

## Recent press

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<https://www.beckershospitalreview.com/hospital-management-administration/finding-your-story-how-system-execs-strategists-rebranded-the-combined-wellmont-msha-entity-into-ballad-health.html>

### **EMHS to rebrand as 'Northern Light Health'**

<http://www.mainebiz.biz/article/20180402/NEWS01/180409993/emhs-to-rebrand-as-%27northern-light-health%27>

### **'Extraordinary' Marketing**

<https://www.responsemagazine.com/commerce/extraordinary-marketing>

### **How to build a consumer-centric brand architecture: Insights from two leading health systems**

<https://www.beckershospitalreview.com/facilities-management/how-to-build-a-consumer-centric-brand-architecture-insights-from-two-leading-health-systems.html>

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