



SIU HealthCare Acting CEO John Bradley, M.D., right, hands a white coat with the new logo to Khaled J. Saleh M.D., professor of surgery and chief of the orthopaedics and rehabilitation division.

Clinics renamed SIU HealthCare

Written by Karen Carlson • Photograph by James Hawker

SIU School of Medicine's group practice of more than 260 full-time physicians and other medical professionals is now known as SIU HealthCare. Its new tagline is "Exceptional Medicine. Partners in Care," exemplifying the spectrum of health-care services that SIU provides in Springfield and throughout central and southern Illinois.

Acting CEO of SIU HealthCare, John Bradley, M.D., says it was time for a change. "The clinical practice is 12 years old, and our services have grown tremendously. Our emphasis is on the people we serve. The former name, SIU Physicians and Surgeons, didn't reflect our mission to provide services in partnership with our patients."

The new name and tagline are a re-

sult of a two-year study examining what the public knew about the School's physician practice. PB Health Care Business Solutions did a series of focus groups with department chairs, employees, administrators, residents, students, and patients. The initiative found that the community closely identifies with the SIU name but needed help understanding the scope of care.

"We wanted our new name to reflect a broader array of services we provide," says Chief Operating Officer Kathy Mahaffey. "We're more than physicians and surgeons. We're ancillary providers, mid-level providers, nurse practitioners, and physician assistants."

A survey of 600 area consumers found that Springfield is the predomi-

nant destination for specialty care among nine surrounding counties. Two-thirds surveyed were aware there was a medical school in the region, and 84 percent gave a name that clearly referred to SIU School of Medicine. And 83 percent felt the medical school improves the quality of health-care services available to people in the community.

Dr. Bradley hopes that the common logos will help underscore that the clinical practice is a partnership with the medical school. "We are the medical school. We are opposite sides of the same coin. Together, the medical school and our multidisciplinary practice are providing exceptional services." ●●●