

National Hispanic Health Foundation Rebrands

The rebrand reinvigorates NHHF's mission to reimagine public health to better reflect and serve the country's growingly diverse population.

June 6, 2025 By Laura Schmidt

The National Hispanic Health Foundation (NHHF), formerly part of the National Hispanic Medical Association, rebranded its platform to amplify its mission to close the [health equity](#) gap for Latinos, according to an [NHHF news release](#).

NHHF partners with public and private entities to create a better, more sustainable future for all. Specifically, the nonprofit focuses on increasing Latino representation in health care through professional leadership development, clinical research, scholarships and health communications.

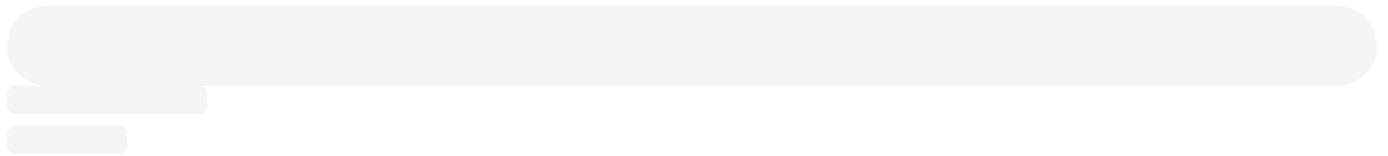


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Latinos make up nearly 20% of the U.S. population but [account for only 6%](#) of practicing [physicians](#). What's more, a study [published earlier this year](#) showed that Latinos treated by doctors of a similar race or ethnicity experience improved clinical outcomes. In fact, when Latino surgeons operated on Latinos, patients spent about a half-day less in the hospital and experienced fewer readmissions.

NHHF was established in 1994 by a group of physicians to address the underrepresentation of Latino health professional leaders nationally. The foundation serves as a hub for transformative health care leadership to advocate for the health of Latino communities.



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The nonprofit's rebrand reinvigorates its mission and encourages other entities to reimagine public health to better reflect and serve the country's growingly diverse communities.

According to the release, the rebrand focuses on the following:

- Expanded Mission

Grounded in leadership development, clinical research, public-private collaboration and culturally competent care;

- Updated Messaging

A bold, action-oriented voice that speaks directly to policymakers, funders, health professionals, and future leaders;

- Refreshed Visual Identity

A vibrant brand system that honors Hispanic heritage and positions NHHF as a trusted leader and catalyst for collaboration;

- New Website

Designed for impact, the site features intuitive user-friendly navigation, compelling storytelling, and seamless access to scholarships, programs, and partnership opportunities.

“This rebrand isn’t just about a new look — it’s about new possibilities,” said NHHF president and CEO Elena Rios, MD, MSPH, MACP, in the release. “NHHF is reaffirming our commitment to [culturally](#) competent, community-rooted leadership that reflects the full diversity of America. We’re not waiting for the future of health care — we’re building it.”

[Go here](#) to explore the reimagined platform.

To read more, click [#Health Equity](#) or [#Physician](#). There, you’ll find headlines such as “[Gardening Program Gets Boost at Nebraska-Based Health Center](#),” “[University of Texas and Mexican Tech University Launch Latino Health Research Center](#)” and “[Physicians of Color More Likely to Care for Medicaid Patients](#).”