



# Wellness News

## What's in a Name?

by Becky Otteman

Everywhere I turn these days, someone is changing their name. Spanish Peaks Behavioral Health Center just became "Health Solutions." Last year, West Central Mental Health Center became "Solvista Health." Even the State of Colorado is getting into the game, changing the Colorado Medicaid Program's name to "Health First Colorado." It can be tricky to get a name change right. Your company's name reflects your brand and the work that you do. Your

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name is what separates you from your competitors and carries your promise to your customers. It should reflect your personality. Just like a red hot cattle brand, your name is seared into the minds of the public and is forever linked to your reputation.

We started out in 1957 as the Otero County Mental Health Clinic. In 1979, we became "Southeastern Colorado Family Guidance and Mental Health Center, Inc." (Boy, was that a mouthful!) Over the years,

we have added new service lines and created new companies. "Partnership for Progress" became our Substance Use Disorder division in 2006. We developed "Wellness Works" in 2010 to promote whole person health and to better serve the non-Medicaid population. This was about the time we decided to re-brand our agency and simplify our name to reflect the good work being done by employees across all of our entities. This is when Southeast Health Group was born.

As you can imagine, we put a lot of thought into that name. It was important to all of us that the name should reflect the geographic area where we live and work. The six counties we serve encompass the Arkansas River valley, the High Plains, and the Canyonlands to the south. What they all have in common is that they are located in the rural/frontier southeast corner of the state.

Our communities are who we are. We are SOUTHEAST. Next came the question, "What do we do?" We started out as mental health, but we are more than mental health, and more than behavioral health. Since



we opened our primary care clinic in 2013, we offer head-to-toe health care. We are HEALTH.

And finally, "How do we characterize our business?" With 14 office locations spread out across 10,000 square miles, we couldn't call ourselves a center or a clinic. And with 114 employees driving a fleet of 22 vehicles to offer 77 different types of services, we are a GROUP of caring, hardworking people on a mission to provide exceptional health care services to the communities of southeastern Colorado.

We are Southeast Health Group. That's what's in our name, and we are proud and grateful to serve you.

**For questions or to schedule an appointment, call Southeast Health Group at 1-800-511-5446.**