

If you really thought about it, you figured that the [“What Do You Believe In” campaign](#) had to be tied to a hospital. It was hard for someone not to think that someone would try to replicate **Brookwood Medical Center’s Hello Life** campaign from last year. We just didn’t think it would be so soon.

But for those that were really interested this morning, the name of the organization that was responsible was revealed, and it wasn’t that much of a shock if you looked at it long enough. After all, purple and white are the colors of **St. Vincent’s Hospital**, now known as [St. Vincent’s Birmingham](#) as part of its completed merger with **Eastern Health System**.

The merger became official on July 2 and [today’s press release](#) sets the stage for a more formal announcement later in the week about the effects that the merger will have on the facilities and service. Interesting, but did it hold your attention? Let us know what you think...