



## **Aspen Valley Health unveils new brand identity reflecting bold commitment to community wellness**

**ASPEN, Colo. (May 12, 2025)** — After more than a century of service to the Roaring Fork Valley, Aspen Valley Hospital has officially reintroduced itself to the community with a new name and brand: Aspen Valley Health.

The new brand, including a redesigned logo and updated visual identity, was created to unify Aspen Valley Health's expanding network of services — from a single hospital to a comprehensive regional health system — under one umbrella. It's a manifestation of the organization doubling down on its commitment to broader access, deeper partnerships and a mission rooted in community wellness.

"This rebrand is more than cosmetic. It's a reflection of who we are and who we serve," Dave Ressler, Aspen Valley Health CEO, said. "We've always believed that healthcare should reflect the values of the community it serves. This new name affirms that belief. It represents the extraordinary work of our team, the trust of our community and our commitment to care that extends far beyond hospital walls."

The new brand launch coincides with the completion of Phase IV of Aspen Valley Health's Master Facilities Plan and National Hospital Week, a time dedicated to recognizing the people and systems that keep communities healthy. It also serves as an opportunity to raise awareness of AVH's status as a community-supported, not-for-profit organization — a fact nearly half of local residents didn't know, according to a recent survey.

"We're not accountable to shareholders; we're accountable to our neighbors," Ressler said. "Our financial strength comes from this community — from taxpayer support, philanthropic investment and trust in the care we provide. This rebrand helps clarify that relationship and invites people to be part of it."

At a time when most rural hospitals in Colorado are operating at unsustainable margins, Aspen Valley Health is thriving — a testament to its innovation, partnerships and deep community roots. Through collaborations with organizations like the Valley Health Alliance and its role in accountable care networks, Aspen Valley Health is moving beyond treating illness and injury to improving overall health outcomes.

“On our foundation of acute, inpatient care, we’ve built a broad array of services delivered in an outpatient setting,” Ressler said.

With expanded access to primary care, specialty clinics, urgent care and wellness services, Aspen Valley Health now plays a vital role not only in improving quality of life, but also in strengthening the region’s economic resilience.

“Healthcare and education are the cornerstones of every strong community,” Ressler said. “You can’t have a thriving local economy — or attract families and businesses — without a high-functioning healthcare system. That’s exactly what we’re delivering.”

While some hospitals across the country are undergoing similar rebrands, Ressler emphasized that Aspen Valley Health is not following a trend; it’s continuing to lead, especially for rural organizations.

“We’re part of a broader shift in American healthcare,” he said.

As a board member of the Colorado Hospital Association, Community Care Alliance, Western Healthcare Alliance and Valley Health Alliance, Ressler has a clear view of that evolution.

“Too often, hospitals are judged by how many patients they serve, rather than how healthy their communities are,” he continued. “We’re changing that model, and Aspen Valley Health reflects that change in name, mission and vision. Our Board’s vision is to foster our community as the healthiest in the nation.”

That aspiration — and the new brand that supports it — is the product of years of conversation and collaboration at the board level.

“This rebrand has been years in the making,” said Mindy Nagle, MD, Chair of the Aspen Valley Health board of directors. “We knew that if we wanted to lead not just in care delivery but in community wellness, we needed a name and identity that reflected that

expanded purpose. Aspen Valley Health represents not just who we are today, but the work it took to get here and where we are headed in the future.”

**What’s next:**

Aspen Valley Health will host a ribbon-cutting ceremony on Friday, May 16, for staff and key stakeholders to celebrate the completion of its master facilities expansion. A community-facing celebration honoring the history and future of the organization is also being planned in partnership with the Aspen Historical Society for this fall.

**About Aspen Valley Health**

Founded in 1891, Aspen Valley Health is a community-supported, not-for-profit health system serving Aspen and the Roaring Fork Valley. Formerly known as Aspen Valley Hospital, AVH provides comprehensive care through its critical access hospital, level III trauma center and network of providers, clinics and services. Recognized with numerous awards, the hospital and broader network of care offers a full range of services with board-certified specialists in 25 fields of medicine, with expanded expertise in orthopaedics and sports medicine through partnership with The Steadman Clinic. For more information, visit [aspenvalleyhealth.org](http://aspenvalleyhealth.org).