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MEDIA ALERT
EMBARGOED UNTIL THURSDAY, JANUARY 28, 2021

NORWEGIAN AMERICAN HOSPITAL BECOMES **HUMBOLDT PARK HEALTH**, AFFIRMS COMMITMENT TO **ADVANCING HEALTH EQUITY**

HUMBOLDT PARK HEALTH (www.hph.care), formerly Norwegian American Hospital, introduces a new name and brand on Thursday, January 28, 2021 at 10:00 am.

Chicago, 28 January. **Humboldt Park Health** (www.HPH.care), formerly Norwegian American Hospital, introduces its new identity at a press conference today. The new name, **Humboldt Park Health**, signifies a renewal of its commitment to the Humboldt Park community, its patients, and their families. Placing the new tagline, **Advancing Health Equity**, within the new brand identify emphasizes the importance of this objective, keeping it at the forefront of its mission and purpose as an organization. The new name takes effect January 28, 2021.

When founded more than 125 years ago as Norwegian American Hospital, the name reflected the community it was founded to serve. Today, Humboldt Park is home to a more diverse and inclusive community, including a large minority population that faces significant socioeconomic challenges. The new name honors this diversity of ethnicities, races, cultures, languages, religions, family structures, and experiences.

“Our new name honors the community we serve today, as it has evolved and grown,” said **José R. Sánchez**, President and CEO at **Humboldt Park Health**, “and our new identity underscores our focus on **Advancing Health Equity**. This means that we are – and will continue to be -- committed to ensuring that members of our community have fair and just opportunities to be as healthy as possible.”

The focus on health equity is critical now more than ever. Humboldt Park has been hit especially hard by COVID-19 and Latino and Black communities are suffering and dying from COVID-19 at much higher rates than white Americans. “**Advancing Health Equity** requires that we work to remove the obstacles to health,” **Mr. Sanchez** explained, “such as poverty, systemic racism, discrimination, and their consequences.”

“Our new name and identity highlight our role in the future of healthcare,” said **Mr. Sanchez**, “while keeping true to our core mission to proactively engage with the community, provide health education, and promote wellness for all residents, including the elderly, immigrants, undocumented individuals, non-English speakers, the poor, and the uninsured.”

WHAT: Press conference to introduce **HUMBOLDT PARK HEALTH, Advancing Health Equity**, the new brand identity for Norwegian American Hospital, a 125+ year old community hospital serving a large Latino and Black population on the west side of Chicago. **José R. Sánchez**, President and CEO at **Humboldt Park Health** and **Rick Blabolil**, Chair, **Humboldt Park Health Board of Trustees**, will be speaking and available for interviews after the event.

WHEN: **Thursday, January 28, 2021 at 10:00 a.m.**, Central Standard Time (CST)

WHERE: Humboldt Park Health (formerly Norwegian American Hospital), 1044 N. Francisco Avenue, Chicago, IL

- Press Conference will be held **inside Humboldt Park Health** (formerly Norwegian American Hospital) in the 5th floor conference room.
- Everyone must enter through the **first-floor main entrance** of the Hospital
- You will be screened for fever and asked to put on a mask provided by **Humboldt Park Health**
- You must wear a mask **AT ALL TIMES** while inside the hospital
- Once you've completed the screening process, **take the elevator up to the fifth floor conference room**
- Everyone must maintain a distance of **six feet** from each other

Humboldt Park Health (www.hph.care), formerly Norwegian American Hospital, is an independent safety-net healthcare provider on Chicago's west side. Services include inpatient acute care, emergency care, primary care, a patient-centered medical home, Telehealth, and diagnostic services in a 200-bed hospital, as well as a professional building, three community clinics, a transportation program, COVID-19 drive-through testing, and a food pantry.

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Humboldt Park Health