

REBRANDING INFORMATION PACK



Key information

This year our names and logos change, and we have a refreshed set of values and behaviours. But our ownership and core purpose have not been altered.

The management service organisation (MSO) known as Nirvana Health Group is from 1 April 2019 to be called Tāmaki Health, with red and white livery and a new logo.

Closely following this change will come the move from East Tamaki Healthcare (ETHC), West Auckland Healthcare and Mount Roskill Healthcare to Local Doctors, also with a new logo, this time blue and white. And White Cross while retaining its name will have a new navy blue and white logo.

Names and logos are changing, but the company's ownership is not. Key values of affordability, accessibility and high-quality service to patients, remain the same too.

From Nirvana Health Group to Tāmaki Health

In 2014, what was formerly a collective company name for the clinics and management, ETHC, became Nirvana Health Group (NHG). The new name served as a distinction between the two functions. NHG's goal was to meet the needs of the network consisting of ETHC, West Auckland Healthcare, Mount Roskill Healthcare and the White Cross clinics.

Over the years, the company grew and the brand names started to become confusing. The evolution from ETHC, to NHG and now to Tāmaki Health is appropriate and timely as the company extends throughout New Zealand.

The new name, Tāmaki Health, reflects the company's roots in Tāmaki (the Māori word for Auckland) and especially East Tāmaki where its first clinic opened more than 40 years ago. It also reflects the multiple cultures that make up its staff and patient populations. Tāmaki Health will be more recognisable throughout the country.

From ETHC to Local Doctors

The ETHC name evolved from the network of clinics that grew in East Tāmaki. But we needed a new name that better suited our growing clinic network throughout Auckland and New Zealand.

Local Doctors is a welcoming name that people from all over New Zealand can understand and associate with wherever they live.

Brand roll out

The name Tāmaki Health will be primarily introduced to staff, then to DHBs, funders, suppliers and PHOs.

Patients and the public won't be as familiar with the Nirvana Health name, so the name change is likely to mean less to them.

In due course, information about the change to Local Doctors will be shared more widely as it directly affects the public. That is a more extensive project, with rolling announcements as clinics change their names from April.

Frequently asked questions

When do the name changes happen?

From 1 April when Nirvana Health Group becomes Tāmaki Health. Local Doctors will be rolled out in the months following.

Why is Nirvana Health Group changing its name?

It's time for a refresh as we evolve as a company and grow our clinic network in Auckland and New Zealand. We were keen to find a new name that better reflects who we are as a company and what we do. This helps us to:

- Strengthen and inspire our teams so we can work as one towards common goals.
- Reinforce that we are available to all and take care of ourselves and our patients.
- Focus on the delivery of high-quality patient care for the better good of all.
- Give everyone a shared understanding of how we will achieve a better tomorrow.

Why is the new name Tāmaki Health?

For some people the name Nirvana had multiple associations and it was time for a change. Tāmaki is more broadly understood and has closer links to the diverse cultural heritage of staff and patients. Tāmaki Health takes its name from the company's birthplace of Tāmaki (Auckland) and its roots in East Tāmaki and the East Tamaki Healthcare (ETHC) clinic brand.

Does the Tāmaki Health name change mean the company has new owners?

No, this is simply a name change. The company ownership remains unchanged.

What does the new Tāmaki Health logo look like?



What does the symbol in the logo mean?

It's a heart! We put a little heart in everything we do so that's why it's in our company logo.

What does the Tāmaki Health name change mean for staff?

It's business as usual for our staff at head office and in the clinics. We have simplified our core company values around easy access and high-quality healthcare to make them easier to understand and share. Tāmaki Health's values are: work as one, strive for a better tomorrow, be available, take care of each other and for the better good.

What does it mean for patients?

The name change to Tāmaki Health will probably not mean a lot to our patients because they will still see the same friendly faces at their local clinic. Tāmaki Health is the behind-the-scenes engine room for administration and management.

What does the Tāmaki Health name change mean for suppliers and funders?

It is simply a name change and they will still be dealing with the same team of staff. The company's ownership remains unchanged.

Will the names of clinics change too?

We plan to change the names of some clinics to better reflect their location as we expand in Auckland and New Zealand. This is a much bigger project and will happen steadily throughout the year starting in April at South Auckland clinics. We will be communicating with staff, patients, funders and suppliers as the individual clinics change their name and get a fresh, new modern look.

What are the names changing to for clinics?

East Tamaki Healthcare (ETHC) and other clinics that serve high-needs populations in our network will be called Local Doctors, eg, Local Doctors Takanini and Local Doctors Ōtara etc. We're keeping the White Cross name and just giving its logo a refresh.

Why was the name Local Doctors chosen?

It's time for a fresh, new look in our clinics and we wanted to find a name that better suited the growing clinic network in Auckland and New Zealand. Local Doctors is a name that is welcoming and understandable to anyone, wherever they live.

What's wrong with the old names?

ETHC caused some confusion when associated with clinics outside of East Tamaki. Our family of clinics is rapidly growing and we needed a new name to make sense of the network.

What does the new Logo Doctors logo look like?



Why was the Local Doctors logo chosen?

The Local Doctors logo uses the well-known medical symbol, a cross. It is made up of four hearts on each side of the cross, a link to its management service organisation, Tāmaki Health's, logo that has a single heart.

When does the name change to Local Doctors happen?

Steadily at individual clinics, starting in South Auckland. The first clinic will be in April when our Bairds Road Clinic moves into new premises in Ōtara shopping centre, 3 Watford Street, and becomes Local Doctors Ōtara.

Why not change all the clinic names at the same time?

It's a major task and we want to minimise the disruption for patients and staff at our busy clinics so it will be a steady process.

Does the name change to Local Doctors mean the company has new owners?

No, this is simply a name change and a fresh, new look. The company ownership remains unchanged.

What does the Local Doctors name change mean for patients?

For patients it's a new name to get used to but they'll see the same friendly faces in clinics. We hope they will enjoy the new modern look coming to our clinics. It will also be easier to find a 'local doctor' when searching on the internet.

What does it mean for staff?

It's business as usual for our staff but they can look forward to a fresh, new look coming to their clinics. We have also simplified our core values and behaviours around easy access and high-quality healthcare to make them easier to understand and share.

Tāmaki values: work as one, strive for a better tomorrow, be available, take care of each other and for the better good.

Local Doctors behaviours: access for all, we care for our community, we work with trust and compassion and we're better together, always.

White Cross behaviours: streamlined access for all medical needs, trust and compassion, taking care of patients and team members, always evolving.

What does the new White Cross logo look like?



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