

## NEWS RELEASE



*We make it possible.*

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### **RUNNYMEDE HEALTHCARE CENTRE LAUNCHES NEW WEBSITE, REFRESHES BRANDING**

TORONTO – Runnymede Healthcare Centre launched a new website today in conjunction with the release of the hospital’s refreshed branding.

The redesigned website, [www.runnymedehc.ca](http://www.runnymedehc.ca) combines a bold, contemporary design with enhanced navigation to provide an improved user experience. Runnymede’s rebranding effort also leverages a strong, new positioning statement: “We make it possible.” This new direction embraces the hospital’s role as a centre of excellence that continues to lead the way in complex continuing care by responding to the rapidly changing healthcare needs of the community.

“We are a fully-accredited, award-winning hospital that provides leading-edge care to our patients, and now our refreshed branding and website reflect this,” said President and Chief Executive Officer, Connie Dejak. “This is a very exciting chapter in Runnymede’s story. Aligning the hospital’s image with the organization’s mission, vision and values means we are now more equipped than ever to showcase who we are and where we are going with one strong unified voice.”

The new website was shaped by input from interviews and focus groups with key stakeholders. Results from an environmental scan and community needs assessment were also taken into consideration to determine brand direction and creative expression.

#### **About Runnymede Healthcare Centre**

For nearly 70 years, Runnymede Healthcare Centre has been leading the way in complex continuing care. The focused, innovative, 200-bed hospital takes an interprofessional team approach to care, providing comprehensive clinical services to patients who require expert treatment, extended rehabilitation and daily care beyond what can be provided at home in the community or in long-term care. Runnymede provides the right care in the right place at the right time to make a difference in patients’ lives.

To learn more about Runnymede, please visit: [www.runnymedehc.ca](http://www.runnymedehc.ca).

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