



FREQUENTLY ASKED QUESTIONS ABOUT COMPREHENSIVE HEALTHCARE

Q. Why change the name?

- We have physically outgrown our name
- We do much more than mental health
- Central Washington Comprehensive Mental Health is a mouthful
- We are positioning ourselves to accommodate a changing healthcare environment

Q. Why Comprehensive Healthcare?

- Informal research tells us that Comprehensive is a name people know and trust. If we give up the Comprehensive name we give up all the good will and positive brand value that Comprehensive professionals have created over the years.
- Behavioral healthcare is healthcare. We chose not to include Behavioral Health in our new name because we can't separate behavioral health from physical health. Artificially maintaining a division between behavioral health and other forms of healthcare just reinforces the idea that mental health and substance disorders are somehow qualitatively different from other illnesses. This feeds the stigma that prevents people from seeking help.
- We treat the whole person. We provide direct healthcare services to clients through some of our programs and promote access to healthcare in all of our settings. Clients are not able to fulfill their recovery goals unless all of their healthcare needs are met.
- Our new name positions us well for future growth. In an ever changing healthcare environment, we want to be prepared to provide the right services, in the right place, for the right cost, to promote positive client outcomes.
- **To summarize:**
Comprehensive Healthcare positions us as something more than mental health services and more than social services without geographic limitations. It is broad enough to include new services and new areas.

Comprehensive Healthcare makes a statement that we are ready to step outside traditional services – that might even extend beyond behavioral health.

Comprehensive Healthcare retains the positive brand equity associated with our old name.



Q. When does it happen and what does it mean to me?

- Public roll out date is June 14.
- Between now and then you will see a number of internal and external activities to support the name change. **These will happen in two phases:**

Internal Installation Phase — April 9 – June 14

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| - Release of a 4 minute Rick Weaver video describing the name change | April 15 |
| - all staff assigned in Relias to watch the video. | Ongoing |
| - Messaging reinforced at Team Leader meeting and all staffs. | April 21 – May 20 |
| - Internal staff training/introduction sessions. | May 2 |
| - Special Pathways mailing to public describing name change. | MAY 20 |
| - LAST DAY TO SUBMIT ORDER SHEET | June 1 |
| - Invitations sent for Open House | June 7 |
| - Shirts and name tags delivered to site | June 14 |
| - Opening day events/public and staff | |

External Rollout Phase — June 15 – October 31

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| - New website launch | June 14 |
| - Social media launch | June 14 |
| - External media, newspaper and television launch | June 15 |

Q. What do I do on June 14?

- Change your email signature line to the new
- Wear your new Comprehensive Healthcare shirt to work
- Show off your new name tag
- Enjoy a hot dog lunch with your team
- Celebrate a New Day at Comprehensive Healthcare