



For Immediate Release

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GNYHA Services Changes Name to Acurity

Healthcare supply chain company's rebrand marks business evolution

New York, NY, July 17, 2017 – GNYHA Services has a new name but the same mission. Effective today, the 39-year-old company's new name is Acurity.

The change to Acurity reflects GNYHA Services' business evolution—in membership growth, purchasing volume, geographic footprint, and services provided—as it has responded to industry challenges. The new name better positions the company to support its legacy members' changing needs while helping more providers across the country improve quality and reduce costs. Its mission is unchanged: Acurity will help hospitals and health systems provide exceptional patient care through improved healthcare performance.

The supply chain company and group purchasing organization (GPO) remains a wholly owned subsidiary of the Greater New York Hospital Association, and Premier Inc. remains its national healthcare performance partner. Acurity's business leadership, managed by CEO Lee H. Perlman, FACHE, and President Christopher J. O'Connor, CMRP, FACHE, is also unchanged under the new brand.

The name Acurity was selected following an internal examination of the company's mission, vision, values, and goals. It is inspired by the words cure, acuity, and accuracy, which capture both the ultimate goal of providers and Acurity's service model for improving healthcare performance through supply chain. They are also synonymous with intelligence, intuition, and an ability to understand—the very qualities that make Acurity a leading supply chain resource and GPO. The logo—a pinecone—was inspired by the qualities that best reflect the business (strategic, results-oriented, organized, strong, and growing) and is a result of the elements that were drawn from this inspiration.

“We are confident that the Acurity name and logo will become a symbol of growth, strength, and trust for our members and contracted suppliers,” said Acurity President Christopher O'Connor. “We have always listened to our members and evolved based on their needs. That will not change. Most important, the value to our members will become even greater as we grow.”

O'Connor added, “In today's value-based environment, the purchasing decisions healthcare organizations make directly affect their bottom lines *and* the quality of patient care. Our vision for this company is to use our vast expertise to help providers across the country create a customized improvement plan that empowers a strategic supply chain operating at the intersection of cost, quality, and outcomes. This will not only help hospitals and health systems deliver high-quality, cost-effective care, but it will also positively impact healthcare and patient lives.”

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About Acurity, Inc. (formerly GNYHA Services, Inc.)

Acurity is an organization of healthcare professionals committed to helping providers deliver better care and reduce operating expenses through enhanced supply chain performance. Acurity has combined a regional contracting program with the power of national aggregation through its affiliation with Premier to deliver a best-in-class purchasing portfolio. Acurity's leading industry experts identify data-driven methods that optimize hospital and health-system resources to improve both quality and the bottom line.

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