



Road Show Questions | Week of Nov. 3

This FAQ represents questions heard during WeInspire road shows. Road show presenters are asked to review the questions and answers and prepare so we may deliver consistent responses. It is always OK to acknowledge you don't know an answer. Members of the Communications Team are standing by to document the question and follow-up at a later time.

Visual Brand Identity

When will I use the Froedtert ThedaCare logo?

- The Froedtert ThedaCare logo will be used internally throughout our system, providing a visual reminder of our brand culture united in purpose.
- Externally, we will use it strategically as we communicate with partners and stakeholders to build awareness and understanding intentionally.
- Team members in system support roles will use it more often in interactions as they represent all of Froedtert ThedaCare.

Are the ThedaCare or Froedtert & the Medical College of Wisconsin brands going away?

- No, the care delivery names are not changing.
- Our patients know us best by the local names they have trusted for generations. We're proud to carry forward the legacies that are deeply rooted in the communities we serve.

Will we be getting new badges?

- In most circumstances, badges will represent the care delivery brand. We are examining further changes for those team members who don't neatly align to a care delivery brand. Updates will be provided as they become available.

What logo should we use on our business cards?

- Business cards will be branded based on the entity you are likely to represent publicly. For about 80% of the health system, business cards will use the care delivery brands (e.g. Froedtert & MCW or ThedaCare).
- Those working in system roles (e.g. Legal, executive leaders, etc.) will use the FT logo on their business cards. In many cases, there may not be a clear-cut answer.

What is the official name of our organization?

The Executive Leadership Team has made the decision to remove the word “Health” from written and spoken references when referring to our system name; our system is referred to as Froedtert ThedaCare. This means our internal acronym is now FT instead of FTCH, which was originally used. This both simplifies the name and is consistent with our logomark. Visit the Brand Resource page ([ShareWell](#), [Scout](#)) for additional information.

Is it OK for me to wear Froedtert & MCW or ThedaCare apparel?

- Absolutely! We will continue to use Froedtert & MCW and ThedaCare branding and this may be proudly displayed on apparel.

When can I get Froedtert ThedaCare branded apparel?

- Because the Froedtert & MCW and ThedaCare brands will continue to be our most visible brands, we don’t intend to widely distribute FT-branded apparel beyond badge pulls at this time. Badge pulls are being distributed as part of the We/nspire road shows.

What’s happening now?

- Currently, discussions are underway related to the impact of the brand on recruitment, some computer login screens and a consolidated FT e-mail domain for all team members.
- We ask for patience while we assess the organization’s needs. We will provide updated information and guidance as it becomes available.

Where can I find We/nspire backgrounds to use in by virtual meetings?

- New virtual backgrounds are now available in Zoom in the North Region and WebEx in the South Region for team member use.
- If the backgrounds don’t appear as an option, restart your computer.
- If accessing Zoom or WebEx via a web browser, you will need to manually upload the virtual background (available in the Brand Resource Center).
- Because we are a united organization, all team members are asked to replace legacy virtual backgrounds (e.g. Froedtert & MCW, LifeInspired, etc.) with the new FT We/nspire backgrounds.
- Of course, Froedtert & MCW and ThedaCare backgrounds can continue to be used when engaging with the external community and/or in a care delivery virtual meeting.

Does the We/nspire graphic treatment have a specific symbolic meaning?

- The We/nspire graphic treatment was designed to visually represent the We/nspire movement. We appreciate how each person will likely have a different interpretation of what the graphic represents.

What is the difference between We/nspire vs. *LifeInspired*?

- We/nspire represents the internal movement we’re launching across Froedtert Thedacare to unite in purpose, inspire one another and change health care for the

better. *LifeInspired* will continue as an external campaign used to create awareness of the ThedaCare health care delivery brand.

Combination

Do the new Mission, Vision and Guiding Principles apply to everyone, or does each region still have their own?

- FT's Mission, Vision and Guiding Principles serve to unite us as one health system. They take the place of legacy missions, visions and values previously held by the Froedtert & the Medical College of Wisconsin health network and ThedaCare.

Are there enterprise-wise system structure changes we can expect to see?

- Yes. In 2023, FT created an executive leadership team, followed by an operating model. Many of the organization's departments (including the Office of General Counsel and Accounting) have already completed their organizational design. All other impacted departments will complete their organizational design by the end of 2025. Many team members – particularly, those providing care at the bedside – will notice few, if any, immediate changes to the structures of their departments.

Will we have one instance of Epic throughout the regions?

- Epic will be the EHR platform we use in the North and South Regions. Currently, both regions are on Epic Foundation, but we use different functionalities. We are exploring the possibility of moving to one Epic instance that serves both regions. This will make it easier for our patients to receive care throughout the enterprise and for us to coordinate their care. It will take several years for us to implement this.

From an IT/IS perspective, we struggle to have a platform on which we can collaborate. Will this eventually change?

- Yes, we are actively exploring opportunities to bring all team members on shared systems to help increase the ease of collaboration and communication. We will communicate timelines as they become available.

Patients are asking what the coming together means for them. How should we answer that question?

- Patients will not notice many direct changes. In fact, access to care and services will be enhanced and expanded through coming together as one organization.
- As one organization, we are meeting our patients where they are with the care they need at every step of their health care journey.

- We are committed to helping the people of Wisconsin live their best, unique lives by predicting and preventing disease and adding value to sustainably contribute to the well-being of our communities.
- Froedtert ThedaCare is an integrated health care network providing a variety of health-related services. We have two primary health care delivery brands -- Froedtert & the Medical College of Wisconsin and ThedaCare. Those brands are not changing. Our patients know us best by the local names they have trusted for generations. All of our team members, however, work for Froedtert ThedaCare and that is the name of our system.

What is the timeline for rolling out We/Inspire and Destination 2030?

- We/Inspire is a cultural movement that began in the fall of 2025 and will continue to grow and evolve for many years to come.
- Communication and implementation of Destination 2030 has started with an anticipated completion date of 2030.

Commitment to Academic Medicine

Will an academic medicine presence grow in the North Region?

- Yes. Examples of this include residency programs starting in Neenah and an extension of the Transplant service line to the North Region.

Historically, academic medicine has been part of our mission, now it's a pillar. Why? Does that downplay our connection to academic medicine?

- Extending the impact of our partnership with the Medical College of Wisconsin was one of our aspirations as we came together as a united organization and remains an important part of how we deliver care. In fact, we're extending access to academic medicine in the North Region. Examples of this include residency programs starting in Neenah and an extension of the Transplant service line to the North Region.