



IU SIMON CANCER CENTER

An IU School of Medicine & Clarian Health Partnership

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CONTACT:

Amanda B. Burnham, Manager of Marketing and Development

812.349.2151 phone

812.349.2152 fax

aburnham@mpri.org

Midwest Proton Radiotherapy Institute unveils new logo

All Clarian Health partners statewide will adopt the new identity in early 2011



Proton Therapy Center

Bloomington, IN – Earlier this year, Clarian Health announced the decision to clearly define its mission and statewide focus by uniting its hospitals and allied services under one identity – Indiana University Health. Today, the nationally recognized system of health care providers, including the Midwest Proton Radiotherapy Institute (MPRI), is one step closer to that goal with the release of its new logo.

The new logo features the “block IU” atop a black square with the facility name adjacent, and will be adopted across the health care system in early 2011.

Riley Hospital for Children will maintain a unique identity, yet one still closely tied to the IU Health mark. The Riley logo will feature the familiar and well-recognized red wagon with the hospital name adjacent.

Dr. Peter Johnstone, MPRI CEO and president, states, “Becoming Indiana University Health is part of a larger effort to establish a new identity that is directly related to our vision of providing preeminent patient-centered care.”

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MPRI is a state-of-the-art center offering proton therapy: a highly precise treatment option for treating benign and cancerous tumors. Since February 2004, MPRI physicians have treated adults and children with both benign and cancerous tumors. MPRI is owned by Indiana University Research and Technology Corporation and Clarian Health. For more information and conditions treated, visit www.mpri.org or call 866.487.6774.