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Beaumont Health turns blue, renames Oakwood and Botsford hospitals

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Beaumont Health

Oakwood Hospital before color change (left), and after color change and renaming.

After careful research and feedback from employees, physicians and trustees, the new color for Beaumont Health is cobalt blue. Some hospitals in the eight-hospital system were also renamed to reflect Beaumont and the city in which they are located.

What's in a color? Well, the new Southfield-based **Beaumont Health** spent an unspecified amount of money over the past eight months with a marketing company to determine that cobalt blue is the best color for the new eight-hospital system.

“Our research on what the community was asking from us was very clear,” said John Fox, the new CEO of Beaumont Health, in a statement.

“They wanted a simple way to describe the new single system that had been formed by the three founding organizations.

“Our decision was data-driven, truly based on consumer preference, and represents our new organization well as a leader in high-quality, affordable, compassionate care that is accessible to everyone in Southeast Michigan.”

Last September, Beaumont Health was formed through the merger of Royal Oak-based **Beaumont Health System**, Dearborn-based **Oakwood Healthcare** and Farmington Hills-based **Botsford Hospital**.

Fox also reported that some of Beaumont's hospitals have been renamed to reflect the Beaumont brand and the city in which they are located, and in some cases the former

campus name.

For example:

- **Beaumont Hospital - Dearborn,**
- **Beaumont Hospital - Farmington Hills,**
- **Beaumont Hospital - Trenton,**
- **Beaumont Hospital - Taylor** and
- **Beaumont Hospital - Wayne.**

Three of the hospitals will include a campus name on their signs: **Beaumont - Dearborn, Oakwood Campus; Beaumont - Farmington Hills, Botsford Campus;** and **Beaumont -Trenton, Southshore Campus.**

The names of the Beaumont hospitals in Royal Oak, Troy and Grosse Pointe will remain the same. To me, this was a dead giveaway in what direction the final naming was going. I am not surprised, but I didn't want to predict this and scoop Mr. Fox, who has only been on the job a little more than a month.

By late June, all eight Beaumont Health hospitals will be named Beaumont to bring them together under one brand.

Again, this approach is no surprise. It is a nationwide trend that Flint-based **McLaren Healthcare** adopted several years ago. However, McLaren didn't put the word "hospital" in its hospitals' names. For example, **McLaren Oakland**. I am glad Beaumont used the word "hospital," at least in most of the new hospital names.

On the brand color issue, prior to the new cobalt blue, the three original Beaumont hospitals were decked out in burgundy, Oakwood's four hospitals in green and Botsford's single hospital in blue and rust tint.

Beaumont officials said its research shows that blue is universally well-liked, is highly visible and represents trust, dependability and stability to consumers.

OK, I personally like blue. Of course green (naturally) is my favorite color. But did anybody really expect yellow or chartreuse?

In late June, consumers will begin to see the new logo, color and hospital names on temporary signs at the eight Beaumont Health hospitals. Permanent signs will be installed throughout the organization, including hospitals, major medical centers, employed physician

offices, outpatient sites and private physician offices, starting in September and continuing until early next year.

Beaumont Health consists of eight hospitals with 3,337 beds, 163 outpatient sites, nearly 5,000 physicians and almost 35,000 employees.

In 2014, Beaumont Health had \$4 billion in revenue with 174,675 inpatient admissions, 16,213 births and 492,073 emergency visits.

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