

**Confidential – please do not post or forward**

This information is designed to assist you with conversations about the heart and vascular name change.

This information is confidential until it is released to the public on Tuesday, May 21.

**What was announced?**

- HonorHealth is changing the heart and vascular program name and sub-specialties from HonorHealth Cardiovascular Center of Excellence to **HonorHealth Heart Care**.
- **This change will go into effect on Tuesday, May 21.**
- Only the name will be changing. Patients will still receive the same comprehensive care and exceptional experience they cannot find anywhere else.

**Why is HonorHealth changing the Cardiovascular Center of Excellence name?**

- **HonorHealth Heart Care**
  - Strengthens brand recognition for our sub-specialties.
  - Enables consumers and referring physicians to recognize the connectivity of the multiple specialties that make up the service line.
  - Creates a unified more recognizable brand.

**Where will you see the HonorHealth Heart Care name?**

- **HonorHealth Heart Care** will soon become the new name used for signage at every HonorHealth cardiovascular sub-specialty location (internal and external), lab coats, marketing materials, promotional products and videos.
- Sub-specialties impacted by this change:
  - Heart Group
  - Vascular Group
  - Cardiac Arrhythmia Group
  - Women's Heart Health Group
  - Heart and Lung Surgical Group
  - Advanced Heart Disease Group
  - Cardiac Rehab
- The building expansion on the Scottsdale Shea Medical Center campus will be named HonorHealth Heart Care Center.

**What will happen to the lab coats and other personal items such as t-shirts with the HonorHealth Cardiovascular Center of Excellence name?**

- Starting Thursday, Aug. 1, no HonorHealth Cardiovascular Center of Excellence-branded items should be worn. You'll receive further information about this in future communications.
  - Existing branded lab coats will be replaced for all physicians and APPs.

- An exclusive HonorHealth Heart Care t-shirt will be provided to all HonorHealth Heart Care team members to celebrate the launch of the new name. Additional details to come about how to claim your free t-shirt.

**Will internal location identifiers change to HonorHealth Heart Care?**

- For operational efficiency and clarity, internal sub-specialty location identifiers for Epic, cost centers and reporting tools will be modified to include the new Heart Care name. (Ex: HonorHealth Heart Care –Vascular – Osborn).

**Will PSA's and independent practices adopt the HonorHealth Heart Care name?**

- PSA's and independent practices will NOT be impacted by this rebranding.