



**Press Release**

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**TCHD Board of Managers approves request to change the name of Brackenridge Hospital**

The Travis County Healthcare District (TCHD) Board of Managers approved the Seton Family of Hospitals' request to change the name of Brackenridge Hospital to the **University Medical Center at Brackenridge** during its regular meeting on Thursday, Jan. 24. Under the terms of the lease agreement between TCHD and Seton, the proposed name change required approval from the TCHD Board of Managers before implementation by Seton, operator of the facility.

The Board of Managers asked Seton in December of 2007 to visit with community members and leaders about the name change in order to gauge the community's acceptance of the new name. Seton reported that the feedback received was positive.

Seton reported inclusion of the words "University Medical Center" in the new name emphasizes academic medicine, including clinical research, residency programs for doctors and nurses, simulation training and graduate medical education. The change to reflect academic affiliation is also hoped to improve the hospital's ability to recruit top medical professionals and students from around the country. Additionally the change will improve recognition of the hospital as a local and regional asset and its ongoing role as a medical innovator in Central Texas. Research conducted by Seton has shown that nearly one-third of consumers respond positively to and would be more likely to use a hospital with a university affiliation. TCHD board members are hopeful that the name change would also allow the facility to attract a more robust payor mix, which could lessen the growing burden on public funds.

The Seton Family of Hospitals contact for this release is Pam Crowther at (512)324-3170 (office) or (512)970-7667 (cell).

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