Holy Redeemer Health System Announces Rebrand

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Holy Redeemer Health System, now known as Redeemer Health, has announced a rebrand, including an updated name and new logo.

“This rebrand is part of broader strategic initiatives to grow and expand the system to meet the changing needs of the communities we serve in Pennsylvania and New Jersey,” said Mike Laign, President and CEO of Redeemer Health. “Retaining the richness of our legacy, with a fresh, contemporary approach, the name and logo make a renewed promise that all members of our community can relate to,” he said.

The new name continues the system’s strong connection to its Founders, The Sisters of the Redeemer. “Almost 100 years ago, our Sisters stepped onto American soil to answer a calling to care, comfort and heal,” said Sr. Ellen Marvel, CSR, Province Leader, Sisters of the Redeemer. “The beliefs that compelled the Sisters back then continue to inspire and guide the organization forward today,” she said.

“Redeemer Health is known for the compassionate care it delivers across all generations through its services in health care, home care and residential care,” said William Sasso, Esquire, Chairman of the Board, Redeemer Health Board of Trustees. “This is a distinction that will not change, but instead is amplified by the new name and logo,” he said.

The rebranded name and logo will be rolled-out across the system throughout the year, beginning first with an internal launch that celebrates the resilience and dedication of the Redeemer family during the COVID-19 pandemic.
With an emphasis on providing a continuum of care, Redeemer Health remains true to the mission to care, comfort and heal that its Founders, the Sisters of the Redeemer, began in our region in 1924 – to provide high quality, compassionate care. Today, Redeemer Health offers a wide range of healthcare and health-related services, including an acute care hospital, home health and hospice services, three skilled nursing facilities, personal care, a retirement community, low-income housing, an independent living community, and a transitional housing program for homeless women and children. With corporate offices in Huntingdon Valley, PA, Redeemer Health is a Catholic healthcare provider, serving southeastern Pennsylvania and 12 counties in New Jersey, from Union County south to Cape May County.