

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.

Greater New York Hospital Association

2008A successfully advocated an infusion control and prevention program for health care workers and collaborating with the New York City Fire Department to enable hospitals to meet double-blind fire drill conditions in patient rooms and hallways.

Within the Recovery Audit Challenge (RAC) program, hospitals are subject to audit and payment reduction to identify Medicare fee for service opportunities. To help New York hospitals track medical record compliance and identify RAC hotspots and **RAC Outcomes and Tracking Tool** has been selected to support changes in the RAC program, including monitoring compliance to hospital, and post-appeal management.

To support its members' compliance efforts, HITEC 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 not-for-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 HITEC Foundation, created the **Health Innovation Fund for Engagement (HIFE)**. A Web-based collaborative used to link for-profit individuals with health insurance programs and services 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

Greater New York Hospital Association
Branding Guidelines

Page 1
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.