

# Washoe County Health District Name Change/Modification

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# Why we're here

- To discuss a possible organization name change/modification to the Washoe County Health District.
- During the COVID-19 Pandemic, there was concern that residents thought the Health District was under direction of Washoe County, and not the District Board of Health.
- Direction needed today on what approaches the board might want to consider



# Name Change vs Name Modification

- A name change is a transformation of the organization from top to bottom.
  - Example: Washoe Medical Center to Renown Health
- A name modification, often referred to as a brand refresh, can be a simple update to modify public-facing materials while keeping much of the same branding elements.
  - Example: REMSA to REMSA Health

# Name Change

- Requires full commitment to educate residents, stakeholders and other community partners.
- Expensive
- Resource intensive
- Long process



# Name Modification

- Common with organizations
- Not as resource intensive
- Public-facing changes would be prioritized.
- Modification could be to name and tagline, logo, color scheme, etc.



# Moving forward

- Seeking clarification and direction from the board on how to move forward.
- Resources will be needed to hire firm to provide recommendation on new/modified name
- Deadline is September 2022

