



Carolinah HealthCare System

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FOR IMMEDIATE RELEASE

Carolinah HealthCare System Blue Ridge Unveils New Name

New signs will be installed over next few months

On Friday, May 2 Carolinah HealthCare System Blue Ridge began the process of officially rolling out its new name with temporary covers placed over the existing main entry signs at its two hospitals.

“What’s happening at Carolinah HealthCare System Blue Ridge is much more than a name change,” said Kathy Bailey, president and CEO. “It is really a reflection of the deeper integration we are experiencing with Carolinah HealthCare System and all the benefits that relationship brings to our community.”

Over the coming months new signs will be going up at all of Blue Ridge’s facilities, including long-term care facilities and physician offices.

Formally known as Blue Ridge HealthCare, the organization has changed its name to reflect its ever-growing relationship with Carolinah HealthCare System. Over the past 14 years, the two organizations have developed a close, interactive relationship.

This relationship has brought many benefits to Blue Ridge, including access to more advanced treatments and care. One example is the Telemedicine Cancer Genetic Program. This program allows cancer patients at Blue Ridge to talk with a qualified genetic counselor from the Levine Cancer Institute in Charlotte, without travelling to Charlotte. It uses secure web technology to connect patients and counselors so they can see and hear each other as if they were sitting in the same room.

“Making Carolinah HealthCare System part of Blue Ridge’s identity clearly says that we have the opportunity to benefit from the strengths of a much larger system, while remaining focused on meeting the needs of the communities we serve,” said Bailey.

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About Carolinas HealthCare System Blue Ridge

Carolinas HealthCare System Blue Ridge (www.blueridgehealth.org) is a not-for-profit community healthcare system, providing advanced healthcare and wellness services from more than 35 locations across a three-county region of Western North Carolina. Blue Ridge's family of services includes hospitals, skilled nursing and rehabilitation centers, a wellness center, home health care, and a continuing care retirement community. Nearly 100 primary care physicians, physician specialists and extenders in the Blue Ridge Medical Group combine with other physicians on the Medical Staff to serve patients in the region. Blue Ridge's two hospitals provide graduate medical education programs for medical school graduates and students in osteopathic medicine. Carolinas HealthCare System Blue Ridge is affiliated with Carolinas HealthCare System (www.carolinashealthcare.org), one of the nation's leading and most innovative healthcare organizations, providing are residents with ready access to more specialized care when needed.

About Carolinas HealthCare System

[Carolinas HealthCare System](http://www.carolinashealthcare.org) ([carolinashealthcare.org](http://www.carolinashealthcare.org)), one of the nation's leading and most innovative healthcare organizations, provides a full spectrum of healthcare and wellness programs throughout North and South Carolina. Its diverse network of care locations includes academic medical centers, hospitals, freestanding emergency departments, physician practices, surgical and rehabilitation centers, home health agencies, nursing homes and behavioral health centers, as well as hospice and palliative care services. Carolinas HealthCare System works to enhance the overall health and wellbeing of its communities through high quality patient care, education and research programs, and numerous collaborative partnerships and initiatives.

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