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## GASTON FAMILY HEALTH SERVICES ANNOUNCES THE LAUNCH OF KINTEGRA HEALTH

### NEW BRAND CELEBRATES A RICH HISTORY AND VISION FOR THE FUTURE

Gastonia, NC April 2 2020— Gaston Family Health Services, Inc., a Federally Qualified Health Center (FQHC), announced the comprehensive rebranding and new name for the organization. The rebranding program unifies the the company’s medical, dental and behavioral health practices, special programs and supportive services across eight NC counties, under one name: Kintegra Health. With the new moniker comes a new logo, style, and website ([www.Kintegra.org](http://www.Kintegra.org)).

*“It’s quite a challenge for one word to encapsulate everything that we stand for,” said Kintegra CEO Robert Spencer. “The name Kintegra Health pulls it all together, combining the word ‘kin’ for family, and the root of the word ‘integration’ and ‘integrity’. It’s a strong name that represents our core values and our vision to deliver comprehensive, integrated whole-person care to our patients and families.”*

Gaston Family Health Services has operated over 26 years improving the health outcomes of underserved communities through its commitment to providing health care, health education and preventive care services without regard for the ability to pay.

*“By bringing our practices and programs under one brand umbrella, we have the opportunity to deliver a unified message that conveys our commitment to our mission”, commented Melvin Parent, Kintegra Health’s Board Chairman. “We are proud of our journey, and are prepared for the challenges and opportunities the future holds.”*

#### **About Kintegra**

Kintegra Health is a community sponsored, family-centered provider of health care, health education and preventive care services without regard for the ability to pay. The organization employs over 600 people, providing medical, dental, behavioral health and supportive programs and services in Alexander, Catawba, Davidson, Davie, Forsyth, Gaston, Iredell and Lincoln Counties. [www.kintegra.org](http://www.kintegra.org)

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