

New era: NCH Healthcare System rebranding for a modern image

NCH says new name stands for "Naples Comprehensive Health"



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The NCH Healthcare System is no longer called that.

In a rebranding campaign, the nonprofit hospital system in Collier County is now NCH.

Officials with NCH unveiled a brand transition Thursday that will roll out over the next year as visitors to its two hospitals and outpatient centers start to see a new logo.

The health system said the updated design will feature "a bold, vibrant color palette and new logo that gives a nod to our legacy and conveys the organization's sophistication." NCH now stands for Naples Comprehensive Health.

Why the change?

NCH officials say the nonprofit organization has experienced a rapid transformation in recent years and is nationally recognized for clinical excellence.

"Our commitment to delivering exceptional medical care has always been our foundation," Paul Hiltz, NCH president and chief executive officer, said in a news release.

"Our mission remains the same, and we continue to be committed to remaining an independent, nonprofit organization," he said. "With this new

brand we want our patients and their families to know that we have transformed and elevated our level of care. We are excited to present an image that mirrors the outstanding care we provide.”

NCH started out in 1956 as Naples Community Hospital with one hospital on Seventh Street North.

Today NCH operates two hospital campuses, NCH Baker Hospital that was the original hospital and NCH North Naples off Immokalee Road.

They have a combined 713 beds. NCH also has dozens of outpatient medical facilities. There are 775 physicians affiliated with the health system.

NCH says the new brand “will represent a modern, dynamic image that embodies NCH's vision for the future of healthcare.”