

This letter was written by Renown Health employees and published in the “Your Turn” section of the Reno Gazette Journal on November 8, 2006.

Renown and proud

It's been a little over a month since Washoe Medical Center became Renown Regional Medical Center and many of us who work here are surprised at the people who express negative views about the new name. We've read the letters to the editor and we've received letters and phone calls at the office from people unhappy about the change.

Actually, we do understand because when we first learned of the renaming project a number of months ago, we weren't happy about it either. Washoe Med was the familiar. The heart and hands logo was warm, embracing, comfortable. We loved the “Washoe blue.” Why change anything? But gradually we learned the reasons behind the change, the most obvious being the old name did not convey who we are as a private, not for profit health care provider. It did not reflect the best in skill, expertise and technology. It did not convey that we serve a larger region than just Washoe County.

The decision to change wasn't about throwing out the name because it was a bad name. Washoe Med was a great name and we're proud of its past. To honor that heritage, we produced a video of memories -- interviews with employees and footage from past memorable events. Come to our various facilities and see kiosks set out with objects honoring our heritage, including gorgeous Washo Indian baskets.

We're proud of our senior leaders and board members -- a group of compassionate community leaders who recognized that money would be spent next year on new signage and other expenses to be incurred as a result of opening the new tower. They had the foresight to incorporate the expense of a name change with the expenses coming due next year. These people are excellent stewards of our finite resources and don't like to waste a penny.

And we're proud of our marketing and communications department who very successfully pulled off an enormous challenge in a very short period of time. One of the smartest things they did was have our leaders invite employees from every department to be part of the Brand Ambassadors team. Over seventy ambassadors were included in regular ongoing meetings so we could go to co-workers, families and neighbors to help explain the reasons for the change and keep them updated on the progress of this massive undertaking. We were kept advised of what was going on every step of the way and, therefore, had a chance to gradually warm up to the change.

We believe we have the best – the best physicians, the best leaders, the best staff, the best equipment. As with any large organization, there are areas for continuous improvement, and we constantly strive to address those issues.

Change is difficult. Change is inevitable. Change is good. The institution hasn't changed. The people haven't changed. The name has changed. We still provide our services from the heart. And now we have new colors and a new logo that we are growing to love the way we did the old colors and logo. We are renown – widely honored and acclaimed – and we are proud of it.

Written by Sharon Wood and signed by 104 co-workers across the system

First	Last	Department
Janet	Anderson	Business Office
Justin	Bart	Food & Nutrition
Jan	Beck	Dir. Of Surgery & Trauma
Tricia	Berry	Financial Management
Mark	Bivens	Materiels Management
Tim	Blakely	X-ray & Imaging
Alexia	Bratiotis	Communications
Denise	Brewton	Decision Support
Natalie	Brownlee	Financial Management
Victoria	Bryn	Same Day Surgery
Doug	Burbank	Information Resources
Cody	Canon	Financial Management
Kevin	Cash	Construction
Leslie	Cerfoglio	Administration
Bill	Chapman	Financial Management
Alicia	Colvin	Marketing
Roseann	Cook	Communications Systems Operator
John	Cooke	Facilities Services
Cheryl	Crago	Financial Management
William	Cravey	Information Resources
Stephanie	DeBoor, RN	Intensive Care Unit
Lori	Denczek, RN	Information Resources
Deborah	Dumlao	Financial Management
Jeffery	Ellis	Materiels Management
Patty	Evans	Process Improvement Group
Mary	Flanigan	Wellness & Health Management
Carlene	Franta	Financial Management
Kris	Gaw	VP Human Resources
Rosemarie	Gibson	Admin Hometown Health
Kristin	Gillen	Nursing Operations
JoAnne	Gould	Cancer Unit
Sue	Hanna	Human Resources
Catherine	Harris	Financial Management
Diane	Hatfield	Financial Management

Gina	Hatheway	Business Development
John	Hawkins	Orthopaedics
Al	Herak	Financial Management
Celena	Hernandez	Hometown Health
Samantha	Hill	X-ray & Imaging
Tawnya	Hillygus	Administration
Lori	Hoffman	Financial Management
Karen	Holcher	Business Development
John	Huerta	Facilities Services
Kurt	Jacobowitz-Cain	Information Resources
Lindsay	Johnson	Administration
Jan	Johnson	Foundation
Chris	King	Facilities Services
Ann	Kistler, RN	Care Coordination
Lynda	Lander	Physician Services
Andrea	Lemley	Financial Management
Sonie	Levell	Materiels Management
Phylliss	Lewis	Information Resources
Corinne	Lewis	Wellness & Health Management
Debra	Luck	Materiels Management
Christopher	Lund	Hometown Health
Melinda	Lyons	Internal Audit
Mary	Mang, RN	Quality Management
Randy	Martin	Facilities Services
Pat	Martino, RN	ICU Nursery
Cathy	Mastrantuono	Human Resources
Sharon	McClure	Administration
Lyn	McQuate	Administration - Rehab Hospital
Susan	Miller	Human Resources
Lori	Mitchell	Health Resource Center
Michelle	Monaghan	Information Resources
Catherine	Monteith	Communications Systems Manager
Liz	Ortiz	Hometown Health
John	Osmond	Hometown Health
Karen	Page	Institute for Heart Health
Karla	Pambogo	Physician Services
Pattie	Parent-Rackley, RN	Skilled Nursing
Courtney	Peterson	Patient Access Services
Bunny	Peterson	Administration - South Meadows
Audrey	Pientka	Administration
Sarah	Piper	Surgery Services South Meadows
Douglas	Plourde	Institute for Heart Health
Stacy	Popp	Wellness & Health Management
Nicole	Powell	Business Office
Bonnie	Presser	Human Resources
Nicol	Pullman	Materiels Management
Vycki	Ravo	Human Resources
Debra	Reyes	Administration - South Meadows

Patty	Rhoden	Administration - South Meadows
Nicholas	Rush	Transport Services
Melissa	Sanchez	MSO Billing
Heidi	Schumann	Financial Management
Phil	Schweber	Surgery Services
Dave	Schweer	Financial Management
Debra	Simon	Financial Management
Jo	St. Peter	Behavioral Health
Michelle	Stempeck	Human Resources
Joan	Stiewing	Post Acute Services
Bridget	Stockham, RN	Wellness & Health Management
Jocelyn	Tamesis-Mallari	Clinical Lab
Steve	Tapogna	Real Property
Sadie	Tate-Crowder	Skilled Nursing
Cheryl	Tempel	Physician Services
Diana	Thomas	Financial Management
Pam	Venters, LPN	Quality Management
Kathie	von Boeck	Facilities Services
Liza	Warner	Information Resources
Verna	Webber	Human Resources
Larry	Weber	X-ray & Imaging