Gamma-Dynacare Medical Laboratories Announces Rebranding To Dynacare

Canada NewsWire
BRAMPTON, ON

Website: www.gamma-dynacare.com

BRAMPTON, ON, April 30, 2015 /CNW/ - Gamma-Dynacare Medical Laboratories today announced that it is changing its operating name to Dynacare and is rebranding all aspects of its operations to reflect its broadened focus on providing health and wellness solutions.

"Our new name and identity connects us to our future while also respecting our past," said MsNaseem Somani, President and Chief Executive Officer of Dynacare. "After more than a decade of successfully diversifying and growing our business, we are taking this opportunity to align our services under a common brand and better communicate our broader role and vision to become Canada's health and wellness solutions leader."

The operational presence of Dynacare has grown in recent years to include eight medical laboratories in Ontario, Quebec, Manitoba and Alberta, offices in British Columbia and a network of more than 200 Laboratory and Health Services Centres in Ontario, Quebec, Manitoba and Saskatchewan. The company also has added new capabilities that include advanced genetic testing, toxicology services, forensic and identity DNA testing, pathology, web-based reporting and a range of specialized services to various industries.

"The healthcare landscape is shifting at an unprecedented pace, driven by our aging population, new technologies and changing expectations on the part of healthcare providers, patients and consumers," said Ms. Somani. "We are embracing this changing environment, building on our core medical laboratory services to provide healthcare solutions that will inspire confidence, enable better decisions and empower people to manage their health and wellness."

"We are becoming more than a community laboratory services provider and are communicating this to our customers and other stakeholders through our new brand identity," Ms. Somani said.

In addition to the main Dynacare master brand, through which the company will deliver its laboratory testing and related services to healthcare providers, hospitals and their patients, the company has established four sub-brands through which it will deliver services and solutions to other distinct customer segments:

- Dynacare Plus: A new consumer-focused brand
- Dynacare Workplace: Provides services to help employers improve workforce health and safety
- Dynacare Insurance Solutions: Focused on meeting the evolving risk assessment needs of the life insurance industry
- Dynacare Next: Will help shape the future by researching, developing and validating innovative new screening and diagnostic tests

The company will begin integrating the Dynacare operating name across the business over the next several months, rebranding its building signage, courier vehicles, stationery, uniforms, email addresses and web sites.

The company is also implementing a company-wide employee engagement program, designed to support employees in their delivery of the new Dynacare brand experience to customers.

"It is my belief that we have the very best employees in the industry," concluded Ms. Somani. "It is through their commitment and dedication to making a difference in people's lives that we will bring the new Dynacare brand to life."

About Dynacare

Supporting healthy lives with commitment and care. By living this mission, Dynacare will achieve its vision of

becoming Canada's health and wellness solutions leader.

Dynacare (formerly Gamma-Dynacare Medical Laboratories) is one ofCanada's largest providers of health and wellness solutions, with a history that spans more than 50 years. Headquartered in Brampton, Ontario, the company has operations in Quebec, Ontario, Manitoba, Saskatchewan, Alberta and British Columbia. Every year, Dynacare takes care of more than 10 million Canadians through the accurate and timely delivery of laboratory test results and other health-related services to patients, physicians, healthcare facilities and companies in a wide range of industries.

SOURCE Gamma-Dynacare Medical Laboratories

Image with caption: "Gamma-Dynacare Medical Laboratories (CNW Group/Gamma-Dynacare Medical Laboratories)". Image available at:
http://photos.newswire.ca/images/download/20150430_C8790_PHOTO_EN_15967.jpg

---

https://news.lockheedmartin.com/2015-04-30-Gamma-Dynacare-Medical-Laboratories-Announces-Rebranding-to-Dynacare