



Corporate Brand **Frequently Asked Questions**

1. Why did UMRC & Porter Hills as an organization feel the need to change its name?

Since our affiliation on March 1, 2019, under shared leadership and governance, our organization has become a united and highly effective provider of exceptional, inclusive, and compassionate care and services for older adults across lower Michigan. After working together during the toughest possible circumstances of COVID-19, our organization is ready to begin looking forward. The time is right to unify under one name that truly embodies the important work we do of bringing life, joy, and vigor to older adults and their families. United Methodist Retirement Communities & Porter Hills is simply too long and no longer adequately describes our multi-faceted organization which consists of 24 distinct communities and service lines.

2. Why Brio Living Services? What does it mean?

Finding the right name to represent the organization's intentional growth was essential to the rebranding process. The word 'brio' means vivacity, verve, enthusiastic vigor - the very aspects of joyful living that we aim to bring to the older adults in our care. We believe the name 'Brio Living Services' captures our focus on ensuring the highest level of independence and vibrancy for those we serve, across all our communities and service lines, so they can live their best lives.

3. As a faith-based organization, how does the name change reflect our faithful heritage?

The importance of our faith-based roots as a mission-driven nonprofit remains at the very heart of Brio Living Services. Pastors and lay people of both the Methodist and Presbyterian churches were vital to the vision and success of United Methodist Retirement Communities and Porter Hills, and we honor our Christian heritage through our mission and vision statements and our guiding beliefs. We believe this faith-based, nonprofit difference is reflected in all that we do at Brio Living Services to provide the utmost care for the older adults and families we serve, and in our support of our dedicated team members who provide such outstanding service.

Our organization has operated independently from the church for many years, and we do not share any financial responsibility or ownership with the church. We do, however, embrace our faith-based history and maintain relationships with both the Michigan Conference of the United Methodist Church and Westminster Presbyterian Church in Grand Rapids. As Brio Living Services, we will continue those relationships as we have in the past. For example, we will continue to have church representatives serve on our Board and will continue to be part of the United Methodist Association



(UMA), a national organization of faith-based child and family and aging services. Steve Fetyko currently serves as Board Chair of UMA. In 2017, we earned UMA's EAGLE accreditation. EAGLE, or Educational Assessment Guidelines Leading toward Excellence, is the only faith-based accrediting body in the world and focuses on ministries of older adults and children.

Another definition for 'brio' is fire and, in this way, Brio Living Services carries on our faith-based traditions by lifting up the symbol of the flame, part of the logos of both the United Methodist and Presbyterian churches.

4. What was the rebranding process and timeline?

This thoughtful process began exactly one year ago on March 1, 2021 with our first meeting with Attane, a senior living, marketing solutions consultant. In June 2021, our Marketing team held focus groups with key stakeholders, representing residents and PACE participants, team members, families, donors, and board members. Each group provided valuable insights regarding what our organization meant to them. Concept names were brought forth, based on the words and ideas that were expressed by the focus groups. On September 17, 2021, the UMRC & Porter Hills corporate board approved the new name. In December 2021, full brand guidelines and the new logo were completed.

5. Who had input into the name change? How was it approved?

Our Marketing team worked with Attane throughout this 10-month process. Focus groups included a sampling of residents and PACE participants, team members, families, donors, and board members whose input was key to determining the new name. The corporate board made the final decision, approving Brio Living Services in September 2021.

6. Will the individual communities and service lines be changing their names in the foreseeable future?

Brio Living Services is the new name of our parent organization, much like General Mills or Procter & Gamble. While Brio Living Services is the new name of our nonprofit entity, the names of our individual communities and service lines will not change. **Each of our communities, such as Chelsea Retirement Community, Porter Hills Village, and Cook Valley Estates, are well-known and respected in their regions, and we will continue to build on and benefit from the reputations of each of our individual entities and service lines.** We will refer to our communities as Chelsea Retirement Community by Brio Living Services, for example. The UMRC & Porter Hills Foundation will also retain its name: UMRC & Porter Hills Foundation, in support of Brio Living Services.

7. As a team member, how will this change affect my day-to-day work?



The e-mail addresses for each of our team members will change to MyBrio.org, effective March 1. (e-mail messages to your current e-mail address will automatically be forwarded to the new MyBrio.org address). Otherwise, your workplace will still have its own name of that community or service line. The new name of our umbrella or parent organization will not change your day-to-day work, although you may receive questions from residents and/or family members. We hope this FAQ will assist with answering any questions, or you may feel free to contact the Marketing team at Marketing@MyBrio.org.

8. As a resident or PACE participant, how will this change affect me?

The new name of Brio Living Services will not directly affect you. You will still be a resident of The Cedars of Dexter, Meadowlark Retirement Village, or a participant of Thome PACE, for example. You will begin to notice new community signage and correspondence utilizing the Brio Living Services logo.

9. When does the new name change go into effect?

The new name of Brio Living Services for the organization launches on March 1, 2022. Watch for updates to our website and social media accounts reflecting our new brand!

10. What if I have other questions?

We will be happy to help answer any further questions you may have. Please e-mail the Marketing team at Marketing@MyBrio.org or James Kelly, Chief Sales and Marketing Officer, at JKelly@MyBrio.org.