



IN THE news

Assure Home Healthcare Announces Rebranding Initiative

Libertyville Illinois - March 14th, 2022 - Assure Home Healthcare, Inc. is announcing today the launch of our new branding initiative. Our rebranded visual identity is inspired by being a pioneer leader in home health care having served the community for almost 20 years and our revitalized commitment to being a forward looking, high-performing home healthcare company. The rebranding strategy symbolizes our four guiding pillars: Innovation, Transformation, Excellence and Growth.

"At Assure Home Healthcare, we are committed to transformation and dedicated to always striving to improve how we deliver care. We are unwavering in providing clinical excellence and determined to continually raise the bar in home health care by setting new industry standards for quality care, utilizing technology for safe care and a delivering a world-class patient experience. That's why patients and our partners every day choose Assure for their home health care needs," said Mr. Brandon Mahinay, CEO of Assure Home Healthcare, Inc.

"The rebranding highlights our focus on re-defining the home health care experience and our mission to provide world-class home health care services to and for our Patients and Community Partners. It also signals our re-dedication and sends new energy and motivation to our team members who are on the ground building our vision of being the preferred, high-performing home healthcare company. We chose blue, gold, and teal colors to symbolize **TRUST**, **EXCELLENCE**, and **BALANCE**, to reflect our dedication to continuously revolutionize our service to support our commitment to delivering quality and sustainable improvements and growth, said Mr. Brandon Mahinay, CEO of Assure Home Healthcare".

ABOUT ASSURE HOME HEALTHCARE INC.

Assure Home Healthcare is a standalone, certified home health care agency operated by a group of healthcare professionals who understand the importance of quality home care. Since 2003 we have provided our best in class services to the following counties: Lake, Cook, DuPage, Kane, and McHenry. Under the Assure umbrella, we provide our all-inclusive suite of @HomeCORE Solution™ programs to the communities and our valued partners we serve. Assure Home Healthcare is proud to have been accredited by the Joint Commission since 2009. In addition, we have earned the prestigious Home Care Elite™ Award, which has earned us a spot in the top 25% of all home health care providers in the United States for the past thirteen consecutive years and running. Visit www.assurehomehealth.com to explore the new website, brand, and clinical offering.

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