



FOR IMMEDIATE RELEASE

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HCA Florida Healthcare Introduces a Whole New State of Healthcare and Unites More Than 450 Affiliated Sites of Care Across Florida

New brand will expand Floridians' access to industry-leading innovation and the clinical expertise of a unified family of physicians and care facilities

NASHVILLE, TN, March 2, 2022— For the first time in Florida's history, more than 450 [HCA Florida Healthcare affiliated sites of care](#) across the state will unite under a shared brand on March 3. This transformation will create a leading collaborative healthcare network in the state, united through a shared dedication to improve more lives in more ways.

With one baby born every 17 minutes at an HCA Florida Healthcare hospital and trauma outcomes better than the national average, we believe the future for Floridians is bright. Throughout the state, patients and families can continue to expect HCA Florida Healthcare's trusted physicians and nurses to deliver care like family, with no changes to facility hours of operation or phone numbers.

Commitment to Care Like Family

HCA Florida Healthcare will connect approximately 11,000 physicians and 77,000 colleagues serving their communities at 49 hospital campuses, more than 350 physician practices and freestanding emergency rooms and more than 50 urgent care centers. New facility names will clearly illustrate connection to a unified, collaborative network of caregivers who have shown up to prove their dedication and strength throughout the pandemic.

"Our Florida colleagues and physicians have always been united in their commitment to serving our patients and caring like family. Over the past two years, we've come together in ways that better serve our communities and our colleagues, proving that our connectedness is our strength," said Chuck Hall, national group president at HCA Healthcare. "This transition reflects our mission and our commitment to all we serve as we continue to work together to deliver high-quality care for patients across the Sunshine State."

Floridians Benefit from HCA Florida Healthcare's Commitment to Patients

As a comprehensive and connected healthcare system, HCA Florida Healthcare continually strives to improve quality, expand patient access to care, address the ongoing nursing shortage, respond during times of disaster, advance diversity in healthcare and fund and collaborate with non-profit organizations to address high-priority community needs. Additionally, a partnership between HCA Florida Healthcare's

trauma centers and the University of South Florida Health has identified data-driven best practices that lead to improved clinical outcomes for trauma patients – better than the national average.

In recent months, HCA Florida Healthcare shared the following commitments to improve the quality of life for residents throughout the state:

- [Two new Galen College of Nursing campuses](#) will expand access to quality nursing education and help address the state's nursing workforce shortage;
- [Plans for three new hospitals](#) will offer patient-centered, high-quality care to more Floridians in Gainesville, Fort Myers and adjacent to The Villages;
- [A new partnership with Florida A&M University](#) will strengthen students' pathways from undergraduate to graduate to management careers in the healthcare industry, part of HCA Healthcare's broader commitment to give \$10 million over three years to Historically Black Colleges and Universities and Hispanic Serving Institutions to advance diversity in healthcare;
- [MD Now Urgent Care facilities recently joined the HCA Florida Healthcare Family](#) to improve patients' access to a comprehensive statewide network of care, including acute care and specialty services;
- [The Hospital for Endocrine Surgery opened earlier this year](#) for patients with thyroid, parathyroid and adrenal concerns. This specialized facility, part of the HCA Florida South Tampa Hospital, is the first program of its kind in Florida dedicated to endocrine surgery; and
- [The new HCA Florida University Hospital opened](#) in November 2021 in Davie, representing a \$360 million investment in delivering high-quality, personalized care to South Florida.

Making Healthcare More Accessible to Floridians

HCA Florida Healthcare is a purpose-driven brand that aims to make it simpler and easier for patients to access the high-quality care they need by:

- Making it easier to understand where to receive care. New names of hospitals and physician practices reflect extensive consumer research into what patients are looking for when they seek medical care and what terms are most understood. In many cases, new names also more accurately reflect a facility's location and communities served;
- Bringing hospitals and physician practices together in a unified website that offers an enhanced experience with personalized content, advanced geolocation and improved physician search functionality;
- Standardizing uniforms by role to make it easier for patients and their families to understand physician and colleague responsibilities and functions in a care setting; and
- Introducing new statewide services that will improve access to care, including a new statewide Consult-a-Nurse phone number. This free and easy service for Floridians will answer questions and provide guidance about their health issues. The number is scheduled to be activated in April, and to be operational 24 hours a day, 7 days a week, 365 days a year so people across the state always have a valuable health resource.

A Whole New State of Healthcare

This month, HCA Florida Healthcare facilities will celebrate the new statewide brand launch. From fireworks to blood drives, family festivals to gospel choirs, colleagues will commemorate this milestone with fanfare, including:

- **Showcasing Our Innovative Technologies:** As one of Florida's newest hospitals, UCF Lake Nona Hospital will focus its brand launch on celebrating its first birthday with colleagues and the community. To highlight a year of accomplishments, leaders will attend community events to showcase how this hospital of the future has embarked on strategies to facilitate and promote innovative healthcare delivery, including becoming the first in Central Florida to perform incisionless brain surgery;
- **Demonstrating Our Commitment to Community:** Five Orlando-area hospitals, including HCA Florida Osceola Hospital, HCA Florida Poinciana Hospital, HCA Florida Lake Monroe Hospital, UCF Lake Nona Hospital and Oviedo Medical Center, will host HCA Florida Healthcare Day at Second Harvest Food Bank on March 4, where they will present five vans of food donations representing each of the hospitals, and host a colleague volunteer event at the food bank. The community outreach and fundraising efforts will continue on the organization's behalf throughout the month. Additionally, 14 hospitals in East Florida are coming together to tackle the critical blood shortage in the state, hosting simultaneous blood drives with One Blood on March 3;
- **Singing a New Song:** HCA Florida Aventura Hospital will unveil its new logo in true Miami style with stilt walkers, a DJ, food trucks and local community partners, while flags representing the many countries our colleagues represent will be paired with a DJ and dancing at HCA Florida Kendall Hospital in Miami. Other hospitals, including HCA Florida Memorial Hospital in Jacksonville, will feature local bands, university bands and a gospel choir;
- **Celebrating Our Colleagues:** Aircraft waving HCA Florida Healthcare banners will conduct flyovers over 15 West Florida hospitals, from HCA Florida Citrus Hospital in Inverness to HCA Florida Englewood Hospital in Englewood and HCA Florida Fawcett Hospital in Port Charlotte. HCA Florida Blake Hospital will also offer pet therapy for caregivers in its courtyard. Facilities across the state will also host local favorite food trucks amidst internal celebrations, deliver swag and create lighthearted moments for colleagues; and
- **Welcoming Our Littlest Family Members:** Babies born at HCA Florida Healthcare facilities across the state on March 3 will help celebrate the launch of the new statewide brand in style. Florida babies who will share a birthday with HCA Florida Healthcare will be dressed in a limited-edition onesie in the brand's signature orange.

HCA Florida Healthcare has a long history of investing in Florida to effect positive change, including a major capital investment initiative of approximately \$3 billion spent over the last three years. This includes the \$360 million HCA Florida University Hospital and existing facility renovations across the state to accommodate new, state-of-the-art equipment. HCA Florida Healthcare has also supported local communities with more than \$957 million in state taxes over the past three years as a tax-paying entity. Visit HCAFloridaHealthcare.com to learn more.

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About HCA Florida Healthcare

HCA Florida Healthcare, a part of HCA Healthcare, is a family of [more than 450 affiliated sites of care](#), including hospitals, physician practices, freestanding emergency rooms and urgent care centers, offering a collaborative network of personalized care. United as a statewide network in 2021, HCA Florida Healthcare includes approximately 11,000 experienced doctors and 77,000 colleagues working together to deliver high-quality, collaborative care to more than 6.4 million patients each year. HCA Florida Healthcare is committed to improving more lives in more ways and giving back to the communities it serves. The network provided nearly \$836.6 million in uncompensated care and invested significantly in innovative technologies and facilities across Florida, including the new \$360 million state-of-the-art, multi-specialty HCA Florida University Hospital in Davie, Fla. A strong advocate for the next generation of healthcare professionals, HCA Florida Healthcare is also a major supporter of university-based healthcare programs and residencies and fellowships throughout the Sunshine State. For more information, please visit HCAFloridaHealthcare.com.

About HCA Healthcare

Nashville-based HCA Healthcare is one of the nation's leading providers of healthcare services comprising 182 hospitals and more than 2,000

ambulatory sites of care, including surgery centers, free-standing ERs, urgent care centers and physician clinics, in 20 states and the United Kingdom. With its founding in 1968, HCA Healthcare created a new model for hospital care in the United States, using combined resources to strengthen hospitals, deliver patient-focused care and improve the practice of medicine. HCA Healthcare has conducted a number of clinical studies, including one that demonstrated that full-term delivery is healthier than early elective delivery of babies and another that identified a clinical protocol that can reduce bloodstream infections in ICU patients by 44 percent. HCA Healthcare is a learning health system that uses its more than 32 million annual patient encounters to advance science, improve patient care and save lives. Please [click here](#) to connect with HCA Healthcare on social media.

Accompanying Photos:



Physicians and colleagues at HCA Florida Fawcett Hospital in Port Charlotte celebrate with a larger than life Diamond Plus mark.(Above)

A colleague at HCA Florida South Shore Hospital, Sun City Center proudly displays the new statewide logo. (Right)

