

Leadership Communications Plan | Executive Overview

Vivant Health | Rebrand Transition | October 2024

Overview

In October 2024, River City Medical Group officially rebranded eight of its healthcare companies, programs, and services as Vivant Health, marking a significant organizational transformation for a 30 year old institution managing care for over 270,000 California patients.

[PR Newswire Press Release](#)

This executive communications strategy was developed to guide the organization through that transition, ensuring employees, providers, patients, and partners received clear, consistent, and mission aligned messaging at every stage.

Strategic Goals

- Unify the workforce around a single brand identity.
- Reinforce organizational trust during the transition. Establish a consistent executive voice aligned to the new positioning.
- Protect brand integrity across internal and external channels.
- Accelerate cultural integration across all eight program and service lines.

Approach

Communications were structured across four phases:

1. Pre-launch Alignment
2. Launch Activation
3. Reinforcement
4. Ongoing Brand Communications.

Each phase included dedicated executive messaging, manager toolkits, provider briefings, and employee engagement touchpoints coordinated with the external announcement timeline.

All messaging was anchored to five pillars:

1. Mission Continuity
2. Integration as Strength
3. Health equity and Community
4. Provider and Employee Value
5. Growth with Purpose

Channels

- Executive all-staff messaging
- Provider newsletter
- Leadership town halls
- Provider briefings
- Manager cascade toolkits
- LinkedIn thought leadership
- Patient facing transition communications

Outcomes

- Improved workforce alignment and brand clarity across a distributed, multi-site organization.
- Consistent executive voice established across internal and external channels.
- Leadership positioned as transparent and credible throughout the transition.
- Cultural continuity maintained while the organization moved forward under a unified identity.