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University of Florida Proton Therapy Institute Unveils New Name and Brand

JACKSONVILLE, Fla. – October 14, 2014 – The University of Florida Proton Therapy Institute has changed its name to the University of Florida Health Proton Therapy Institute, officials announced today.

“The new brand identity reflects our shared commitment to excellence in patient care, academic medicine, clinical research and community health,” said Stuart Klein, UF Health Proton Therapy Institute’s executive director. “The new, unified name repositions the UF Health Proton Therapy Institute in the context of the competitive environment we operate in. It reflects our desire to focus on qualities that differentiate us as the premier academic health center in the state and region.”

The institute also unveiled a new logo reflective of the new name. This rebranding follows the long-term relationship between the two organizations that began with the planning of the facility in 1998 and opening of the facility in 2006.

“The rebranding represents the combined strength of the UF Health Proton Therapy Institute and UF Health and is a natural evolution following the successful transition last year from UF&Shands to UF Health,” said David S. Guzik, M.D., Ph.D., UF senior vice president for health affairs and UF Health president. “We are thrilled to continue our partnership with the UF Health Proton Therapy Institute to break through cancer barriers by combining state-of-the-art research with patient-centered, innovative, high-quality health care.”

Day-to-day operations, including the organizational structure of the UF Health Proton Therapy Institute and the employment status of staff and physicians, will not change. The UF Health Proton Therapy Institute will remain a separate not-for-profit, 501(c)(3) organization.

“The UF Health Proton Therapy Institute serves and will continue to serve as a model of innovation for other institutes around the world,” said Michael Good, M.D., dean of the College of Medicine and chair of the board of directors for the institute. “The dedication of our staff is inspiring and makes a tremendous difference to the patients we care for.”

The new branding will kick off with a statewide advertising campaign in mainstream and top-tier health trade media. The tagline “Harder on cancer. Easier on you.”, was chosen to clearly define the benefits of precise, targeted proton beam therapy. The TV commercial can be seen on UF Health Proton Therapy

Institute's [YouTube page](#). Materials, including printed brochures and outdoor signage with the new name and logo, will gradually roll out through the next few months.

For more information, please contact the UF Health Proton Therapy Institute at 877-686-6009 or visit <http://www.floridaproton.org>.

About UF Health Proton Therapy Institute

The UF Health Proton Therapy Institute is a nonprofit 501(c)(3) organization affiliated with the UF College of Medicine, dedicated to delivering state-of-the-art cancer treatment and setting new standards for treating and curing cancer. The cancer treatment facility houses both conventional radiation and proton therapy and delivers proton therapy to 110 patients a day. For more information about the UF Health Proton Therapy Institute, please visit <http://www.floridaproton.org> or call toll-free 877-686-6009.

About University of Florida Health

University of Florida Health is the Southeast's most comprehensive academic health center. With main campuses in Gainesville and Jacksonville, UF Health includes six health colleges, several research institutes and centers, two teaching hospitals, two specialty hospitals, and a host of physician medical practices and outpatient services throughout north central and northeast Florida. Our mission is to promote health through outstanding and high-quality patient care, innovative and rigorous education in the health professions and biomedical sciences, and high-impact research across the spectrum of basic, translational and clinical investigation.

UF Health includes the UF colleges of Dentistry, Medicine, Nursing, Pharmacy, Public Health and Health Professions, and Veterinary Medicine, which has both a large animal hospital and a small animal hospital. The system also encompasses several UF research institutes and centers: the Clinical and Translational Science Institute, the Diabetes Institute, the Institute for Child Health Policy, the McKnight Brain Institute, the Genetics Institute, the UF Health Cancer Center, the Institute on Aging, the Emerging Pathogens Institute, and the Research and Academic Center at Lake Nona.

The full spectrum of patient-care services are provided through UF Health Shands Hospital and UF Health Jacksonville, UF's private, not-for-profit affiliates. UF Health Shands Hospital in Gainesville includes UF Health Shands Children's Hospital and UF Health Shands Cancer Hospital. The specialty hospitals, UF Health Shands Rehab Hospital and UF Health Shands Psychiatric Hospital, are also located in Gainesville. UF Health Jacksonville is the system's northeast Florida teaching hospital.

UF Health offers a network of outpatient rehabilitation centers, UF Health Rehab Centers; two home health agencies in Gainesville and Jacksonville; and more than 80 UF physician outpatient practices located throughout north central and northeast Florida.