



Brand Refresh | Internal and External Talking Points

Introduction for All Audiences:

- Gillette Children's was founded 125 years ago as the first hospital in the U.S to treat children with disabilities. Since then, Gillette Children's has built on that foundation to become a nonprofit health care organization that treats complex brain, bone and movement conditions that start in childhood.
- Our hospitals and clinics have earned national and world renown for excellence in the treatment of cerebral palsy, gait and motion analysis, pediatric orthopedics, pediatric neurology and neurosurgery, and pediatric rehabilitation medicine. Physicians in the U.S. and across the globe refer their pediatric patients to Gillette, resulting in more than 25,000 unique patient visits each year. More than half of the patients we treat have rare conditions. Unlike most children's hospitals, Gillette Children's focuses on conditions and traumatic injuries affecting musculoskeletal and neurological systems.
- This longstanding dedicated focus has created a unique expertise that is unmatched by any other healthcare system. Gillette attracts the nation's largest number of pediatric orthopedic surgeons and pediatric rehabilitation medicine specialists.
- Gillette has long been known for clinical excellence and innovation. Our pediatric ICU holds a silver-level Beacon Award for Excellence, one of the highest honors given by the American Association of Critical Care Nurses. Our acute inpatient rehabilitation program for brain injuries is one of eight pediatric specialty programs in the country accredited by the Commission on Accreditation of Rehabilitation Facilities (CARF).

Brand Messages All Audiences:

- As we celebrate 125 years of innovation in 2022, Gillette Children's Specialty Healthcare will introduce its refreshed brand and a simplified name: Gillette Children's.
- Across our 125-year history, we have served as the innovators and pathfinders in caring for children with disabilities. Today, we take our place as a beacon of care, hope, and opportunity for all children with brain, bone, and movement conditions in Minnesota and around the globe.
- As an organization, we are united by a vision of a world in which every child is able to create their own story. This vision drives all that we do for every child and family who comes through our doors. Gillette Children's exists to ensure that every child with complex conditions can reach their full potential in life.
- As Gillette Children's, we build on our 125-year history to usher in an era of medical breakthroughs, strategic partnerships, and expanded research and technological discoveries that will have a profoundly positive impact on the quality of life for the patients and families we serve and for others living with disabilities.

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- Gillette Children's will continue to expand its expertise and reputation as a world leader in the diagnosis and treatment of brain, bone, and movement conditions that start in childhood.

Internal Audience Messages (Employees, Medical Staff, Board, Volunteers):

- As we celebrate 125 years of progress in 2022, Gillette Children's Specialty Healthcare will introduce its refreshed brand and a simplified name: Gillette Children's.
- Refreshing our brand also gave us the opportunity to revisit our vision and mission statements along with our values to ensure these guiding principles continue to embody our bright future and guide the work that we do every day.
- You can expect to see in the weeks to come a transition to our simplified name and logo through internal and external signage, employee badges, and printed materials.
- Gillette Children's will also be introducing our simplified name to the public starting on May 16 as we celebrate our 125th year of service.

External Audience Messages (Patient Families and Caregivers, Referring Physicians, Media)

- We are excited to share with you that Gillette Children's Specialty Healthcare is launching an organization-wide brand refresh led by a simplified name, Gillette Children's, and a new logo.
- The refresh honors our long history of innovation, our commitment to advocating for our patients and our ongoing excellence in caring for brain, bone and movement conditions.
- It also signifies an exciting path forward for the organization as a global leader – a natural next chapter as we grow our impact and reach.
- We will continue to set the standard in research and care for rare and complex brain, bone and movement conditions that start in childhood. We will also expand access to care for more children, and advocate to ensure they are able to create the lives they choose.

Donors:

- For 125 years, committed supporters like you have made possible new technologies, treatments, better outcomes, and more joyful lives for children with complex brain, bone, and movement conditions.
- We are excited to share with you that Gillette Children's Specialty Healthcare is launching an organization-wide brand refresh led by a simplified name, Gillette Children's, and a new logo.
- With this refreshed brand, we take our place as the global beacon of care, hope, and opportunity for children with brain, bone, and movement conditions everywhere.
- This refreshed brand represents our continuous mission to redefine what is possible for children with brain, bone, and movement conditions. Our work is powered by your generosity.
- We will continue to set the standard in research and care for rare and complex brain, bone and movement conditions that start in childhood. We will also expand access to care for more children, and advocate to ensure they are able to create the lives they choose.