



**MASSACHUSETTS
Health & Hospital
ASSOCIATION**

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**MHA's Name Changes as Delivery System Evolves: Introducing the
Massachusetts Health & Hospital Association**

Reflecting the expanded role of hospitals within the evolving world of healthcare reform, the Massachusetts Hospital Association (MHA) has officially changed its 80-year-old name and is now the **Massachusetts Health & Hospital Association**. The name change is effective today, following a vote by the membership and board of trustees at the organization's annual meeting in June.

"Our new name –Massachusetts Health & Hospital Association – better reflects the new healthcare environment in which we're all operating," said **Lynn Nicholas**, the association's president & CEO. "As the healthcare system becomes more value driven, each component of the system is increasingly focused on maintaining a person's *health* throughout their lives – as opposed to *healing* them when they fall ill. Because healthcare is team based and collaborative, played out in numerous venues throughout the course of an individual's life – from neonatal screenings to end-of-life care – we wanted to reflect the multiplicity of health in our name."

The name change includes a new logo design that reflects the contemporary nature of the association's approach to healthcare and reform in Massachusetts as well as its expanded membership. The association will be retaining its existing acronym, MHA.

"Over the last 80 years, MHA has built a significant brand equity and public recognition from our well-known acronym," Nicholas added. "Many organizations use a simplified acronym, like the Centers for Medicare and Medicaid Services – better known as 'CMS,' and the Center for Disease Control and Prevention, or 'CDC' for short. Similarly, we're going to remain **MHA** to preserve our primary recognition among our members, the general public and the broader healthcare community."

About the Massachusetts Health & Hospital Association (MHA):

The Massachusetts Health & Hospital Association (MHA) is a voluntary, not-for-profit organization comprised of hospitals, health systems, caregivers, related organizations, and other members with a common interest in promoting the good health of the people of the commonwealth. Through leadership in public advocacy, education, and information, MHA represents and advocates for the collective interests of its members and supports their efforts to provide high quality, cost effective and accessible care.

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