

## **DRAFT**

A new, refreshed corporate symbol is being launched this week by Patients First Health Care as the company nears completion of the \$30.4 million expansion of the Washington, Missouri campus.

The new corporate symbol blends the strong italic lettering currently used on the Washington building signage with a contemporary human symbol, which reinforces the central focus of the organization and the Patients First brand identity. The simplified contemporary symbol reflects the company's progressive, forward-looking philosophy, and conveys positive emotion with the vertical orientation and uplifted arms. The refreshed color palette utilizes blues and green, all calming, reassuring colors of nature.

“During the past eleven years Patients First Health Care has grown from a small physician group to a robust, multi-disiplinary health care system,” stated Joseph Gubbels, Patients First CEO. “We’ve spent a year evaluating the name and logo for the company, and quite frankly, we could not settle on a name that better represents our patient-focused organization than the name Patients First Health Care. The addition of the updated, contemporary human figure will better reflect who Patients First is today. We’re excited to roll out this symbol change both here in Washington and across our satellite office network,” concluded Gubbels.

### **About Patients First**

Patients First, founded in 1998, is led by experienced physicians committed to providing first-class primary and specialty health care services to its patients. The multi-specialty physician group now offers 65 physicians and 15 nurse practitioners through a network of 16 medical clinics located in east central Missouri. Offices in Bourbon, Cuba, Hermann, Marthasville, New Haven, Owensville, Pacific, St. Clair, St. Louis, Steelville, Sullivan, Union and Warrenton geographically circle the central Washington medical campus.