

Bold Evolution to National Jewish Health

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DENVER —

[*New name showcased in #1 respiratory hospital ranking*](#)

Signaling a bold evolution and expansion beyond traditional boundaries of respiratory medicine into exciting new areas of science and health, National Jewish Medical and Research Center will become National Jewish Health, effective immediately.

Michael Salem, MD,
President and CEO
National Jewish Health,
describes the evolution of the National Jewish brand.

“Simply put, this isn’t just about a name change. National Jewish has been a leader in innovation and medicine for more than 109 years. This change signals our determination to lead in the era of preventive and personalized medicine,” said Michael Salem, MD, President and CEO of National Jewish Health. “As we implement our 10-year strategic plan, we are growing beyond the concept of a traditional medical and research center. The name change reflects a multifaceted initiative, entitled *Science Transforming Life*[®] to better meet the changing face of healthcare in America. This is one of the most exciting and innovative leadership initiatives in our history.”

National Jewish’s leadership is being recognized once again in 2008, as *U.S. News & World Report* has named it the [#1 respiratory hospital in the nation for the eleventh consecutive year](#).

According to Dr. Salem, National Jewish Health will invest more than \$40 million to continue to be the global leader in the treatment and research of respiratory, immune and related diseases. In addition, it will expand the breadth of its services through the newly developing disciplines of personalized medicine. “Our vision is to closely integrate our basic research programs and advanced diagnostic capabilities with our outstanding clinical services to provide the best possible care and research not only for residents of Colorado, but also for patients who come to us from across the nation and around the world.”

The Name Change

“The name change is an evolution of who we already are,” said Dr. Salem. “We have been ‘National Jewish’ since the beginning, but we have modified our name six times in our 109-year history with revised descriptors that reflected the growing vision and scope of our activities.”

- 1899 – The National Jewish Hospital for Consumptives
- 1925 – National Jewish Hospital at Denver
- 1965 – National Jewish Hospital and Research Center
- 1978 – National Jewish Hospital/National Asthma Center
- 1985 – National Center for Immunology and Respiratory Medicine
- 1997 – National Jewish Medical and Research Center
- 2008 – National Jewish Health

Why “Health”?

- Health connotes the preventive, personalized medicine approach envisioned in the institution's strategic plan.
- Health better reflects the expanding healthcare network that National Jewish has opened in recent years in Highlands Ranch, Englewood, Littleton (sleep center), Broomfield (sleep center), and the Aspen Valley, as well as its partnership to staff and manage the intensive care unit and hospitalist staff at HealthOne Rose Medical Center.
- Health better conveys the growing behavioral change programs for tobacco-cessation and weight-management, which address on a national level the two leading causes of behavior-associated preventable death in the United States, and the unique Kunsberg School on the main health campus, which is a free K-8 day school for children with chronic illnesses.
- Health is shorter and easier to say and remember than "Medical and Research Center."

New Logo and Brand Promise

The new brand promise, *Science Transforming Life*[®], emphasizes the institution's commitment to scientific discovery, and the belief that those discoveries will transform the lives of patients.

The logo has been designed to communicate at multiple levels, including the concept of science (based on the well known DNA helix and caduceus shapes), transformation (the orange fire of discovery) and life (the human form).

"We believe National Jewish Health, the brand promise *Science Transforming Life*[®], and our new logo strike just the right balance between our history and our future, as well as our strong commitment to science as a means of improving the lives of our patients," said Dr. Salem.

The new naming and brand strategy was created under the direction of Denver-based [Monigle Associates](#), and will be implemented over time with a variety of in-house and external communications partners.

Read our Brand Story.

National Jewish Health is the leading respiratory hospital in the nation. Founded 121 years ago as a nonprofit hospital, National Jewish Health today is the only facility in the world dedicated exclusively to groundbreaking medical research and treatment of patients with respiratory, cardiac, immune and related disorders. Patients and families come to National Jewish Health from around the world to receive cutting-edge, comprehensive, coordinated care. To learn more, visit the media resources page.

Media Contacts

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