



Fair Haven Community Health Care

Locations

374 Grand Avenue
New Haven, CT 06513

350 Grand Avenue
New Haven, CT 06513

50 Grand Avenue
New Haven, CT 06513

203.777.7411
fax 203.777.8506

Trolley Square
370 Hemingway Avenue
East Haven, CT 06512
203.285.1133

Bella Vista
339 Eastern Street, Building B
New Haven, CT 06513
203.469.5331

MAAS
426 East Street
New Haven, CT 06511
203.495.7710

New Haven School Based Health Centers

Clinton Avenue School
293 Clinton Avenue

Fair Haven School
164 Grand Avenue

John S. Martinez School
100 James Street

Wilbur Cross High School
181 Mitchell Drive

East Haven School Based Health Centers

Joseph Melillo Middle School
67 Hudson St

East Haven High School
35 Wheelbarrow Lane

fhchc.org

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FOR IMMEDIATE RELEASE – October 4, 2017 FAIR HAVEN COMMUNITY HEALTH CARE ADOPTS NEW LOOK

New Haven, CT >> Fair Haven Community Health CARE (“FHCHC”), a *federally qualified health center* serving more than 18,000 low-income individuals in New Haven and East Haven, announces a new look. The change includes a fine-tuning of the organization’s name and a reimagination of its logo.

Dr. Suzanne Lagarde, President and CEO of FHCHC notes, “this new look is the result of months of community input. It re-emphasizes the centrality of our patients to everything we do. We provide health services in a uniquely caring way.”

The name is changing from “Fair Haven Community Health **Center**” to “Fair Haven Community Health **Care**” to underscore the importance of relationships and patient-centered care at this federally-qualified medical home.

The new logo provides an internationally known medical cross, recognized across all languages. It also includes seven colors that represent the diverse community of patients, as well as the breadth of practice areas at FHCHC.

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A full description of the name and logo is attached to this release.

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About Fair Haven Community Health Care (FHCHC) FHCHC is a *federally qualified health center* serving one of Connecticut’s poorest populations. Over 82% of patients live below 200% of the federal poverty level and almost 25% are uninsured. About 60% of FHCHC’s patients are monolingual (Spanish) and no patient is ever turned away. FHCHC is a medical home to more than 18,000 patients who receive care at nearly 80,000 visits annually. We provide comprehensive care including prenatal, pediatric, adult medicine, geriatric, behavioral health and dental services. We have 3 locations on Grand Avenue, 1 in East Haven, 6 school-based health centers, 1 senior housing complex, 2 shared clinics and an 18-wheel, mobile dental truck. Over 200 healthcare providers and staff work at Fair Haven Community Health Center, including physicians, nurses, nurse practitioners, clinical social workers, dentists, dental hygienists, nutritionists, medical and dental assistants, nurse midwives, patient navigators, translators and administrators, who all share a passion for the well-being of their patients.

Learn more at www.fhchc.org.



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Our Brand

At Fair Haven we are deeply rooted in, and proud to be a part of, the communities we serve. With community at our core, we sought input from those closest to the brand. Staff, patients and community members were asked to articulate their thoughts on the character, values and aspirations of our organization. Our new brand reflects the people and passions that make our organization a caring, patient-centered, medical home for more than 18,000 individuals in the Greater New Haven community.

Our Name

In 1971, a small clinic was opened in a local elementary school under the leadership of the Alliance for Latin American Progress. These activists felt tremendous compassion for the Fair Haven community and shared a commitment to providing high-quality health care to all, regardless of ability to pay. Thanks to their efforts, we were officially incorporated as “Fair Haven Community Health Clinic, Inc.” in 1972. Since 1989, we have operated as “Fair Haven Community Health Center,” a reflection of the broad range of services we offer in a central location. Today, we move forward as **Fair Haven Community Health Care** to reflect our core values:

Fair

Equity in care is our most fundamental value. Health care is a human right that should be accessible to everyone, regardless of socio-economic status, race, gender, religion, sexual identity or preference, nationality, language or immigration status.

Haven

Our patients are entitled to a safe space where they can receive services that support their health. To our patients, we are a refuge, a sanctuary, and a place of opportunity. We provide compassionate, person-centered care.

Community

We are both *in* and *part of* the community we serve. Our 13 locations allow us to meet our patients in their communities, in the setting that best fits their needs. Our diverse staff represents the communities we care for, allowing us to provide culturally-sensitive care.

Health

High-quality health care is our passion. Our care includes a full continuum of medical, mental health and dental services, delivered in state-of-the-art facilities, along with coordinated social services and specialty care. Our providers offer prenatal through geriatric care, seeing multiple generations of families over many decades.

Care

For more than 45 years, we have provided health care with sensitivity, compassion, and a deep investment in our patients’ well-being. We offer a uniquely personal experience. Care celebrates the collaborative process between a patient and provider, where better health is the result of better care.



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Our Logo

Our logo is made up of a central symbol, defined by a colored border of squares. The mark takes a recognizable emblem of our health care services and transforms it to represent and celebrate our practice areas, community of patients, and approach to care.

Medical Cross

The white cross clearly signifies our medical services. Regardless of language or literacy, our patients will understand that this mark indicates health care is accessible to them, in a safe and neutral place.

Squares

The blocks, in many colors, define the cross and represent a safe space for patients to secure health care. The opening on the right side symbolizes an openness and acceptance for all who seek health care. The connected arrangement of the squares suggests a community, with medical services at the center.

Color

The many colors in the mark were chosen to reflect the diversity of our patient population and our work. The squares represent the different cultures in the communities we serve. They also convey our diverse medical services and family support programs. When put together, the connected boxes celebrate our patient-centered, integrated care. The red square was placed at center left, in the most prominent position, to highlight the critical role of health care in our community and to represent the heart and the energy present in our care.