

19 October 2018

New name for Primary

Primary Health Care (Primary) is pleased to announce it will be asking its shareholders to approve a change of name to Healius. This is set out in the Notice of General Meeting released today for the Annual General Meeting (AGM) in November.

With an expansive footprint spanning pathology, medical centres, imaging, day hospitals, IVF and other specialist services, Primary has been pivotal in supporting quality, affordable and accessible healthcare in the Australian community for over 30 years.

Globally, the healthcare industry is shifting. New technologies, advances in science and evolving consumer expectations are driving demand for more responsive and proactive care in the hands of the consumers themselves.

Managing Director and CEO, Dr Malcolm Parmenter stated: "Primary is constructing a substantial shift in its value proposition to healthcare professionals and consumers alike. The company is harnessing digital technologies, finding the very best people, and connecting its diverse and growing businesses to deliver care when, where and how the consumer wants it.

"Our new brand is the future of Primary. It acknowledges the journey we are on to deliver a 'workplace of choice' environment for our people and healthcare professionals, transformed services for consumers through a seamless, easy-to-access and empathetic experience, and improved financial performance. The brand also underscores our commitment to drive change in the healthcare sector as a whole.

"The name Healius speaks to the notion that health and healing are not just for when people are sick but for their 'every day'. Healius will be there each step of the way to help Australians make the most of their lives.

"We will unveil more around the proposed name and brand at the AGM when shareholders will have the opportunity to endorse our new identity," Dr Parmenter concluded.

ENDS

For further information contact:

Janet Payne
Group Executive, Corporate Affairs
Phone: +61 2 9432 9512
Mobile: +61 409 995 517

Katie Pearson
Manager, Corporate Affairs
Phone: +61 2 9432 9599
Mobile: +61 435 652 967

For over 30 years Primary Health Care has been one of Australia's leading listed healthcare companies with a commitment to supporting quality, affordable and accessible healthcare for all Australians. Through an expansive network of multi-disciplinary medical centres, pathology laboratories and diagnostic imaging centres, Primary provides world class facilities and support services to independent GPs, radiologists, specialists and other healthcare practitioners, enabling them to deliver quality care to patients in partnership with Primary's pathologists, nurses and other employees. Primary's 'medical home' model makes healthcare services easily accessible and cost efficient, while enabling the coordination and continuity of patient care.

Tomorrow's Primary

The Primary of tomorrow offers consistent, quality care within the reach of all. Healthcare **delivered seamlessly and with empathy**, by inspired employees and partners that endeavor to protect and sustain the patient's wellbeing, together.

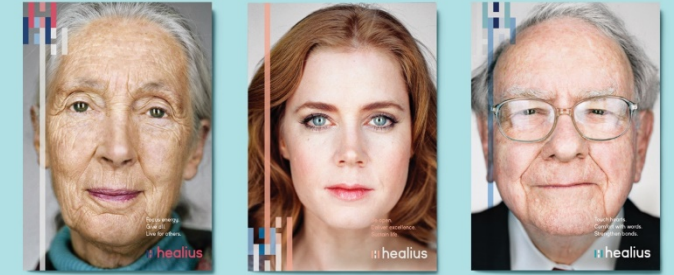
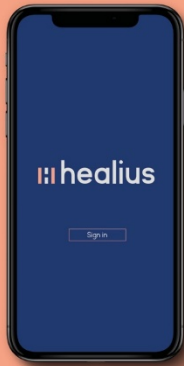
Our Brand Transition

Our new brand helps us communicate our vision for the future of healthcare. One that's as much about the experience as it is about outcomes. To do this **we're transitioning from the old to the new.**

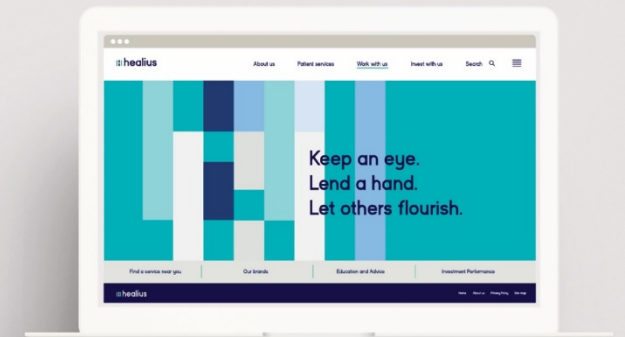
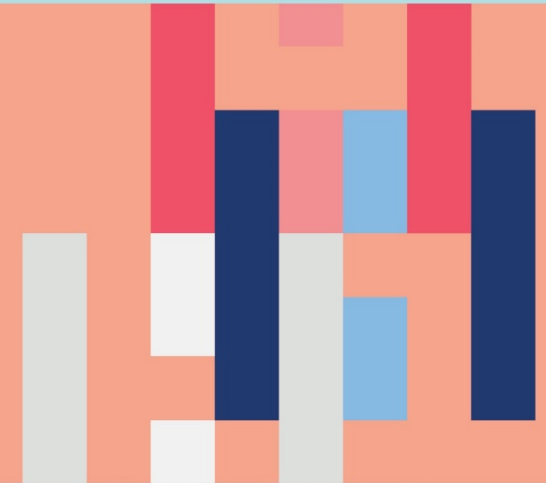
From Primary to Healius.

The logo icon consists of three vertical bars of equal height. The leftmost bar is pink, the middle bar is dark blue, and the rightmost bar is pink. The bars are separated by small gaps.

healio



healius





healius health

Registration
Waiting
Check-in
Check-out
Pharmacy
Radiology
Dental
Mental Health
Palliative Care
Rehabilitation



Reception



Thank you

 healio

