






PACHC Memo 11-02

Please share with:

Senior Management
Marketing & Public Relations
Human Resource Department

TO: Pennsylvania Association of Community Health Center Members
FROM: Cheri Rinehart, President & CEO
SUBJECT: National “Community of Community Health Centers ” Campaign

Issue: The “**Community of Community Health Centers **” campaign is a national branding effort to strengthen recognition of our health centers as a unified and nationwide network of quality community-based primary care providers. Initially created at the state level by the Pennsylvania Association of Community Health Centers (PACHC) and its membership, the National Association of Community Health Centers (NACHC) has expanded the campaign nationwide this month.

Background: Community Health Centers  are present in more than 8,000 rural and urban communities across America. They have a successful track record second to none in the delivery of affordable quality care to more than 20 million people. They play a significant role in lowering health care costs and producing savings for the nation’s health care system and the American taxpayer. We have a proud 45-year history of providing affordable quality care but too few outside our world know what a Community Health Center  is and what distinguishes FQHCs from other primary care providers. The nationwide initiative is intended to address this issue and make advocacy, outreach and partnership more effective.

Never has it been more important that people know who we are, what we do and how we do it. The evolving health care environment is ushering in new financing and insurance structures, new marketplace players, and opportunities to expand health care access to more medically underserved and uninsured Americans. It is more important than ever that our unique and cost-effective health center model is readily identifiable and distinguished from other provider types.

The design of a symbol we can proudly display and use and the campaign were based on your input. You told us that you:


- Want your sites to be recognized as Community Health Centers;
- Want people to know what distinguishes an FQHC from other providers that might use the term “community health center” in a generic way;
- Want quality to be an integral part of the symbol because it is one of your foremost goals;
- Want health centers to be recognized as a health care “home;” and
- Prefer that “federal” not be part of the symbol.


We and NACHC believe the logo captures all of those themes.

Member Action: Because this is now a national initiative and we gave the rights to the symbol to NACHC for national rollout, **you need to go to the NACHC website to register to use the logo:** <http://www.nachc.com/FQHCBrandingForm.cfm>.



We sent you hardcopy of the Style Guide several weeks ago, which includes in the back of the binder disks with the logo so you can use it in correspondence, signage, marketing materials, etc. The Style Guide is also now available on the NACHC website electronically.

We've done the preliminary work, and now the effectiveness of the campaign is very much in your hands. Please use the logo:

- ▶ Display the vinyl cling* on your entrance window and/or glass near your reception desk;
- ▶ When you order new health center signage or brochures, add the logo to them;
- ▶ Add the logo to your website;
- ▶ Wear your Community Health Center  lapel pin* and order some for your staff;
- ▶ Include the “designator” after your health center name in any correspondence; and
- ▶ Include it in resource listings that include your health center, like phone and managed care directories.
- ▶ Share with us how and where you're using the logo

The initiative, to be effective, will require health centers and primary care associations across the country to consistently use the symbol so it becomes recognized. You might have noticed that PACHC has begun using the logo in our newsletter and correspondence whenever a Community Health Center  is mentioned. We're excited and hope you are as well!

* **Attached is an order form for additional clings and logo pins.**

PACHC Action: We will continue to work with NACHC to support adoption of the logo by health centers nationwide. Our vision is that, if we work effectively and collectively as the “community of Community Health Centers,” someday the  symbol will be as widely recognized as the blue “H” symbol for hospitals and there will be increased public awareness of what being a Community Health Center  means and increased recognition and respect for the work you do. We're proud to represent you!

For More Information: *Questions, comments or feedback on the initiative may be directed to me at cheri@pachc.com or (717) 761-6443, ext. 203. Technical questions on logo utilization may be directed to Kirsten Nicole Harris, Events & Services Coordinator, at (717) 761-6443, ext. 205 or Kirsten@pachc.com.*