



ECRI

The Most Trusted
Voice in Healthcare

NEWS RELEASE

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Introducing ECRI, the Most Trusted Voice in Healthcare

New brand launch positions the nonprofit for new decade in healthcare

PLYMOUTH MEETING, PA— For more than 50 years, ECRI has advanced the science of patient safety and healthcare effectiveness through an unbiased evidence-based approach. Now, the nonprofit organization introduces a new brand identity—ECRI (pronounced ék-ree)—that builds on the best of its past, articulates its values, and positions itself to lead through a new decade in healthcare.

ECRI's new tagline is "The most trusted voice in healthcare." Its new brand mark represents the layers of integrity, rigor, and independence—guiding principles that fuel the organization's ability to empower healthcare professionals to save lives and provide the highest level of care.

Respected and trusted by healthcare leaders and agencies worldwide, ECRI provides healthcare leaders with the assurance to make healthcare safe through three core functions:

- **Patient Safety.** As one of the largest Patient Safety Organizations in the United States, ECRI has studied millions of adverse events and near misses from more than 1,800 healthcare facilities across acute care, ambulatory surgery, aging services, and physician offices. Armed with this data, the ECRI patient safety team studies the causes of serious patient safety incidents, researches best practices, and disseminates guidance, benchmarking, and recommendations.
- **Evidence-based Medicine.** A federally designated Evidence-based Practice Center, ECRI is recognized as a trusted source of guidance and consulting on new and emerging medical technologies, procedures, genetic tests, and clinical practice guidelines. ECRI monitors developing technologies to provide insight into the forces that shape the healthcare of tomorrow using all the available evidence from around the world.
- **Technology Decision Support.** The nation's only independent medical device evaluation organization, ECRI continuously issues safety and performance ratings and guidance reports from testing and evaluating thousands of devices. Real-time pricing databases enable members to compare products and benchmark pricing on nearly two million supplies and more than 100,000 capital equipment items.

To learn more, visit www.ecri.org and follow us @ECRI_Org.

Social Sharing

Announcing a new brand identity. ECRI (@ECRI_Org) is the most trusted voice in healthcare. Check us out: www.ecri.org

About ECRI Institute

ECRI is an independent, nonprofit organization improving the safety, quality, and cost-effectiveness of care across all healthcare settings. With a focus on patient safety, evidence-based medicine, and technology decision support, ECRI is respected and trusted by healthcare leaders and agencies worldwide. Over the past fifty years, ECRI has built its reputation on integrity and disciplined rigor, with an unwavering commitment to independence and strict conflict-of-interest rules.

ECRI is the only organization worldwide to conduct independent medical device evaluations, with labs located in North America and Asia Pacific. ECRI is designated an Evidence-based Practice Center by the U.S. Agency for Healthcare Research and Quality and a federally certified Patient Safety Organization by the U.S. Department of Health and Human Services. In 2020, The Institute for Safe Medication Practices (ISMP) formally became an ECRI Affiliate.

Visit ecri.org and follow [@ECRI_Org](https://twitter.com/ECRI_Org) to learn more.

