

JUNE 2025

THE SPOTLIGHT

ON HEALTH



**Vernon
Memorial
Healthcare**

Rooted in Legacy.



**VERNON
HEALTH**

Rising to Tomorrow.

From hospital to clinic to pharmacy, the Vernon Health brand unites all we do with one clear voice and one enduring mission: to inspire patient-centered, compassionate care in our community.



David Hartberg

Chief Executive Officer/
Administrator

A Message from the CEO

I'm honored to introduce Vernon Health, a bold new chapter for Vernon Memorial Healthcare that is Rooted in Legacy and Rising to Tomorrow. This rebranding unites not only our hospital, clinics, and pharmacies under a single, patient-centered mission but also strengthens the care and partnerships beyond our facilities, reinforcing our commitment to remaining an independent healthcare provider deeply connected to the community we serve.

Our new logo, with its strong "V," human figures, and central cross, reflects our heritage, the people at our heart, and our dedication to compassionate, high-quality care. Shaped by your invaluable feedback, Vernon Health is not about forgetting our past but honoring the legacy that began in 1951. We carry forward the spirit of Vernon Memorial Hospital with pride, building on decades of trust and service.

As we look to the future, expect Vernon Health to strengthen our independence, expand innovative services, and deliver cutting-edge care close to home. With you—our patients, staff, and neighbors—as our foundation, we're *Rooted in Legacy, Rising to Tomorrow*, together.

Who is Vernon Health

Vernon Health is entering an exciting new chapter, building on our legacy of compassionate, patient-centered care while embracing innovation for the future. As an independent healthcare provider, we remain dedicated to delivering exceptional, personalized care to our community. This new look was shaped by valuable input and feedback from our employees and community, ensuring it reflects

the people at the heart of who we are. More than just a new name and look, this transformation strengthens our mission to provide high-quality healthcare close to home. With expanded services, cutting-edge technology, and a continued focus on our community's well-being, Vernon Health is here for every generation—today and for years to come.

Symbolizing Who We Are



Vernon "V"

The bold "V" at the center of the logo stands for Vernon, anchoring the brand in its name and history. Its open, upward-facing shape reflects strength, growth, and a welcoming spirit.

People

The surrounding human-like figures represent the people who are the heart of Vernon Health—patients, providers, and staff—emphasizing compassion, connection, and shared purpose.

Community

The circular, multicolored arrangement of figures reflects unity, inclusion, and collaboration, symbolizing Vernon Health's role in bringing people together.

Care

At the center of the logo is a cross, a universal symbol of healthcare, highlighting Vernon Health's dedication to providing high-quality, patient-centered care grounded in compassion and excellence.

Our History & Legacy

Diagnostic and outpatient services were added, offering more flexible care options for patients.

Vernon Memorial Hospital

EMERGENCY
AMBULANCE

Admissions
Receiving

Outpatient Clinic
Parking

1950s

1960s

1970s

Vernon Memorial Hospital opened in September 1951 and soon added a maternity wing, laying the foundation for its role in community care.

The Emergency Department opened, allowing the hospital to respond more effectively to urgent and critical health needs.

Together in Care, Stronger in Community

This guiding belief shapes every connection, every decision, and every step we take to support the health and well-being of those who call this region home.



One name. One mission.
Hospital, clinics, and
pharmacies—united to deliver
community-first care.



VMH acquired clinics in Soldiers Grove, Westby, and Viroqua, and completed a three-story expansion that included an updated Emergency Room.

Several areas were renovated or added, including the La Farge Clinic, therapy spaces, imaging, the surgery suite, and the hospital kitchen and café.

1990s

2010s

2020s

2000s

2020s

A new Medical Office Building was added, the Hirsch Clinic was relocated, and additional clinics and a pharmacy were acquired to expand services.

VMH began a rebranding effort, introduced a new mission and strategic plan, and in 2025 officially transitioned to its new name: Vernon Health.



VERNON
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A Look That Reflects the **Story We Share.**

To learn more about our new look and continued
commitment to care, visit vmh.org



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