



Media Contact:

Lisa Werstler,
Executive Vice President, Business Development
330.417.2489, lwerstler@altercareonline.net

FOR IMMEDIATE RELEASE

ANNOUNCING ALTERCARE INTEGRATED HEALTH SERVICES
Brand Shift Reflects Growth and Diversification of Health Care Services

NORTH CANTON, Ohio – February 1, 2018– Altercare of Ohio, Inc. is pleased to announce it has updated its corporate name to Altercare Integrated Health Services. This change is a reflection of Altercare’s growth and expansion into diverse health care and service offerings. The organization has also revealed a refreshed logo and updated branding.

The renovated Altercare brand identity incorporates the tagline Integrated Health Services in response to a broadened portfolio of services, which today includes skilled nursing, short-term rehabilitation, long-term care and senior living in select centers including assisted living, independent living and secure memory care. While remaining true to the company’s 45-year history offering an “umbrella of care”, key brand elements along with a fresh color palette, emphasize the true heart of the operation – innovation and compassionate care.

With the update, “Altercare” will also be incorporated in the center name of each of the 26 centers it operates throughout Ohio and Michigan. Altercare has grown over the last decade via building new centers as well as major acquisitions throughout the region, and the cohesive naming approach reflects the continuity of high quality care standards Altercare applies across the entire organization.

“Rebranding as Altercare Integrated Health Services reflects the range of care and support we offer patients and residents at every phase of the care spectrum. Applying the Altercare name to all of our centers represents our dedication to bringing top care, best practices and efficiency to every community we serve,” said Lisa Werstler, Executive Vice President, Business Development.

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About Altercare Integrated Health Services

Altercare Integrated Health Services is a family-owned company operating 26 nursing care and rehabilitation centers in Ohio and Michigan. Altercare centers provide a full continuum of services including post-hospital transitional care, skilled nursing, physical, occupational and speech therapies, Alzheimer’s and related dementia programming and assisted living and independent living in specific locations. The objective of these caring services is to enable patients to successfully transition through a healing pathway. Altercare centers are recognized for quality care having earned bronze, silver and gold American Health Care Association awards, The Centers for Medicare & Medicaid Services 5-star ratings, and Best Nursing Home recognition from US News & World Report. Also named as one of the Best Places to Work in Northeast Ohio by NorthCoast 99 for fourteen consecutive years.