

Improving Lives by Design: Stance Healthcare Launches New Brand on Mission to Change the Healthcare Experience

Award-winning healthcare furniture manufacturers announce new digital tools, educational programming, and monthly product launches on heels of Charlotte, N.C. showroom opening

Stance

North Carolina, Charlotte, Mar 2, 2021 ([Issuewire.com](https://www.issuewire.com)) - Stance Healthcare, a furniture designer and manufacturer specializing in general healthcare and Behavioral Health settings, announces *Improving Lives by Design*, the mission-driven brand campaign empowering interior designers, healthcare facility planners, and Behavioral Health experts to improve healthcare experiences for all. Beginning March 1, the company is introducing a suite of digital, on-demand, and in-person resources – amplifying the award-winning company’s commitment to making healing environments the new universal standard in healthcare.

Backing the *Improving Lives* mission are new websites and logos for both [Stance Healthcare](#) and its [Behavioral Health subsidiary](#), as well as educational programming and monthly product launches slated for the remainder of 2021. The new brand experience comes at a cornerstone moment for Stance Healthcare, which has experienced remarkable growth in recent years by delivering intuitively-designed, cleanable, and durable furniture – all with the company’s signature, high-design-meets-comfortable aesthetic – to a variety of healthcare settings.

“In many ways, *Improving Lives by Design* is a realization about who we’ve been all along. We are purpose-driven to deliver intentional, evidence-based designs that support an exceptional healthcare experience... one that benefits not only patients but visitors and care providers as well,” said Carl Kennedy, Stance Healthcare’s President. “What we offer is unique in a furniture industry that often considers healthcare merely a profitable venture, without considering the greater responsibility to create environments that comfort, contribute to healing, and make care delivery smoother. I’m proud to share a new brand that reflects the mission we take to heart every day.”

The refreshed brand follows Stance Healthcare’s recent opening of a new 6,000 square foot showroom and design collaborative opening in Charlotte, N.C., a move that cemented the company’s U.S. presence and position as an influential industry player in the \$24B+ healthcare furniture marketplace. In addition to showcasing the company’s revolving lines of healthcare and Behavioral Health products, the first-of-its-kind showroom will soon offer designers and facility decision-makers a space to collaborate on projects in progress; receive an education – including Continuing Education Unit (CEU) accredited courses – on the latest industry best practices, and obtain one-on-one counsel from in-house experts regarding individual Behavioral Health and other healthcare spaces. Programming will be accessible

remotely and in-person, even after COVID-era restrictions for gathering have subsided.

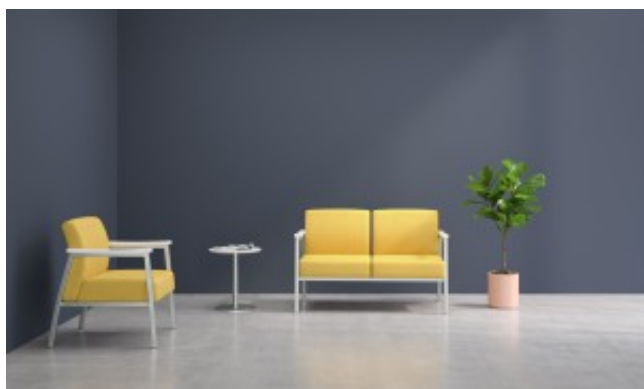
For the family-owned company, the evolution toward *Improving Lives by Design* happened naturally, as Stance Healthcare has honed its product development strategy over time to directly address the needs of patients, visitors, and care providers. As a result, recent years have yielded multiple healthcare design industry award wins, including the 2019 Nightingale GOLD Award from Healthcare Design for the company's Frontier collection for Behavioral Health.

Continuing the product innovation momentum forward, Stance Healthcare is pursuing an ambitious product development plan involving at least one product launch per month in 2021, with the first two – the [Jensen Lounge](#) and [Jensen Guest Seating](#) series – launching with the new brand on March 1.

Improving Lives will also entail regular thought leadership and industry insights from Stance Healthcare's talented leadership and product design team teams, including Behavioral Health designer, Suzanne Fawley, and Cesar Fernandes, Product Design & Development Manager. Follow along on Stance Healthcare's [blog](#), [LinkedIn](#), and [Instagram](#) for regular updates and engaging content that educates and inspires.

About Stance Healthcare

Founded in 2006, Stance Healthcare manufactures furniture for healing environments, with a particular focus on hospitals and behavioral health facilities. Stance Healthcare has a reputation for providing high-quality products that meet the ever-evolving demands in the areas of design, comfort, safety, durability, renewability, infection control, and environmental sustainability. With a strong understanding of patient-centered design, Stance Healthcare is committed to providing innovative furniture solutions that support the healing process. Please visit stancehealthcare.com for the latest news and in-depth information on Stance Healthcare and visit <https://stancebh.com/> to learn more about our Behavioral Health offerings and insights.



Media Contact

Stance Healthcare

[aekley@thebrandonagency.com](mailto:aeckley@thebrandonagency.com)

Source : Stance Healthcare

[See on IssueWire](#)