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## Wuesthoff Health System Announces Planned Updates to Names and Branding New facility titles align with regional expansion of innovative Steward care model and physician network

**Rockledge, FL/Melbourne, FL (October 23, 2017)**– Wuesthoff Health System announced today that they will be updating their hospital names and branding as part of their ongoing integration into the innovative, patient-centered Steward Health Care System.

Steward, a physician-led health company, has created a model of health care focused on patient wellness and preventative care that has been proven to improve outcomes while reducing costs. That model along with Steward’s proprietary patient care technology has fueled the company’s recent expansion to become the largest private provider of hospital services in the United States. The company has simultaneously increased its physician network by more than 500%.

Steward will now officially brand the hospitals as Rockledge Regional Medical Center and Melbourne Regional Medical Center, all of which became Steward family hospitals in May 2017. The new hospital names will reflect the regional expansion of access to the integrated, community based health care model pioneered by Steward – a model that is currently being introduced at the new Steward family hospitals in Florida, which also includes Sebastian River Medical Center.

### The planned hospital title updates include:

Wuesthoff Medical Center Rockledge will become **Rockledge Regional Medical Center**

### **Rockledge Regional Medical Center**

A STEWARD FAMILY HOSPITAL



Wuesthoff Medical Center Melbourne will become **Melbourne Regional Medical Center**

### **Melbourne Regional Medical Center**

A STEWARD FAMILY HOSPITAL



Each of the aforementioned hospitals will receive updated logos and signage over the coming months. Online listings of the hospitals will be updated through a Steward technology partnership with Yext, a company specializing in search engine marketing and data maintenance.

“This is about much more than just updating hospital titles,” said Josh Putter, Central Division President of Steward Health Care. “It is a reflection of Steward’s commitment to ensure these hospitals continue to serve as a vital resource to patients in every corner of the regions they serve. Our service availability

and our physicians network will also grow regionally in Florida as they have in other states. That will mean better access, higher quality, and more coordinated care for patients. Our regional approach will provide area patients greater access to Steward’s life-saving medical technology and world-class direct care services – all in the communities where patients live.”

One of the first major technology investments being brought to the medical centers is for the benefit of local patients by Steward is a new, advanced electronic health record (EHR) system. This system provides a care coordination that connects every point of patient care anywhere in the healthcare continuum to tell the entire patient story. Caregiver training on the innovative multi-million dollar system provided to area hospitals by Steward in partnership with Meditech has already begun. The technology is expected to go live at these hospitals in summer 2018.

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**About Steward Health Care – Rockledge & Melbourne.**

The Mission of Rockledge Regional Medical Center and Melbourne Regional Medical Center: Everyone doing everything to pursue the perfect patient experience. Both hospitals are full acute care hospitals and includes a network of affiliates providing rehab services, wound care, laboratory services and assisted living. For more information on Rockledge Regional Medical Center or Melbourne Regional Medical Center, visit: [www.RockledgeRegional.org](http://www.RockledgeRegional.org) and [www.Melbourneregional.org](http://www.Melbourneregional.org).

**About Steward Health Care System, LLC**

Steward Health Care, the largest private hospital operator in the United States, is a physician-led health care services organization committed to providing the highest quality of care in the communities where patients live. Headquartered in Boston, Massachusetts, Steward operates 36 community hospitals nationwide that employ approximately 37,000 people and regularly receive top awards for quality and safety. The Steward network includes more than 26 urgent care centers, 42 preferred skilled nursing facilities, substantial behavioral health services, over 7,300 beds under management, and more than 1.1 million covered lives through the company’s managed care and health insurance services.

Steward’s unique health care service delivery model leverages technology, innovation, and care coordination to keep patients healthier. With a culture that prioritizes agility, resourcefulness, and continuous improvement, Steward is recognized as one of the nation’s leading accountable care organizations. The Steward Health Care Network includes thousands of physicians who care for approximately 2 million patients annually. Steward Medical Group, the company’s employed physician group, provides more than 1 million patient encounters per year. The Steward Hospital Group operates hospitals in Arizona, Arkansas, Colorado, Florida, Louisiana, Massachusetts, Ohio, Pennsylvania, Texas, and Utah. *Additional information is available at [www.steward.org](http://www.steward.org).*