

REBRAND COMMITTEE:

- Joel Beiswenger
- Jolene Johannes
- Teresa Johnson
- Vicki Leaderbrand
- Molly Tabery
- Taylor Lunemann
- Jesse Grimes MD
- Michael Denny
- Meghan Current-Cary
- Becky Wangsness
- Paul Drange

OUR BRANDING/NAMING PROCESS:

The Discovery Session took a deeper dive into:

- TCHC values
- Organizational goals
- Perceptions
- Future expansion of services
- Competitive difference and insights

A derivative of the Greek word for star, **Astera** alludes to Minnesota's nickname, the North Star State. For generations, stars have been used for guidance and navigation because of their constancy in the night sky. That surety is representative of how **Astera** Health is—and remains—for the communities it serves, guiding patients through health challenges, providing a resource for preventative care to maintain wellness, as well as a place for people navigating chronic conditions. **Astera** Health is known for being the guiding light for innovation, compassion and trusted care—even when times may seem their darkest for our patients.

The logo comprises five equal parts that work together to form one complete star—and represent the vital components of Astera Health. Each is an integral part of Astera Health with a separate, important identity that must work together to make Astera Health complete.



Astera Health

PHASE 1:



Tri-County Health Care,
is becoming Astera Health

August 2021 to July 2022

PHASE 2:



Astera Health,
formerly Tri-County Health Care

July 2022 to March 2023

PHASE 3:



Astera Health
March 2023