

# REBRANDING FAQs



## **Q: Why did the company's name change?**

Our new name is **1<sup>st</sup> Care At Home**, and it represents our commitment to providing the highest quality care and support to our clients while staying true to the vision, values, and culture that has made us a trusted name in the industry. Our company rebranded to better reflect our mission and values as we grow and continue to offer services for you and your loved ones.

## **Q: Will the company's products or services remain the same after the name change?**

With our new name, we will continue to provide the same excellent services that have always been at the core of our business, including home health and personal care, ***with the addition of our newest service line, hospice.***

## **Q: How will the name change affect my relationship with the company as a customer?**

Rest assured, our commitment to providing exceptional patient care and support remain unchanged. Our focus remains firmly on meeting and exceeding your expectations.

## **Q: Will the company's website and email addresses change?**

Yes, you will be able to find all our information, including new email addresses, on our new website [1stcareathome.com](http://1stcareathome.com).

## **Q: Are there any changes to the company's ownership or management structure?**

We want to assure you that despite the name change, the ownership and management of the company remain the same. We are still the same Veteran founded company! There have been no changes in our leadership or the people driving the company forward.

## **Q: Will the company's logo and branding change after the name change?**

Yes, and we are excited! The change of our logo and branding is our ongoing efforts to modernize our image, better align with our community roots, and create a cohesive brand identity that resonates with our customers and industry.

## **Q: How can I find the company after the name change?**

Over the next couple weeks we will roll out our new name, **1<sup>st</sup> Care At Home**, across all of our websites, social media platforms, and google businesses. You will be able to access all this information at [www.1stcareathome.com](http://www.1stcareathome.com)

## **Q: Can I still use the old company name when referring to past experiences or contracts?**

While you can refer to past experiences or contracts using the old company name, we would appreciate the use of our new name moving forward. This will ensure clarity and alignment with the company's current identity. We want to express our sincere gratitude for your continued support and loyalty as a valued customer.

*We sincerely appreciate your patience and understanding as we undergo this exciting change. Your continued loyalty and trust mean a great deal to us, and we are grateful for the opportunity to serve you as we bring our new name to life.*

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*If you have any questions or concerns about our new name and logo, please do not hesitate to contact our business development leader Monica Mears, [mmears@firstcare.biz](mailto:mmears@firstcare.biz). We are here to address any inquiries you may have to help ensure a smooth transition for you.*