Arlington's Virginia Hospital Center Rebrands Itself As VHC Health

Virginia Hospital Center changed its name to VHC Health as part of a rebranding effort that is scheduled for completion by the end of 2022.

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All VHC Health facilities are expected to be fully rebranded by the end of 2022. The new name and logo will be on the VHCHealth.org website and campus internal signs and featured in new VHC Health Physicians offices. (Mark Hand/Patch)

https://patch.com/virginia/arlington-va/virginia-hospital-center-arlington-rebrands-vhc-health

ARLINGTON, VA — Virginia Hospital Center in Arlington has rebranded itself as VHC Health and adopted a new tagline, changes that the health system says reflect its community-centered approach to bringing top-quality healthcare to patients across the region.

The rebranding, announced Friday, follows the recent completion of a new garage at the Arlington campus and the opening of several new physician offices in the region.

In 2019, Virginia Hospital Center kicked off a $250 million expansion project, which includes the creation of a new outpatient pavilion in Arlington. The expansion project remains on target for opening in early 2023, the health system.

"It is important that our brand accurately represents the health system's mission and vision for the future," Chris Lane, VHC Health President and CEO, said in a statement.

Lane said VHC Heath's new tagline — "For you. For life." — reflects the health system's desire to serve as a health partner for life-long care and bring its services into the surrounding region.

VHC Health's $250 million expansion project, which includes the creation of a new outpatient pavilion in Arlington, is scheduled to open in early 2023. (Mark Hand/Patch)

All VHC Health facilities are expected to be fully rebranded by the end of 2022. The new name and logo will be on the VHCHealth.org website, in social platforms, on campus internal signs and featured in new VHC Health Physicians offices opening throughout the region.

The hospital facility, now with 453 beds, has been operating in the D.C. area for more than 75 years and recently was designated a 2021 Top Teaching Hospital by The Leapfrog Group and has received 19 consecutive "A" grades from The Leapfrog Group.

In 2015, Virginia Hospital Center, formerly called Arlington Hospital, became a member of the Mayo Clinic Care Network, which is composed of health organizations across the country and gives member physicians access to Mayo Clinic expertise.

The Virginia Hospital Center's 530,000-square-foot facility on N. George Mason Drive features a nine-story hospital building and 1,100 parking spaces.