



*Because Your Health Matters*

For Immediate Release  
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## **Grays Harbor Community Hospital and Harbor Medical Group Are Now Unified Under One Name, Harbor Regional Health**

(March 31, 2021 – Aberdeen, WA) —

Beginning Monday April 5<sup>th</sup>, Grays Harbor Community Hospital, Harbor Medical Group and all our outpatient clinics will be unified under one name, Harbor Regional Health. Providing 28 different services and specialties Harbor Regional Health (HRH) includes: Community Hospital, family medicine clinics in Aberdeen, Hoquiam and Montesano, orthopedics, OB/GYN, pediatrics, internal medicine, urology, cardiology, gastroenterology, rehabilitation services in Westport and Aberdeen, diagnostic imaging at the hospital and at the imaging center on Basich Blvd., and a number of other health services offered at the hospital. Over the next few months, you will start to see exciting changes at our facilities, website, and social media as we make the transition to Harbor Regional Health.

Our Board of Commissioners set the desired future state of our organization to be a unified regional healthcare network, partnering in our communities to provide exceptional care with an inspired healthcare team. Since 1945, our organization has grown to become a hospital GHCH, a medical group HMG, and several outlying health services, all with different names and brand identities. To fulfill the vision of brand unification, four years ago our Board of Commissioners asked hospital administration to put together a multidisciplinary group to begin the process of unifying our brand.

In 2017 an extensive process was started to “Proactively Rebrand” GHCH. The committee was formed by 13 members, including employees, community members, providers, and board members. Meetings continued into 2018 before the project had to be put on hold. In 2020 the Board of Commissioners again began discussing the project and formed an ad hoc committee with the intent to finalize the new name and logo to be presented to the Board. In December the new brand was presented and approved.

We would like to introduce you to Harbor Regional Health.

Main: 915 Anderson Dr.  
Aberdeen, WA 98520

P: 360-532-8330  
[www.ghcares.org](http://www.ghcares.org)

East: 1006 North H Street  
Aberdeen, WA 98520



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Harbor: A safe place providing refuge and comfort.

Regional: Of or relating to a region of considerable extent (currently serving over 2000 square miles around Grays Harbor County, Pacific County and Quinault tribal lands).

Health: A state of complete physical, mental and social well-being.

With this new brand identity, we want you to know that all 28 of our services and specialties, across 7 locations are one system, with one mission, dedicated to the health of our community. Every aspect of the name and colors were purposefully thought through to represent our new brand.

Harbor Blue: Brings a sense of peace and tranquility to the human spirit, offering refuge, and centering our thoughts to foster resilience.

Harbor Green: The color of life, renewal, nature, and energy. It is associated with growth, harmony, safety, and the natural environment.

Even the logo font was selected because it is a flexible, personable, humanist font with lively character.

Because your health matters we have decided to make this change. We hope you will support us in this effort, and know that as we emerge from the trials of the pandemic, that we arise a new, strong, unified organization, dedicated to serving your healthcare needs.

About Harbor Regional Health: Harbor Regional Health (HRH) with offices in Aberdeen, Montesano, Hoquiam, and Westport, Washington, is a regional healthcare network providing 28 health services and specialties to a region of over 70,000 residents covering the 2,000 square miles of Grays Harbor County within Grays Harbor Public Hospital District II. Established in 1959, HRH Community Hospital is licensed for 140 beds; services including a level-three trauma designated emergency department, critical care unit, surgical services, substance use treatment, and Family Birth Center. Harbor Regional Health's outpatient services include family medicine, pediatrics, internal medicine, orthopedics, cardiology, OB/GYN, urology, gastroenterology, diagnostic imaging, rehabilitation therapies, and hyperbaric wound healing center.

Learn more at [www.ghcares.org](http://www.ghcares.org)

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