



CareConnection

More Than A Brand-Aid.

Hunter Health is Rolling Out Better Communication ►►►

June brings exciting changes in how we connect with and serve the community.

We're rolling out a brand refresh, improved website, the launch of a patient-focused blog, our rebranded newsletter — **Care Connection** — and much more. We've redesigned and aligned our entire visual language, including logos, colors, icons, and typography. These changes bring together everything we currently do at Hunter Health and set the stage for what's coming next.

The updates to our communication tools are more than surface-level. They make it easier to learn more about how our unique integrated care model can individually serve each person. That makes it possible to help even more people.

"Our brand refresh reinforces our commitment to improving the health and wellbeing of **everyone** in our community," said Amy Feimer, CEO of Hunter Health — the only Urban Indian Health Center in Kansas and a Federally Qualified Health Center.

These updates are the latest step in helping us achieve that mission, following the opening of our new clinic at Central and Grove in 2018, the addition of same-day care in 2021, and vaccine rollout during the COVID-19 pandemic. There's much more to come in the months ahead, but through these updates, we maintain who we've been since 1976.



"Our brand refresh helps us communicate the level of care our team provides when serving our mission to improve the health and wellbeing of **everyone in our community."** — Amy Feimer CEO

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Our New Look

The Backstory

Our goal with the rebrand was not to walk away from who we are but to define who we are, keeping our Native American roots in mind. How did we begin, what do we represent, and where are we going? Those were the questions we needed to answer and then communicate.

Our What, How, and Why

To better position ourselves to reach and help more people, we needed to build a foundation based on our service, method, and core belief — or our what, our how, and why.

What we do

We provide accessible, integrated healthcare.

How we do it

We embrace every patient where they are financially, geographically, and in all aspects of health.

Why we do it

When we care for every individual's health, we lift our entire community.

Our Brand Personality

Compassionate

We care for, and about, people. First and foremost.

Approachable

We know our stuff and can explain it in an easy-to-understand way.

Visionary

We've got a different view of healthcare.

Our Brand Promise

Identifying and stating our how, what, and why helped us create our brand promise, one that should always inform the way we think and talk about ourselves. We can now sum up our brand promise in a few words:

Care That Embraces All of Us

Hunter Health embraces every person with all-encompassing care that puts them first. By investing in patients' whole wellbeing, Hunter Health helps patients reach better health outcomes and empowers all people in our community to truly thrive.



Say Hello to Our New Website

“In this ever-changing digital world, it’s important for us to evolve and find the best ways to serve and connect with the community. We’re excited for how the features on our new website will benefit our patients, especially those in underserved communities struggling to receive care.”

— **Brittney Weis** *Director of Marketing and Engagement*

Our newly redesigned website features updated messaging on easy-to-navigate pages that bring attention to our wide range of services for the community. The visual design showcases Hunter Health’s brand refresh, while also highlighting the high-quality, professional services our patients can expect to receive.

- **New provider directory** – Get to know our providers before even stepping into our clinic. The new directory introduces each provider and showcases their background, why they do what they do, and why they chose Hunter Health. It also shares what services are offered — and by whom — at each of our clinics.
- **Sliding Fee Scale** – We offer a sliding fee scale to all income-eligible patients for most services. And now, patients can get a clear look at how this will impact them before scheduling an appointment.
- **Blog** – A new blog will provide updates on clinic announcements,

community events, and trending healthcare topics with a professional perspective directly from our providers. You’ll also get a peek “behind the curtain” to learn how we provide quality care to everyone, why our providers are so passionate about what they do, and much more, with a variety of unique content.

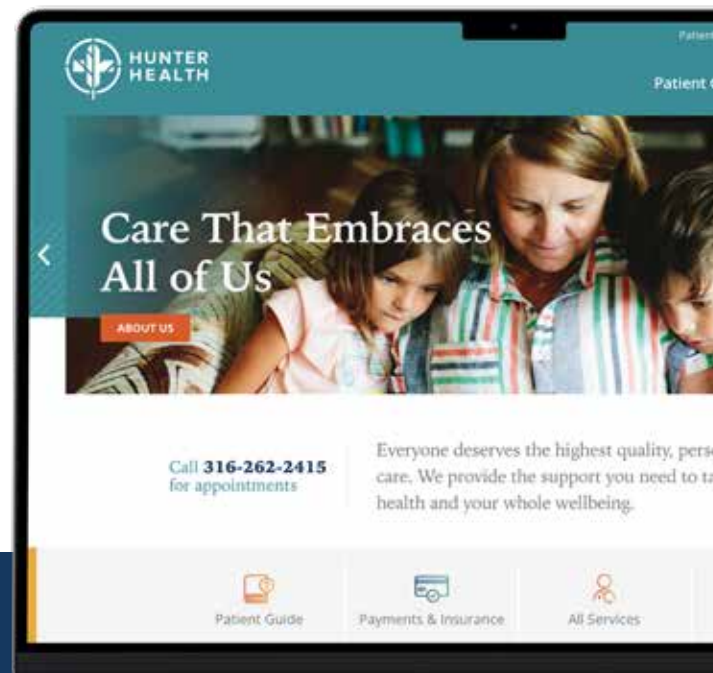
We also value our Native American roots and offer some services specifically for Native American and Alaska Native communities. Our revamped site clearly lays out what is available and who to contact to ensure these communities receive the holistic, culturally appropriate care they desire.

Now it’s your turn

Hunter Health truly is for everyone, and it’s our goal to transform the health and wellbeing of our community. Our new brand and updated website emphasize how we are a one-stop shop for healthcare and information. We trust these changes will provide the information you need to help us make an impact. This launch is the result of months of hard work alongside Howerton+White, an integrated advertising and marketing agency, and we can’t wait to see the impact that comes from it.

“It feels good to partner with an organization that cares so much and is so committed to engaging the community. The work we did together was truly a collaborative effort and a joy to produce.”

— **Nicole Howerton** *Cofounder and Managing Partner at Howerton+White*



Please visit our website at hunterhealth.org and check out everything it has to offer. We look forward to hearing your thoughts and working with you in the weeks ahead to make a difference in the community.

Hunter Health Receives National Recognition



Hunter Health has been awarded recognition by the National Committee for Quality Assurance (NCQA) as a Patient-Centered Medical Home Program (PCMH). As part of this official NCQA Recognition, Hunter Health also received the Distinction in Behavioral Health Integration.

Primary-care practices that earn NCQA's Distinction in Behavioral Health Integration have put in place the right resources, evidence-based

protocols, standardized tools, and quality measures to support the broad needs of patients with behavioral health conditions. Hunter Health integrates a variety of healthcare services — including behavioral health, addiction/recovery, oral health, HIV/STI counseling, vision, and more — into primary care for a whole-patient approach to wellness.

“We are very proud of this recognition by the NCQA. Our staff and medical providers have worked diligently to

achieve the high standards set forth in the PCMH program,” said Amy Feimer, CEO.

“This recognition is a result of our persistent dedication to quality and our continued focus on patient-centered care.” — Amy Feimer CEO



Showing Excellence in Healthcare

Chief Medical Officer Dr. Bryon McNeil is honored by the **Wichita Business Journal** for Excellence in Healthcare.

Dr. Bryon McNeil joined Hunter Health in February, bringing 20 years of experience as a board-certified emergency medicine physician. Now, he manages our clinical operations and ensures patients receive the high-quality holistic care they expect from Hunter Health. We're proud to make an impact on our patients' lives under his leadership.

“We're excited for Dr. McNeil to receive this recognition,” says Amy Feimer, CEO. “It is well deserved, and we're inspired by his efforts to make a difference in the lives of our patients and the health and well-being of our community.”



Dr. Bryon McNeil
Chief Medical Officer

Dr. Hunter earns Foster Family of the Year Award



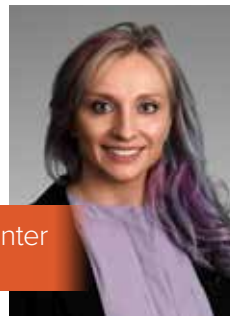
We're proud to share that Dr. Valerie Hunter, Hunter Health Dental Director, and her husband were named Foster Family of the Year by St. Francis Ministries.

The nonprofit organization offers child welfare services in several states, serving more than 11,000 people. Dr. Hunter is a longtime foster parent, having taken in several children over the years. It's something CEO Amy Feimer says is a great example of Dr. Hunter's care and passion for helping others.

"Dr. Hunter and her husband have shown an incredible commitment to making a difference in the lives of so many children," she says. "I'm proud to know such giving and dedicated people. That same dedication shines through Dr. Hunter's work every day as she strives to give her patients the highest-quality care."

Those who work with Dr. Hunter say her dedication to improving the lives of the underserved is contagious. We're grateful she shares that dedication with the staff and patients of Hunter Health.

"It is a privilege working alongside Dr. Hunter," says Dr. Bryon McNeil, Chief Medical Officer. "She consistently shows her devotion not only to improving the lives of her patients through quality care but making a difference in the lives of children in need."



Dr. Valerie Hunter
Dental Director, Dentist

We're Making Progress at Brookside Clinic

Renovations are really coming along at our Brookside Clinic near Pawnee and Hillside. The clinic just received a fresh coat of paint, new flooring, and some millwork. It's all part of a project designed to bring much-needed services to a surrounding neighborhood with limited options. Among the upgrades, the clinic will reopen with new dental services, a medical-procedure room, and an enhanced waiting room.

Despite dodging severe storms through the past month, crews say they're still on schedule, and plan to have the project complete by mid-summer. We can't wait to welcome you all back to our Brookside Clinic and expand how we serve our patients. In the meantime, stay tuned for an official reopening date.



Meritrust Move-In

We're getting used to our new office space inside the Meritrust building in downtown Wichita.



This past month, 40 employees across several departments moved into the fifth floor of the building, providing a usable space for support services while ensuring room for direct patient care. We're excited to share this new home and to partner with a great company.



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2318 E Central | Wichita, KS 67214

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