

Q: What is the purpose of the name change?

A: We are so excited that Loma Linda University Children's Hospital is partnering with our communities and the rest of Loma Linda University Health (LLUH) to expand pediatric services to a further reach in our community, such as the clinic in Indio and Murrieta. We want to send a clear message to our community that we are united in our commitment to caring for children.

Loma Linda University Children's Health will not be a separate entity that will employ individuals.

Q: What is Loma Linda University Children's Health?

A: Loma Linda University Children's Health is the name that unites maternal and pediatric services across the full spectrum of Loma Linda University Health including teaching, research and clinical care.

Q: When will we begin using the updated logo?

A: We plan to publically launch a large multimedia advertising and public relations campaign to announce this initiative to our employees and our community in early 2018.

Q: Why can't we use the updated logo today?

A: We would like our internal teams to be fully aware and engaged in this project before moving forward to the public. More details of this project will be communicated in the months to follow including an internal unveiling expected later this year.

Q: How will this affect the current Loma Linda University Children's Hospital logo?

A: This will NOT affect the current Loma Linda University Children's Hospital logo. When we talk about specific hospital services, the logo and name will not change.

Q: Why are some areas using the Loma Linda University Children's Health logo before 2018?

A: Due to operational initiatives in some locations, there may be some exceptions before the actual launch date. We prefer that all printed items with updated logo wait until the launch date is complete. For this reason, please coordinate all new initiatives utilizing the Loma Linda University Children's Health logo with our Marketing Department to ensure a coordinated roll out and optimal impact.

Q: How do I know if my area applies to these marketing initiatives?

A: Please feel free to contact Rebecca Grissom, Senior Marketing Specialist for LLUCH, at rgrissom@llu.edu if you have any questions moving forward.

Q: Can we put the updated Loma Linda University Children's Health logo on our uniforms, promotional or other marketing items?

A: Please contact the Marketing Department for permission to use the Loma Linda University Children's Health, logo which is consistent with our very specific marketing standards.

Legal documents and patient forms will remain Loma Linda University Children's Hospital.



LOMA LINDA UNIVERSITY
CHILDREN'S HEALTH