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Chambers Health Announces Name Change

OmniPoint Health name effective in existing facilities January 2022

Anahuac, TX (June 28, 2021) - Chambers Health will soon be known by a new name - OmniPoint Health. It will be effective in existing facilities in January 2022.

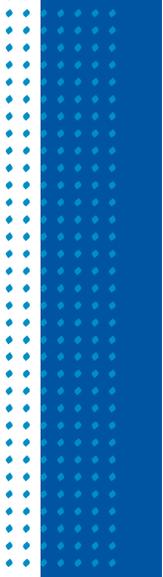
The name OmniPoint Health represents a new direction for the company. “Omni” means “every” or “all” which is core to the health system’s inclusiveness to provide healthcare for everyone in the community, regardless of insurance, location or background.

The word “Point” not only designates the focus the company will have for its patients and in its pursuit of excellent service, but it is also a historical nod to its origins in Anahuac, which was originally called Perry’s Point. The word “Health” is indicative of the services the company provides as they offer complete care - physical, dental, emotional & overall wellness.

“OmniPoint Health represents the transformation happening at our health system,” said William Kiefer, Chambers Health Chief Executive Officer. “We want our image to reflect the type of premier healthcare services we are dedicated to providing, at convenient locations close to home in a place that feels like home with our own personalized service.”

The new name is accompanied by a strong new identity and tagline “World-Class Care. Hometown Service.”

The logo is full of symbolism for the company. It incorporates the shades of blue from its previous brand and now introduces red accent colors, often associated with passion, love and the medical field. The red flame shape is purposefully in the middle - it represents patients being the center of all the company does and the flame is the symbol of eternal life. The outer blue shape creates a rotation, spiral feel which is the symbol of transformation and it rotates around the red center “patients.”



“We were very thoughtful in choosing a new name and identity, which included input from our board, employees and leadership,” Kiefer said. “It truly represents a renewal for our health system in our new mission to become the premier people-centric healthcare provider and exemplifying medical excellence with the same personalized service, love and treatment we entrust to our own families.”

The new identity was rolled out with fanfare to employees June 22 and they voted to choose the final logo.

“Our employees are the heart of our company,” Kiefer said. “They don’t just work here. They live here. They have a personal reason to give the best care to our patients because it is their neighbors and their community. It was fitting they be the deciding factor on our new identity.”

Chambers Health is an integrated healthcare system providing high-quality care to rural residents in Chambers and Liberty Counties as well as East Harris County. The health system was founded in 1950 in Anahuac with a hospital along Trinity Bay and has since expanded to a clinic, dental office and wellness center in the area, as well as a full-service clinic in Mont Belvieu. Follow Chambers Health on Facebook for more updates on its services and activities. For more information, visit www.chambershealth.org.

