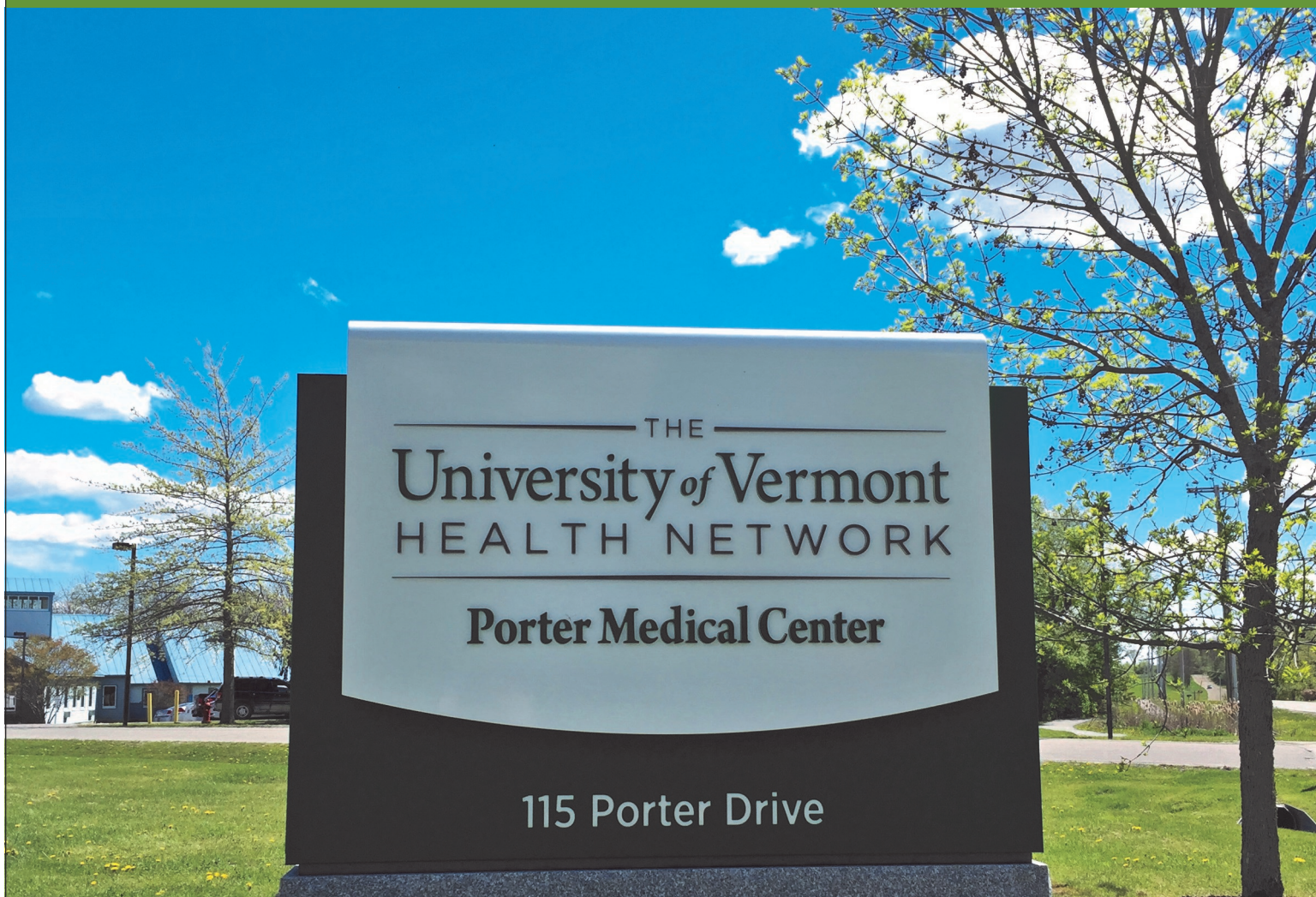


May 11, 2017




The UVM Health Network Porter Medical Center Launch Day!

Porter Medical Center is now part of The University of Vermont Health Network



The heart and science of medicine.

THE
University of Vermont
HEALTH NETWORK
Porter Medical Center



*I am the heart and
science of medicine.*

At every step along the way as we explored the affiliation with The University of Vermont Health Network, our guiding principle was our Mission: “Improving the health of our community, one person at a time”. As we explored the many possibilities and final elements of the affiliation agreement, it became clearer and clearer that this affiliation was going to strengthen our organization and, therefore, improve our ability to fulfill our mission. We feel as if we have opened an exciting new chapter in the 90+ year history of our organization; and we are looking forward to leveraging the expertise and resources of the network in ways that will improve the health of our community for generations to come.

— THE —
University of Vermont
HEALTH NETWORK

Porter Medical Center



Press Conference

GUEST SPEAKERS

Fred Kniffin, M.D.

President & CEO, UVM Health Network- Porter Medical Center

Maureen McLaughlin

Chairperson, Board of Directors, UVM Health Network- Porter Medical Center

Stephen Koller, M.D.

President of the Medical Staff, UVM Health Network- Porter Medical Center

John Brumsted, MD

President & CEO, UVM Health Network and CEO- UVM Medical Center

MEDIA

Addison Independent

The Eagle

The Valley Voice

MONUMENT SIGN UNVEILING

Construction of our South Street sign started last week. Today we unveil our new University of Vermont Health Network Porter Medical Center monument sign.



Fred Kniffin, MD

PRESIDENT OF PORTER MEDICAL CENTER

"We are gathered here today to celebrate the union of two great organizations: The University of Vermont Health Network and Porter Medical Center"



Maureen McLaughlin

PMC BOARD CHAIR

"Porter will continue to be the local Hospital and health care system you know, but with several benefits we could not provide this community alone. With this affiliation, the Porter community will have improved access to health care and specialists, investments in IT and plant, improved financial security, and a strong network of clinical and administrative expertise."



Stephen Koller, MD

MEDICAL STAFF PRESIDENT

"Over these past 12 months of exploration into the affiliation that we commemorate today, it has become apparent that there is very much in common between the story of Porter and the story of UVM. This synchrony of stories is perhaps the most compelling reason that this affiliation makes sense and a most telling harbinger of its future success."



John R. Brumsted, MD

PRESIDENT & CEO OF THE UVM HEALTH NETWORK

"Thank you all ... for having the confidence in us to take what is going to be a great ride together."



Nicole Webb & Ron Hallman
Development and Public Relations



Tom Manion
VP Practice Management



Linda Havey, OB Manager (left) chats with Dr. Anna Benvenuto (right) of Porter Women's Health



Employees from many different departments were in attendance, even some past employees like Patty Torrey (far left) who retired last year after 48 years with Porter!



Our new conference room was dedicated to Steve Terry and the rest of the Porter Legacy Committee who guided the way through the affiliation process.



Matt Wollam-Berens (center), Chaplain, Bruce Bodemer (right), Interim Administrator of Helen Porter Healthcare and Rehabilitation, and a few of the residents check out the look of their updated transportation bus!



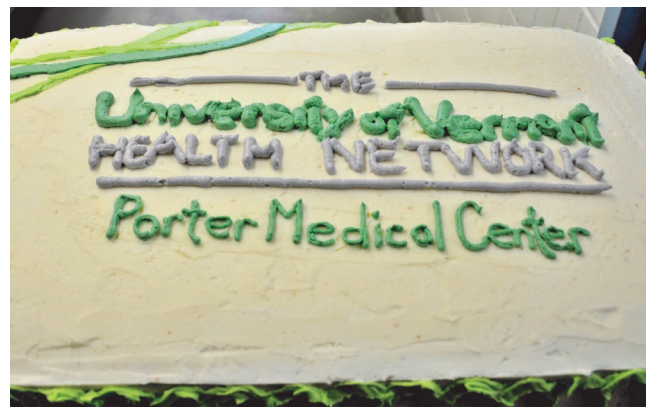


The Unveiling.

OUR NEW BRAND

Our Brand is our foundation and represents who we are at our best. It is a guiding principle to remind us that we are here to improve the lives of our patients, employees and ultimately the communities we serve.

Most importantly, our brand is a promise. It communicates to our region that we are bringing the best of community and academic medicine together for our patients by delivering the right care, cost-effectively, as close to home as possible.



Now we party!

Our Nutrition Service Department, lead by **Laura Brace** and **George Schreck**, served up a BBQ feast for all our guests. We even had a UVM Health Network Porter Medical Center cake!

Thank you to all the staff members who prepared and served hundreds of staff and community members.



Plant Ops

A sincere thank you to the guys in the Plant Operations Department for all their help with Launch Day. Doug Frary and his team managed the installation of the new signs around campus and on Launch Day, they were there for tables, ladders, AV system hookups, and the most important job: balloon blowing!!



Doug Frary
Director of Plant Operations



FREE STUFF!

THANKS MATERIALS MANAGEMENT

T-shirts, pens, water bottles, and more! Sara Victory and her team had the newest UVM Health Network Porter Medical Center Swag giveaways at the celebration.





New Badges & Business Cards!

THANKS TO H.R. WE WERE ABLE TO HAND OUT NEW BADGES AT THE PARTY!

Hollie Bachilas and the rest of the HR department were able to coordinate hundreds of badges to be ready to go for our Launch Day celebration. Employees please visit the rebranding page on the intranet for information about your new badge.

BUSINESS CARDS

Our first batch of new business cards arrived for Launch Day. Please contact **Sara Victory** (svictory@portermedical.org) for questions about your new business cards, to order more, or make corrections.



Jane Steele, one of our long time volunteers and her pup, Peanut took a walk over from the Middlebury Dog Park to check out the party.





SPECIAL THANKS

THE RE-BRANDING TEAM

Ron Hallman
Nicole Webb
Sara Victory
Hollie Bachilas
Lyndsie Kennett
Doug Frary

BRAND ACTIVE

Deanna Carruthers
Adrea Fink

UVM HEALTH NETWORK

Tim Anderson
Karly Moore

MITCHELL'S TEES

TOM BROUGHTON

Tent Rental

AIRGAS

Helium Tank Donation

TAMMY WALKER

Event Photographer

JOYCE WOLPIN

Website Designer

AV/SOUND

Steve Koller
Matt Bonner

ALL OUR FRIENDS, FAMILY MEMBERS, NEIGHBORS,
BOARD MEMBERS & STAFF IN ATTENDANCE.



THE
University of Vermont
HEALTH NETWORK

Porter Medical Center

Created by: Nicole Webb
2017