization in standing out from its competitors. We looked at our local competition both in terms of other healthcare organizations and organizations that use the name Prairie. Most organizations with "Prairie" in their name use a form of grass in their logo. Thus, to stand out, we removed the grasses from our original clinic logo and focused on the unique journey that we have with our patients. We selected two ridges to symbolize this relationship. These ridges

come together just as we come together with you to guide your journey toward health and wellness. The ridge ends by underlining our purpose - health.

The green and gray tones of the logo were selected due to what each color conveys. The lively green tone conveys life, growth and harmony while feeling fresh, modern and approachable. This is balanced by a neutral soft gray tone which evokes the feelings of stability, composure and calm.



Q. Why “Inspired by you”?

A. Simply - We are inspired by you.

The word inspired is defined as “of extraordinary quality, as if arising from some external creative impulse”. Our patients inspire us to deliver the highest quality of care possible, unique to each patient’s preference and circumstances. Our communities inspire us to continue to grow and to be the guide for our community members and businesses along their journey toward health and wellness. And our team inspires each other each day to go above and beyond, to be highly skilled, and to be compassionate, empathetic, accessible, respectful, positive, honest, and an advocate for each and every patient.

Q. How will the name come to life?

A. Prairie Ridge Health will be brought to life with new hospital and clinic signage, inside and outside the buildings. A new logo has also been designed to encompass the name change. You will start seeing this on our website, brochures, email signatures, clothing, name badges, and other marketing and media materials.

Our email addresses will be changing, as will the website URL. Redirects will be put in place, so we don’t miss any emails from you.

You play an important role in who we are. We welcome questions, comments and feedback regarding this exciting change. Please feel free to reach out to Emily Dilley, Director of Marketing, with any questions or requests for new branded materials via the online forum, edilley@cch-inc.com or 920-623-1222.