



For Immediate Release

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Montclair Baptist Becomes *Trinity Medical Center*

***Name Change Signals Beginning of a New Era
More Announcements, including a new location, coming soon***

BIRMINGHAM – Montclair Baptist Medical Center, an affiliate of Baptist Health System, has officially changed its name to Trinity Medical Center, a move hospital officials say signals the beginning of a new era. The new name is the latest in a series of changes and future plans being announced for the 560-bed hospital.

The hospital, located at 800 Montclair Road in east Birmingham, had previously operated under the Montclair Baptist name since 1966, when it opened as a replacement facility for the Highland Avenue Baptist Hospital.

Trinity Medical Center CEO Vicki Briggs said the new name reflects a rapidly changing organization, with even more changes ahead, but remains committed to its faith-based founding. “This is an exciting time in our history,” she said. “We are in the midst of making both short- and long-term strategic changes that will greatly enhance our ability to deliver quality healthcare services to patients in this market.”

Briggs said the name change is effective immediately, although it may take some time

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for the Trinity name to replace the Montclair name across all operations. While the new name indicates a new direction, she said the medical center remains committed to its faith-based mission. “Our mission statement is still the same. We have recently adopted a new vision statement and re-defined our values of Integrity, Compassion, Advocacy, Resourcefulness and Excellence – ICARE.”

Beth O’Brien, President and CEO of Baptist Health System, said, “The thoughtful work of the BHS Mission Integration Committee is very apparent in the name Trinity Medical Center. I think it captures the renewed energy of the hospital and positively reflects the mission and vision of Baptist Health System and our strongly held faith-based values.”

In 2005, a Joint Venture between Triad Hospitals, Inc. and Baptist Health System was formed to address the capital needs of Trinity Medical Center. Triad assumed 65% ownership and managing-partner status of the hospital with Baptist Health System retaining 35% ownership. The Joint Venture is governed by a Board of Directors which has a 50/50 representation by the two organizations. Homer Lloyd, a member of the Baptist Health System Board of Directors, serves as chairman of the Joint Venture Board.

The hospital will announce soon its selection of a site where a new replacement campus will be built. Briggs said Trinity Medical Center officials decided to proceed with the name change now because of the many changes already occurring.

“We are closer to completing our process for site selection, but we are carefully evaluating the many considerations that come with each potential site,” she said. “Even though we haven’t yet moved to the new location, we have already embarked on a new direction. It makes sense that we reveal our new identity as we move forward.”

Officials are currently evaluating multiple sites in the Birmingham area.

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Following the new ownership agreement last October, the Joint Venture has spent approximately \$14 million on improvements.



To find out more, go to www.trinitymedicalonline.com