

## **Guest Opinion: RiverStone Health promises connections to better life**

**By LIL ANDERSON**

Imagine living in a house for more than 30 years and during that time aunts, uncles, brothers, sisters, grandparents and other relatives move in. Upon moving in, your relatives have the ability to build rooms and decorate in a style that they like. What would that house look like? Probably nothing like the original structure, and it may leave the neighbors wondering who lives there.

Like a family that opens its doors to relatives, the Yellowstone City-County Health Department has been growing to meet the needs of our community over the past 30 years. We've developed programs and services, each taking on a unique name and identity separate from that of YCCHD. So separate, that multiple community surveys indicated that YCCHD and our programs and services were not well known.

YCCHD, as the public health service provider in Yellowstone County has a responsibility for protecting the health and safety of our community, and if we are not known, the community may have difficulty knowing where to seek needed information and services.

How do we become known? For the past two years the Board of Health and YCCHD staff has been engaged in a process to become known ... a branding initiative. The result of this initiative is a new name and a new look for the organization - RiverStone Health. Along with our new name comes a promise to connect you to a better life.

Our new name, RiverStone Health, captures the essence of the vital services we provide and represents the bedrock needs of the communities we serve. It reinforces our identity as the stable, strong, yet constantly evolving provider of public and personal health services as well as professional health education.

We are actively engaged in community health initiatives, issues and concerns. We serve our communities by providing HELP - health, education, leadership and protection. We combine the strength of government with the power of vision in an entrepreneurial model that transforms how we think of public health.

On Monday we began doing business as RiverStone Health. We've only changed our name. Our commitment to providing you with the highest quality programs and services that you have come to know and rely upon delivered by the people you trust remains unchanged.

Our growing family of services - clinical, home care, medical education, and public health - will now be more easily identifiable under the RiverStone Health name. No longer will you need to remember the names and logos of different programs to get the services you need, just remember RiverStone Health.

RiverStone Health is more than a health organization - we are people connecting our communities to better

lives. This is our promise.

*Lil Anderson is the CEO and president of RiverStone Health as well as the health officer of Yellowstone County.*

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