

Project Vision

Create a state-of-the-art treatment and healing environment for all of those who we care for; a supportive workplace with the latest technologies to allow all of our staff to provide the most efficient and highest quality care, in a new hospital that supports well-being and has the capacity to provide timely, patient and family-centred care for generations to come.

Learn more about the project
and subscribe to the project
email list for updates at
www.WindsorHospitals.ca

Corporate Renaming and Rebranding off to Strong Start

Windsor Regional Hospital (WRH) continues to advance work on the new hospital, with Phase One construction, the Enabling Works including an Education and Administration Centre and parking garage, expected to begin early in the new year. To align with the modern facility and the organization's evolving role in the community, WRH is refreshing its corporate name and visual identity.

In September, WRH [launched a renaming and rebranding engagement initiative](#), inviting all staff, professional staff, patients and community members to complete a survey and have their say. Within the first week, more than 1000 participants have provided their input.

The survey will remain open until December 15, 2025. It is currently available in [French](#) and [English](#), with additional translations coming soon.

Paper copies of the online surveys are also available through the hospital's redevelopment office.

This is a common step many large healthcare organizations have undergone as part of major redevelopment projects to ensure their identity reflects their facilities, services, and role they play in the community.

Over the coming months, the WRH team will also engage directly with community members and groups to gather feedback. Direct engagement opportunities are already taking place – a couple of which are highlighted below. Future in-person opportunities will be published on [the project website](#), shared through the hospital's social media channels and by email with those subscribed to the [project email list](#).

HAVE YOUR SAY!



Windsor Regional Hospital
is **rebranding** and
we want to hear from you!

As planning continues for a new hospital, the time is right to create a corporate name and look that reflects our work today, incorporates our future vision, and honors our past.



Scan the QR code to
provide your thoughts
and help us define a future
look that reflects who we are
as an organization, a team,
and a community.

Or visit us online at
wrh.on.ca/HaveYourSay

Together We Build – Community Engagement Highlights

Open Streets Windsor

Thanks to everyone who stopped by to speak with us at Open Streets Windsor! We appreciated the chance to connect, answer questions, and hear what you think is important to consider when determining our new corporate name and visual identity.

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St. Clair College, Rise Above Community Health Conference



A group of four people (three men and one woman) standing in front of a banner that reads "ROTARY CLUB OF THE CITY OF BIRMINGHAM". The banner also features the Rotary logo. The man on the far left is wearing a blue polo shirt with a Rotary patch and glasses. The man next to him is in a dark suit and tie. The woman in the center is wearing a black top and pants. The woman on the far right is wearing a grey patterned blazer and glasses.

