



FOR IMMEDIATE RELEASE

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Oregon hospital trade association rebrands as Hospital Association of Oregon

Formerly known as the Oregon Association of Hospitals and Health Systems, the organization representing hospitals statewide has adopted a new name and logo as a reflection of its commitment to quality care and leadership that will support Oregon's communities for generations to come.

Lake Oswego, Ore. — The Oregon Association of Hospitals and Health Systems is now the [Hospital Association of Oregon](#), ushering in an era of vocal advocacy that better reflects the organization's commitment to the communities served by each of its 62 member hospitals.

“Our mission is to ensure that all Oregonians have high-quality, dependable hospitals in their communities today, tomorrow and for decades to come,” said Hospital Association of Oregon President and CEO Becky Hultberg. “We are committed to doing our part as an innovator, convener, active listener and tireless advocate to ensure that when our communities need care, our hospitals are ready.”

Building on an historic 2023 legislative session where the trade association collaborated with the Oregon Nurses Association and other groups [to invest in Oregon's health care workforce](#), the Hospital Association of Oregon will continue seeking legislative solutions in Salem and in Washington, D.C. that advance the resources, training and support hospitals need to provide patients with the care that they deserve.

The rebrand marks the Hospital Association of Oregon's next step in its commitment to foster healthier communities across the state through advocacy, communication and education.

“Our hospitals are employers, funders of community projects and community spaces, all while providing essential health services to generations of Oregonians,” Hultberg said. “When our hospitals are strong, our communities win.”



About the Hospital Association of Oregon

Founded in 1934, the Hospital Association of Oregon is a mission-driven, nonprofit trade association representing Oregon's 62 hospitals. Together, hospitals are the sixth largest private employer statewide, employing more than 70,000 employees.

Committed to fostering a stronger, safer Oregon with equitable access to excellent health care, the hospital association provides services to Oregon's hospitals ensuring all are able to deliver dependable, comprehensive health care to their communities; educates government officials and the public on the state's health landscape; and works collaboratively with policymakers, community organizations, and the health care community to build consensus on and advance smart health care policy benefiting the state's 4 million residents.