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WCHS Commissions Appliques for Branding

Winnebago, NE – The Winnebago Comprehensive Healthcare System (WCHS) recently held open submissions for new applique designs to be used in their brand materials. Ensuring WCHS's Winnebago Tribal roots are visually evident in all that they create and do is a priority for the organization.

"As WCHS continues to define our identity and strategic initiatives, everyone is committed to improving our care, communications, and support services to ensure we not only reflect our Winnebago traditions but are centered on our culture," explains Sharon Frenchman, Chief Administrative Officer, before going on to describe, "Creating a Culture Resources Committee and the team's willingness to implement recommended changes – like this one - are just some examples of our organizations dedication to our mission."

WCHS recently established a Cultural Resources Committee of key individuals within the community to serve as an advisory board and provide feedback and culturally centered recommendations to our executive team as we continue to take ownership of our healthcare. Inspired by the discussions of this committee, earlier this month, WCHS employees who are members of the Winnebago Tribe were asked to help develop and submit Winnebago applique designs inspired by traditional Ho-Chunk ribbon work. The selected submissions will be used in marketing materials to represent the WCHS organization.

The artist selected for this commission was Carmen Snow. In addition, to being a member of the Winnebago Tribe of Nebraska, artist Carmen Snow works as a Vendor Manager in WCHS's Women, Infant, and Childrens program.

"We want to offer our congratulations and gratitude to all the tribal artists who entered artwork for consideration. Ms. Snow thank you; your artwork will help us visually tell the WCHS story of providing healthcare for Winnebago by Winnebago," says Frenchman.



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The Winnebago Comprehensive Healthcare System (WCHS) is dedicated to creating and sustaining a healthy community in Winnebago and all the populations we serve. Our organization provides an integrated approach to medicine by offering care services that are compassionate, innovative, and culturally-centered. Our goal is to lead the nation in health for indigenous people by challenging the culture of healthcare for the 10,000 Native Americans who live on the Winnebago Reservation and in the surrounding region. The rural healthcare services we provide include renowned acute care hospital services, a robust primary care clinic, and impressive prevention programs designed to educate, encourage, and support the mental, environmental, social, and physical wellness needs of the Winnebago community. Visit www.wchs.health to learn more.

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