



Introducing a New Wave in Ventura County Healthcare

We're proud to announce the debut of a new master brand that better reflects who we are. It includes a new logo, name, and colors. Soon we'll have a unified look across our system. You'll start seeing it in the community, in our communications, and on our campuses throughout the area.



Community Memorial Healthcare includes a system of coordinated facilities and services:

- **Community Memorial Hospitals in Ventura & Ojai**
Formerly Community Memorial Hospital & Ojai Valley Community Hospital
- **Community Memorial Health Centers**
Our network of primary and specialty care clinics, formerly identified as Centers for Family Health, MidTown Medical Group, and more
- **Community Memorial Foundation**
Formerly Community Memorial Healthcare Foundation, dedicated to raising funds for equipment, technology, and services

In support of our new brand:

Ojai Valley Community Hospital Foundation is now
Ojai Valley Hospital Foundation

See inside for details about all name changes that are being implemented across the system.

New Names — Same Exceptional Care & Service

While it may take some time to update signage, names for many Community Memorial Healthcare entities will be changing immediately. See below for some of the key changes.

Previous Name	Enterprise System	New Name
<ul style="list-style-type: none"> Community Memorial Health System 		Community Memorial Healthcare
Key Entities		
<ul style="list-style-type: none"> Community Memorial Hospital Ojai Valley Community Hospital Community Memorial Healthcare Foundation 		Community Memorial Hospital – Ventura Community Memorial Hospital – Ojai Community Memorial Foundation
Multi-Specialty Locations		
<ul style="list-style-type: none"> Center/s for Family Health <ul style="list-style-type: none"> Airport Marina Arneill Ashwood Fillmore Main Street MidTown Medical Clinics Premiere Health Center Santa Rosa Health Center 	<ul style="list-style-type: none"> Oak View Port Hueneme Santa Paula Saviors Vineyard 	Community Memorial Health Center
Single-Specialty Locations		
<ul style="list-style-type: none"> San Buenaventura Urology Center 		Community Memorial Urology
Programs, Service Lines & All Other Locations		
<ul style="list-style-type: none"> Breast Center Center for Wound Healing & Hyperbaric Medicine Central Coast Center for Gynecologic Oncology Continuing Care Center New Parent Resource Center Outpatient Pharmacy Wellness & Fitness Center 		Community Memorial Breast Center Community Memorial Wound Care & Hyperbaric Medicine Community Memorial Gynecologic Oncology Community Memorial Continuing Care Center Community Memorial New Parent Resource Center Community Memorial Pharmacy Community Memorial Wellness & Fitness Center

Frequently Asked Questions

What is Community Memorial Healthcare? This is a new “umbrella” name covering facilities and services that have always been a part of Community Memorial Health System, but under various names. Our goal is to provide a more unified, consistent presence across the system, giving patients seamless, collaborative, high-quality care.

When did this change become effective? We launched our new name and look in mid-January of 2023. The complete transition will occur over the next year or so, as we roll out new signage, forms, wayfinding, and more.

Is this part of a merger or acquisition? No. Each of the entities will continue their prior operating business status.

Is Community Memorial Healthcare still independent? Yes, we are proud to continue as a locally owned, non-profit organization, committed to the overall health of our community.

How will the change impact patients and the community? The way patients access providers and our hospitals remains the same (contact information, phone, fax, etc.). All web properties have been

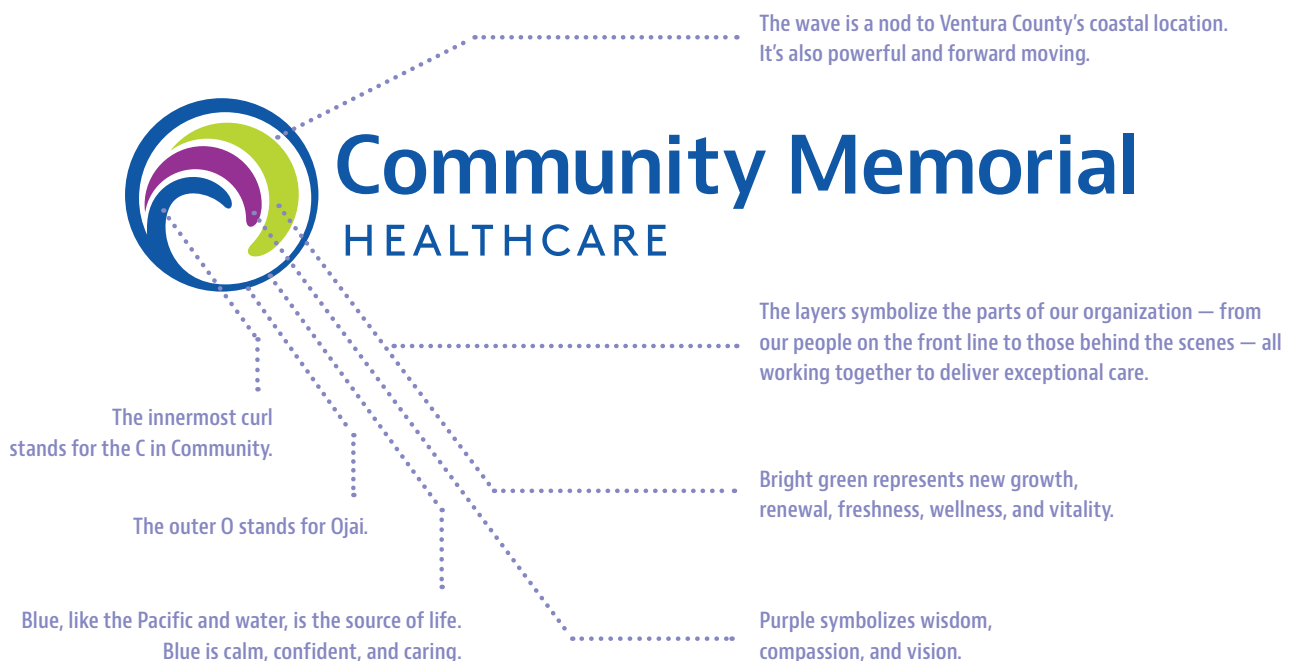
consolidated into a new website at **mycmh.org** for a single digital front door. The launch of Community Memorial Healthcare gives patients more seamless comprehensive care from a united resource.

Are there any changes in leadership due to the rebrand? The rebrand has no effect on leadership.

Where will we see the biggest changes? Our overarching goal is to create a single gateway for patients to access high-quality healthcare. As an example, our new website, **mycmh.org**, combines more than 10 prior sites and now provides access to information and services across our hospitals, health centers, doctors, and foundations — all in one place.

Why do we still see some of the old names and logos? We are working diligently to update materials. Any outdated materials you come across will be updated in the coming months. Changing signage across our facilities will take a bit of time, and we appreciate your patience.

What does the new logo represent? There is meaning in design, and the diagram below explains how our new logo represents our organization.



Check Out Our New Website at mycmh.org



Our new website provides a single digital front door to all Community Memorial Healthcare. It's full of expanded information about our services, doctors, locations, and more. Plus, our Find a Doctor tool and patient portal are easily accessible for all. Check in periodically for the latest news, videos, and podcasts!

