Mercy Health Network to become MercyOne

Mercy – Des Moines and all other Mercy Health Network (MHN) owned organizations will come together under a common name, MercyOne, effective Feb. 1, 2019. The name change is part of an MHN strategic brand initiative to connect the many points of care across the state and surrounding regions to better enable consumers to recognize and navigate its vast network of services.

“Over the past 20 years, Mercy Health Network has grown significantly, expanding our network of locations, clinical capabilities, services and geographic reach,” said Bob Ritz, MHN president and CEO. “Our unifying name and look are key steps in progressing from an individual location to a more visible, integrated health system working together to provide statewide access and expertise.”

Currently, MHN’s hospitals and facilities are represented by dozens of different brand names, logos and messages. Given this challenge, MHN conducted consumer research and engaged with more than 4,000 physician partners and colleagues through discussions, focus groups, surveys and interviews over the last 18 months. The MercyOne name was selected after a comprehensive external review and selection process.

“The new name acknowledges our history and carries on our legacy, which is grounded in faith,” said Ritz. “This change to unify under the MercyOne brand follows work to align our mission, vision and culture, which guides us in caring for our patients and communities.”

The new MercyOne logo and brand identity will be unveiled on Feb. 1, 2019. All of the system’s wholly owned hospitals and care sites will adopt the MercyOne name, along with a facility locator. As part of the rebranding, exterior and interior signage and branded materials will be modified with the new name and logo in a phased, cost-effective manner, which will take approximately three years to complete.

Watch for additional information about the brand transition in future issues of the Bulletin and the Daily Huddle.

Key Result: Team Engagement

Hoops for a Cure game

Mercy Cancer Center’s Kim Carstens, Dr. Shankar Raman and Tim Hackbart made friends with Alpha, the Iowa Wolves mascot, at the Wolves’ Hoops for a Cure game on Sunday, Jan. 13. A fundraising jersey auction was held during the game, raising $1,300 for Mercy Cancer Center. Dr. Raman also addressed the crowd prior to tip-off, sharing information about Mercy’s colorectal cancer program.

Key Result: Sustainable Growth and Efficiency
Lindsay Weber is a physician assistant who serves a rich and diverse community in Perry. During a typical day at Mercy Clinics Family Medicine Perry, Lindsay navigates languages and social factors in addition to the illnesses she treats. However, a nurse practitioner student saw a common thread in her care — each patient received the same dignity and respect. This type of care helps make Lindsay a Spirit of Mercy Award Winner.

Colleagues say Lindsay connects with her patients, helping them better understand and be comfortable. Her high-quality care frequently has a personal touch.

As a mother, Lindsay shares her knowledge and experiences to help explain care or resolve a concern. Her commitment to the Mercy Values results in empathy for the patient. The time she takes to listen to patients helps lead to better outcomes for them. Her patients even stop by when they’re well, just to say hello.

Thank you, Lindsay, for your compassionate approach to all you do, and congratulations on your Spirit of Mercy Award.

Mercy Sleep Center adds specialized providers

Mercy Sleep Center continues to recognize that sleep is an essential component to a person’s health and well-being. When an individual doesn’t sleep well, his or her job, relationships, productivity, health and safety are at risk. Poor sleep increases the risk of chronic diseases and conditions such as diabetes, cardiovascular disease, obesity and depression, as well as the incidences of machine and motor vehicle accidents.

As a result of Mercy’s recent acquisition of CIC Associates, Mercy Clinics providers now offer sleep medicine services. Mercy’s current sleep medicine physicians are board certified in sleep medicine and also in either cardiology or neurology. This specialized training offers a unique approach to treating individuals who also have sleep medicine needs.

Mark Berry, D.O., has practiced medicine with the Iowa Heart Center since 2004. He is certified in cardiology by the American Osteopathic Board of Internal Medicine. He is also board-certified in nuclear cardiology, echocardiography and sleep medicine.

John Wright, M.D., is a neurologist and board-certified sleep specialist who has been in practice for more than 20 years and recently joined Mercy Ruan Neurology. He provides focused care and consultation for general neurology and sleep medicine.