



FOR IMMEDIATE RELEASE

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Clarian to announce bold vision that clearly defines statewide focus

INDIANAPOLIS – After launching the most significant customer and market research in the history of Clarian Health – which included gaining insight from nearly 1,400 of its patients and their families, referring physicians and staff members throughout the state – Clarian is announcing an historic change to more clearly define its mission and statewide focus.

Clarian will change its name to Indiana University Health effective early 2011. Indiana University Health will better identify Clarian's unique brand of nationally recognized health care, reinforce its partnership with Indiana University and the IU School of Medicine, which provides patients with access to innovative research and treatments, and better reflect the breadth of its mission.

This change will not impact the existing corporate structure of the organization. Indiana University Health will remain an independent, non-profit health system with the Methodist Church and Indiana University Board of Trustees serving as corporate board members, and will retain the same board of directors. Dan Evans will continue to serve as the system's president and chief executive officer.

Related elements, including identity and naming architecture, will be announced and fully unveiled first to staff, and then to the general public in early 2011. An unveiling timeline will be shared later this year.

Leadership Perspectives

Dan Evans, president and CEO, Clarian Health – *“Indiana University Health clearly defines our focus – improving and protecting the health of our patients and Indiana communities – while visibly identifying our close partnership with IU School of Medicine. We want our patients to feel assured that when they choose us for their health care, they are making the right decision, and that when they come to Indiana University Health anywhere in the state they are assured of access to leading-edge treatments and research, and world-class clinical specialists.”*

D. Craig Brater, M.D., dean, Indiana University School of Medicine – *“The renaming of Clarian as Indiana University Health recognizes that the clinical care provided through this system has a reach that extends across the state of Indiana and beyond. Moreover, that care serves as a platform for educating the next generation of health professionals and as a venue for internationally recognized research that then translates to the most modern patient care.”*

Michael McRobbie, president, Indiana University –*“Indiana University is very proud of its longstanding partnership with the Methodist Church that has for 15 years provided high-quality and excellent health care to tens of thousands of Hoosiers across the state of Indiana. As this partnership has evolved and grown into one of the nation’s leading health care networks that delivers the very latest advances in medical care and treatment to its patients, it is appropriate that the name reflect IU’s strong commitment to the partnership through the IU School of Medicine and IU’s other health science schools, and the vital mission of this partnership throughout the state.”*

Bill Hunt, chairman, Clarian Health, Board of Directors – *“The Clarian Health Board of Directors unanimously and enthusiastically approved this change, which will more clearly convey our mission of excellence in care, education, research and service and our unique brand of academic-based healthcare. The new name fits securely with this mission and our long-standing values.”*

Bishop Michael J. Coyner, Indiana Area United Methodist Church – *“As Indiana University Health, we will build upon the foundation that was laid over 100 years ago and continue to offer world-class services based upon the health, welfare and standards promulgated by the United Methodist Church.”*

Mark Moore, president and CEO, Bloomington Hospital - *“Indiana University Health illustrates the more comprehensive nature of the state-wide system. We are excited about this change for our region. We believe the new name more effectively demonstrates our alignment with Indiana University.”*

Brad Dykes, president and CEO, Bedford Regional Medical Center – *“The new name intends to demonstrate our assurance of our system focus on quality to our key customers – patients, their loved ones, and physicians in our community.”*

Larry Bailey, CEO, Bloomington Hospital of Orange County – *“For our community the benefit will be realized through enhanced access to all the capabilities of the Indiana University Health system. Patients can be assured that the system will have the resources to provide them with the appropriate level of care whether they present themselves in Paoli, Bedford or Bloomington.”*

Dr. Peter Johnstone, President and CEO, Midwest Proton Radiotherapy Institute, – *“The ability for MPRI to have a focused regional and statewide connection to the state’s largest health care system will help us bring the unique aspects of proton therapy to patients around the state and beyond.”*

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About Clarian Health As a preeminent leader in clinical care, education, research and service, Clarian Health is Indiana's most comprehensive academic health center and one of the busiest hospital systems in the United States. Based in Indianapolis, Clarian owns or is affiliated with multiple hospitals and health centers throughout the state and maintains a strong partnership with the Indiana University School of Medicine—the nation's second largest medical school and a global leader in medical education and research. Learn more at www.clarian.org.

About Bloomington Hospital

Bloomington Hospital, a Clarian Health Partner, has been innovative in providing quality care to south central Indiana communities for more than a century. Offering a comprehensive continuum of care, Bloomington Hospital is a not-for-profit organization and has a patient base of 413,000 in 10 counties (Brown, Daviess, Greene, Jackson, Lawrence, Martin, Monroe, Orange, Owen and Washington). Bloomington Hospital currently operates two hospital campuses (Bloomington and Orange County) with regional specialty offerings for Heart and Vascular, Behavioral Health, Cancer, Women and Children, Neurology and Orthopedic services. As a leading hospital in Indiana, Bloomington Hospital enhances health by advancing the art and science of medicine through the use of new technologies, procedures and care.

About Bedford Regional Medical Center

Bedford Regional Medical Center, a Clarian Health Partner, is a full-service hospital offering state-of-the-art technology and medical care. With forty years of commitment to Lawrence County and the surrounding area, BRMC is dedicated to high quality, compassionate care. BRMC also includes a network of healthcare providers, the Bedford Medical Group. The Bedford Medical Group is a multi-specialty group practice providing medical services in internal medicine, obstetrics and gynecology, pediatrics, surgery, orthopedics and family practice. For more information please call 812.275.1200 or visit online at www.BRMChc.com.

About Bloomington Hospital of Orange County

Bloomington Hospital Orange County, a Clarian Health Partner, is a critical access not-for-profit hospital specializing in rural community-based services. Providing compassionate care, close to home for residents of Orange and surrounding Counties with a 24-bed, acute care facility operated by Bloomington Hospital.

About Midwest Proton Radiotherapy Institute (MPRI)

The Midwest Proton Radiotherapy Institute (MPRI), which is located in Bloomington and is a Clarian Health Partner, will also be strategically aligned in these initiatives. As partners in this relationship, MPRI is collaborating with Bloomington Hospital and its affiliates in these efforts. MPRI is one of seven proton centers in the United States and is the only facility located in the Midwest. Learn more at www.mpri.org.