

Greater New York Hospital Association

Greater New York Hospital Association (GNYHA) represents over 300 health care providers. This trade association offers advocacy, education and research leading to improved access to high-quality, cost-effective health care.

Intelligence

As the health care industry has evolved, Greater New York Hospital Association has grown to offer more advanced analysis and research to support best practices in saving lives, saving money and improving quality care for all. GNYHA has dedicated subsidiaries offering targeted services in such areas as purchasing, operations, advanced technology, research and fundraising. GNYHA and its subsidiaries needed a new public image that showed a strong and focused organization with a united identity.

Inspiration

Langton Cherubino Group updated the medical caduceus symbol and created a new typographic system that unites the GNYHA subsidiaries. The new dynamic corporate identity expresses the vitality of the brand and positions the association for the future.

Langton Cherubino Group

Design Intelligence / Design Inspiration
212.533.2585 www.langtoncherubino.com



A one-of-a-kind trade association.

Metropolitan New York area and throughout the State, as well as New Jersey, Connecticut, and Rhode Island.

Comprising nearly 250 hospitals and continuing care facilities.

Redefining what a trade association is and should be.

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GNYHA successfully advocates on behalf of member hospitals and continues to provide "best practice" consulting programs for health care entities and collaborating with the New York City Fire Department to enable hospitals to meet double-blind fire code compliance in patient rooms and hallways.

Within the Recovery Audit Challenge (RAC) program, GNYHA has worked to assist its members in identifying and resolving RAC issues. In addition, GNYHA has provided training and support to help New York hospitals track and avoid avoidable costs and charges. GNYHA created a new **RAC Database and Tracking Tool** and has advised its members on changes to the RAC program, including regulatory requirements for hospitals, and best practices for managing engagements.

To support its members' compliance efforts, GNYHA created the **Compliance Workshop** to provide education and a forum to discuss compliance challenges presented by Medicare and Medicaid regulations as well as the Stark Law, anti-kickback laws, and other and non-profit concerns.

A longtime advocate of meaningful change to care, GNYHA has worked at the Federal and State levels to build change opportunities through Medicaid, Family Health Plan, and State Health Plan, and through the GNYHA Foundation, created the **Health Innovation Fund for Engagement (HIFE)**. A 501(c)(3) charitable fund, HIFE has become a vehicle for health care innovation and service available throughout New York State.






555 West 57th Street
New York, NY 10019
212.246.7100 TELEPHONE
212.262.6350 FAX
www.gnyhaservices.com

Tina Lee
Director Special Events
Communications Manager
212.506.5461
tleec@gnyha.org

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Branding Guidelines

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12.15.08

The GNYHA system of subsidiaries and affiliates



Basic Guidelines

Do not typeset or recreate the artwork. Use all of the elements without separating them, altering their size, color or placement. Use them in the proportion shown here, without condensing or expanding the elements.

Typefaces

Two typeface families have been specified for the identification system:

Adobe Garamond
Adobe Garamond Italic

ADOBEGARAMOND EXPERT
for using old-style numbers: 123467890

Berthold Akzidenz Grotesk Bold Condensed

These compatible typefaces may be used interchangeably within publications for headings, sub-headings, text, captions and call-outs. See page 9 for guidelines when preparing a letter and envelope on the stationery system.