

For immediate release

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Elizabethtown Community Hospital to Upgrade Newsletter

Elizabethtown, N.Y. (April 12, 2010) – Elizabethtown Community Hospital’s newly-designed newsletter is due to hit mailboxes throughout Essex County later this month. The redesign was completed in an effort to echo the hospital’s recent renovation.

The hospital completed a \$6 million expansion and renovation project last year. According to Community Relations Director Jane Hooper, the newsletter also required an upgrade.

“Now that the hospital building has been significantly enhanced, we thought it appropriate that the newsletter receive a face-lift as well,” said Hooper. “The newsletter provides an important means of communicating with our community members; it represents the hospital.”

The design of the newsletter offers a reflection of the hospital. The color palette chosen for the newsletter mirrors the colors seen in the hospital hallways – a natural mix of Adirondack-inspired tones. The hospital’s professional capabilities, staff information and commitment to technology are highlighted.

“The goal was to develop a piece that supports the ECH brand, and I think we’ve accomplished that,” said Hooper. “It’s a beautiful, technologically-advanced facility, staffed by a professional team of employees. I think that the newsletter now provides a much more accurate reflection of the hospital.”

The ECH newsletter has traditionally offered information about many different things happening at the hospital. According to Hooper, the newsletter will continue to provide important information to local residents. It will showcase clinical services along with background information about the hospital.

“The newsletter will have a very consistent format,” she said. “Each issue will have information about staff, technology, safety, and upcoming events. The newsletter will also feature one of the hospital’s service lines.”

The newsletter design was developed by The Orange Olive, a graphic design firm located in Saranac Lake.

About Elizabethtown Community Hospital

Elizabethtown Community Hospital is a 25-bed critical access hospital providing healthcare to residents of communities throughout Essex County. The hospital offers advanced technology, access to specialists, a variety of healthcare services, and highly skilled medical staff. It boasts an all-digital radiology

department, newly-renovated emergency room, lab, physical therapy services and inpatient unit offering both acute and sub-acute care.

Elizabethtown Community Hospital is the only critical access hospital in Essex County accredited by the Joint Commission. It received its critical access hospital status in 1997.