

Embargoed Until Wednesday, October 29th at 8AM



METRO Highlights New Name, Brand Reflecting Growth and Community Impact: Metro Healthy Communities

St. Petersburg, FL — October 29, 2025 — After more than three decades serving Tampa Bay, METRO is revealing a new name and look reflecting the nonprofit's growth into a regional network of health centers and local pharmacies, expanding high-quality and comprehensive care directly into neighborhoods across the region.

"Metro Healthy Communities reflects the most modern-day version of METRO's 33-year history — a network of regional health centers creating healthier communities across Tampa Bay," said CEO Priya Rajkumar. "Over the past several years, we've expanded from two destination centers and two regional locations to nine health centers and two pharmacies spanning St. Pete, Tampa, Brandon, Clearwater and New Port Richey. We've witnessed first-hand how expanding regional access supports the growth and long-term sustainability of our Copay It Forward™ model, strengthening care for those in need."

A Planned Evolution of Success

METRO has rebranded several times throughout its 30-year history — typically every six to eight years — to align with organizational growth and community needs. The most recent evolution responds to increasing population density, community growth and emerging needs of the people it serves, following a strategic transition that began in 2023 to move from destination health centers to regional locations, making care more convenient and accessible for patients in their own neighborhoods.

"Our new name represents the ripple effect of our work," Rajkumar added. "When people have access to affirming, comprehensive healthcare close to home, the entire community benefits."

The new logo — featuring a ripple design — symbolizes that impact, representing how each insured patient visit extends outward, improving the health of individuals, families, and neighborhoods in need of quality healthcare.

Pharmacy Growth Powers Care for the Community

Metro Healthy Communities' social-enterprise pharmacy model has become a cornerstone of sustainability and impact. Through its **Copay It Forward™** program, insured patients who fill prescriptions at a METRO pharmacy or one of its 60+ partner pharmacies directly support care for uninsured and underinsured neighbors.

Since 2018, the program has generated **well-over \$2 million in free and reduced-cost healthcare services**, including pediatric visits, behavioral health support, life-saving medications and the most advanced HIV care in Tampa Bay — all funded at no extra cost to participating insured patients.

What's Not Changing

While the name and logo are new, METRO's commitment to comprehensive individualized care and community health continues a 30-year tradition. From humble beginnings offering a single service, HIV Case Management, to Metro Healthy Communities today with over 100 services and programs focused on the health and wellness of our Tampa Bay community. Patients will continue seeing the same trusted providers and accessing the same services — including primary care and advanced HIV and Hepatitis C treatment, behavioral health and psychiatric medication management services, pediatric care, preventative health — all under the new banner of **Metro Healthy Communities**.

About Metro Healthy Communities

For more than 30 years, **METRO** has provided high-quality, affordable healthcare and wellness services throughout Tampa Bay. As a nonprofit Federally Qualified Health Center Look-Alike organization, METRO offers more than 100 programs — including primary care, behavioral health, prevention and sexual health services HIV and Hep C treatment, and pharmacy services — regardless of patients' ability to pay. Through its **Copay It Forward™** program, insured patients help fund care for others in need, powering access and creating healthier communities for all.

Learn more at metrotampabay.org.

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