



**FOR IMMEDIATE RELEASE**

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***Yakima Valley Memorial Hospital rebrands  
to reflect affiliation with Virginia Mason Health System***

YAKIMA — After more than 60 years of serving the Yakima Valley community as Yakima Valley Memorial Hospital, the hospital and its primary and specialty care clinics have become Virginia Mason Memorial. This new name and brand reflect Memorial's affiliation with innovative health-care leader Virginia Mason Health System in Seattle.

Memorial and Virginia Mason affiliated on Jan. 1, 2016. Ever since, teams from both sides of the mountains have been working to combine and streamline care and services. In choosing the new name it was vital that Memorial continue to have a strong identity as the trusted health-care provider and also a prominent economic engine for the Yakima Valley community and in the Central Washington region.

The creation of a health-care system with a local presence in each community — where patients receive the same high-quality, coordinated care at Memorial in Yakima or Virginia Mason in Seattle — was a primary focus for the integration. Also, the affiliation is bringing more resources (physicians, nursing education, best practices in care, expansion of surgical and specialty care) eastward. Virginia Mason Memorial is also working to adopt the Virginia Mason Production system, the internationally recognized method of quality and service improvement that focuses on patients.

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**About Virginia Mason Memorial**

**Virginia Mason Memorial**, part of the Virginia Mason Health System, is a 226-bed, acute-care, nonprofit, community hospital serving Central Washington's Yakima Valley. Virginia Mason Memorial includes primary care practices and specialty care services including high-quality cardiac care; cancer care through North Star Lodge; breast health at `Ohana Mammography Center; acute hospice and respite care at Cottage in the Meadow, winner of the Circle of Life Award from the American Hospital Association for innovative palliative and end-of-life care; pain management at Water's Edge; an advanced NICU unit, the only place in Central Washington that offers specialty care for at-risk infants; advanced services for children with special health care needs at Children's Village; and The Memorial Foundation, a separate 501c(3) organization that raises funds for innovative health care programs in the Yakima Valley ([www.memfound.org](http://www.memfound.org)).

Visit Memorial online at [www.yakimamemorial.org](http://www.yakimamemorial.org) or on Facebook ([www.facebook.com/yakimavalleymemorialhospital](https://www.facebook.com/yakimavalleymemorialhospital)), Twitter ([www.twitter.com/Yakima\\_Memorial](https://www.twitter.com/Yakima_Memorial)) or Pinterest ([www.pinterest.com/yvmh](https://www.pinterest.com/yvmh)).

Seattle-based **Virginia Mason Health System** is a nonprofit regional health care system that includes 336-bed Virginia Mason Hospital; Virginia Mason Memorial in Yakima; medical centers in Seattle, Bainbridge Island, Bellevue, Federal Way, Kirkland, Issaquah and Lynnwood; Bailey-Boushay House, the first skilled-nursing and outpatient chronic care management program in the U.S. designed for people with HIV/AIDS; Benaroya Research Institute, which is internationally recognized for autoimmune disease research; and the Virginia Mason Institute, which trains health care professionals and others from around the world in the Virginia Mason Production System, an innovative management methodology for continually improving quality, safety and efficiency. Virginia Mason online: [www.VirginiaMason.org](http://www.VirginiaMason.org)

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