

## St. Joseph's Health Centre's new recruitment branding reflects diversity of organization



TORONTO, May 7, 2007 – St. Joseph's Health Centre (SJHC) launched a new recruitment campaign—*Many Faces, One Mission*—to strengthen its external presence, increase brand recognition and attract new employees.

The Human Resources department collaborated with Clinical Programs and Services and Tamm Communications in the development of the new branding and campaign materials. The tagline, *Many Faces, One Mission*, speaks to the diversity of St. Joseph's Health Centre, its staff and the communities it serves.

Carolyn Baker, President and CEO, welcomed guests for the official launch on Monday, May 7. "Recruitment in the health sector is incredibly

competitive," said Baker. "Our hope is that the *Many Faces, One Mission* campaign will help to showcase what a wonderful place St. Joseph's Health Centre is to work. We want to attract people who share our Mission and Vision to be Canada's best community teaching hospital."

The branding materials, which include banners, brochures, folders and posters, were designed to make a strong visual impact. Each image is comprised of many smaller images of actual SJHC employees, creating a mosaic effect. These images symbolize SJHC as an organization of individuals working together as a cohesive team.

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St. Joseph's Health Centre is a Catholic community teaching hospital sponsored by the Catholic Health Corporation of Ontario and affiliated with the University of Toronto. The hospital serves Toronto's West end community with 145 family physicians and over 2,360 staff. The Health Centre's clinical programs include Women's, Children's & Family Health; Surgery and Oncology Services; Emergency, Ambulatory and Access Service; Medicine & Senior's Health; Mental Health & Addictions Services and Clinical Support Services.