

Hospice and Palliative Care News

<http://healthrespubs.com/hospice-and-palliative-care-news/2014/03/24/pioneering-massachusetts-hospice-aims-to-distinguish-itself-in-its-service-area-with-new-name-and-logo-reflecting-new-initiatives-and-growth/>

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Pioneering Massachusetts Hospice Aims to Distinguish Itself in Its Service Area With New Name and Logo Reflecting New Initiatives and Growth

While its core and primary focus remains providing hospice services to the community it serves, what is believed to be the oldest hospice in Massachusetts, Hospice of the Good Shepherd, Newton, has positioned itself for expanded growth and services with a new organization name and new logo.

But its more than just a name change – the hospice’s leadership engaged a firm that specializes in “brand” to help the organization through a strategic process that resulted in the new organization name “Good Shepherd Community Care” and a new logo – a ‘re-branding’ of the more than 35-year old hospice aimed to differentiate itself in the region it serves.

The move toward re-branding was prompted because the hospice’s leadership expects “both the diversity and depth of our programs to develop even further.”

“The hospice program remains our primary focus and continues under the name Good Shepherd Community Hospice, while the new organizational name accommodates our broader response to the community,” officials said. The strategy is aimed at better encompassing its “growth and to allow for a broader future while reinforcing its commitment to the community.”

For instance, the organization also recently launched the Good Shepherd Institute, a community resource for education, training and research about end-of-life issues.

“The hospice program remains the organization’s primary focus and will operate under the name Good Shepherd Community Hospice,” said Timothy Boon, president and CEO, and continue to incorporate Krug Zaboty, its believed to be first-in-the-nation hospice program for the Russian-speaking community.

The new organizational name creates room for programs such as Good Shepherd PEDI PAL (Pediatric Palliative Care), which provides care for children with a life-limiting illness and their family members, officials said.

“The new name also better accommodates the development of future programs that may be needed in the community.”

Founded as Hospice of the Good Shepherd in 1978, the organization remains an independent, non-profit, non-sectarian agency.

“Our organization has evolved in response to the changing needs of our community, by creating new and innovative programs that enhance the quality of remaining life for people of all ages,” Boon said.

“We want to ensure that those in the final stage of life can live as fully, independently and comfortably as possible,” he said. “We are sensitive to their profound and unique needs as well as those of their loved ones.”

BrandEquity of Newton, Massachusetts, a strategic branding firm, worked in collaboration with Good Shepherd Community Care to create the new name and logo, focusing on the organization’s expanded, community-based focus and growth.

The creative director of the firm, Steven Smith, created a muted red logo that simultaneously suggests a G and two Cs forming an S, incorporating all the initials in the new name.

He said he believes that the selected identity will help Good Shepherd Community Care differentiate itself among others in the field.

Following is the link to Good Shepherd Community Care:

www.GSCommunityCare.org