Elder Service Plan of the North Shore Rebrands as Element Care

*Unveils New Website, Logo and Expands into Merrimack Valley*

**September 11, 2014, Lynn, Mass.** – Element Care, formerly the Elder Service Plan of the North Shore, today unveiled a new name, logo, tagline, website and promotional materials to support its evolution and geographic growth.

The new brand identity reflects the simple mission of Element Care, a non-profit committed to helping people live safely and comfortably in their homes and communities for as long as they are able and keeping the length of their stays in hospitals and nursing facilities to a minimum.

“Since enabling people to stay in their element is our goal, Element Care seemed like a natural for our new name,” said Robert Wakefield, Element Care CEO. “But while we have changed our name, we’re unwavering in our commitment to deliver coordinated, compassionate and quality care across the North Shore and now, the Merrimack Valley too.”

Element Care has provided complete health care to eligible people through PACE (Program of All-Inclusive Care for the Elderly) since 1995. Element Care’s all-inclusive approach includes primary care, dentistry, nutritional counseling, physical and occupational therapy, socialization, social work and personal care – all administered by a coordinated team of professionals in one of the organization’s seven centers, in the home or in a participating local hospital. Element Care’s adult health centers additionally offer nutritious meals and group exercise programs that promote health and wellness.

- **Branding** – As Element Care grows as an organization, from the services it offers and the communities it serves, the new name can grow with it.

- **Logo, Tagline** – As shown above, a major component of the organization’s new brand identity is the revision of the logo, which conveys Element Care’s warm, compassionate approach to comprehensive health care. A new tagline, “Improving Health. Enriching Lives” further reinforces the new brand identity.

- **Website** – The redesigned [www.elementcare.org](http://www.elementcare.org) website incorporates the new look and feel of the new brand. The website serves as a comprehensive informational resource for the community, health care professionals and employees. Visitors to [www.elementcare.org](http://www.elementcare.org) will find information about staff, medical doctors, eligibility, center locations, communities served, participating hospitals and success stories.
Expansion
Recently, Element Care expanded for the first time into the Merrimack Valley and now operates a PACE as well as a traditional Adult Day Health Center on the Nevis Campus, 12 Ingalls Court, Methuen. In addition to the new Methuen location, Element Care has two alternative care settings in partnership with Mary Immaculate Health Care Services and The Community Family as well as four locations in Lynn and one each in Beverly and Gloucester.

Eligibility begins at age 55 and participants must reside in Element Care’s expanding service area, which includes: Amesbury, Andover, Beverly, Billerica, Boxford, Chelmsford, Danvers, Dracut, Dunstable, Essex, Georgetown, Gloucester, Groveland, Hamilton, Haverhill, Ipswich, Lawrence, Lowell, Lynn, Lynnfield, Manchester, Marblehead, Merrimac, Methuen, Middleton, Nahant, Newbury, Newburyport, North Andover, Peabody, Rockport, Rowley, Salem, Salisbury, Saugus, South Hamilton, Swampscott, Tewksbury, Topsfield, Wakefield, Wenham, West Newbury, and Westford.

About Element Care
Element Care is a non-profit health organization with a simple mission: to help people live safely and comfortably in their homes and their communities for as long as they can, keeping their stays in hospitals and nursing facilities as minimal as possible. Element Care provides complete health care to eligible people through PACE (Program of All-Inclusive Care for the Elderly) throughout the Massachusetts North Shore and the Merrimack Valley. For more information, visit www.elementcare.org.

###