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For Immediate Release

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KFMC Debuts New Logo and Website to Enhance Focus as Health Improvement Partner

The Kansas Foundation for Medical Care, Inc. is now KFMC Health Improvement Partners

TOPEKA, Kan. (January 11, 2021) — The Kansas Foundation for Medical Care (KFMC, Inc.) today announced it has ushered in the new year with a new name and digital presence on KFMC.org. After years of being known as the Kansas Foundation for Medical Care, the organization has adopted its acronym, KFMC, and the tagline: “Health Improvement Partners.”

According to Sarah Irsik-Good, MHA, President and Chief Executive Officer, “After nearly 50 years, we’ve grown and matured as an organization. The timing was right to highlight our role as a performance improvement leader in the region, and our mission to promote improved health, while also eliminating the perception of our being a grant-giving organization.”

“The new logo and color palette reflect KFMC’s vibrant culture and the future-focused impact we have on the health of communities,” said Irsik-Good, adding, “The icon represents our iterative, ongoing health improvement process.” Visitors to KFMC.org will see refined messaging about the organization’s four key services, which include Quality and Performance Improvement, Practice Transformation, Health Services and Clinical Care Review, and Advisory and Consulting Services.

Since 1972, KFMC has led innovation and collaboration for the shared goal of improving healthcare. The organization’s service-first advisors are actively working toward a healthcare system that empowers consumers and healthcare professionals for optimal care and safe environments. KFMC assists healthcare providers in understanding and integrating quality improvement and safety initiatives into their work and supports consumers in understanding their rights and responsibilities.

“With all aspects of our brand firmly aligned, the KFMC team will focus on bringing meaningful change and sustained high performance to hospitals, nursing homes and long-term care facilities, state and federal agencies, clinical and medical offices, and other healthcare organizations across the Midwest and beyond,” said Irsik-Good.

About KFMC

KFMC partners with healthcare providers and organizations from coast to coast, sharing knowledge and expertise that inspires high performance and meaningful change for better health outcomes. As your health improvement partner, KFMC subject matter experts engage on a deeper level and connect as coaches to find and implement effective methods of helping health organizations meet and exceed their current potential. Learn more about the mission and vision of KFMC at KFMC.org.

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