



**Contact:** Dan Robinson  
**Phone:** 925.327.6731  
**Email:** [dan.robinson@hpmg.com](mailto:dan.robinson@hpmg.com)

**FOR IMMEDIATE RELEASE**

**Hill Physicians Refreshes Brand  
*New Multi-Channel Ad Campaign, Logo, and Website***

SAN RAMON, CA (August 22, 2017) – Hill Physicians, California’s largest independent physician association, today unveiled a newly refreshed brand, which it plans to incorporate into all public-facing communications and material in the coming months.

The brand refresh—marked by the launch of a new multi-channel advertising campaign, updated logo, and dramatically revamped website—reflects the company’s long history of stability and strength. But it also contains more contemporary elements designed to appeal to new and existing markets in which the company plans to increase its presence.

"This new brand identity builds on our legacy while conveying a fresh, modern look and feel that reflects the direction we are going as a company," said Hill Physicians CEO, David Joyner. "We've kept visual elements that reflect our heritage but we emphasized our forward-thinking mindset and objective to achieve strong growth, drive innovation and focus on sustainability."

Hill Physicians’ exciting, new look is being rolled out through a multi-channel advertising campaign that includes TV, digital, outdoor, and social media. The company’s visual identity has also been updated with a new logo and visual elements. Additionally, the company’s website, [HillPhysicians.com](http://HillPhysicians.com), has been redesigned to reflect the refreshed brand, improve the user experience and deliver new features.

**About Hill Physicians Medical Group**

Hill Physicians Medical Group is the largest independent physician association in Northern California and is a nationally known leader in innovative healthcare. The Integrated Healthcare Association and California Association of Physician Groups have recognized Hill Physicians as one of the top-performing medical groups in the state. For more information visit [www.HillPhysicians.com](http://www.HillPhysicians.com).