



**Guidance at the Crossroads
of Decision**

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News Release

Name change for KC-based Bioethics Center

Now the "Center for Practical Bioethics"

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For twenty years, the Midwest Bioethics Center has provided practical guidance on difficult and complex ethical issues in health and healthcare. As of May 20, the Center will continue to do so, only under a new name:



"The new name accurately describes our work without geographic limitations," says Myra Christopher, Center President and Chief Executive Officer. "We have become much more national in the scope of our programs. This name reflects that and how we approach our work."

The Center worked with Fleishman Hillard of Kansas City to research and clarify the organization's brand position and promise to consumers. As a result, a new name and tagline were developed to position the Center for future growth.

The Center for Practical Bioethics Center raises and responds to ethical issues in health and healthcare. More than a think tank, the Center puts theory into action by helping people and organizations find real-world solutions to complex ethical issues in health and healthcare.

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