



# Writing stylebook

Marketing & communications  
March 8, 2022



Novant Health marketing & communications stylebook

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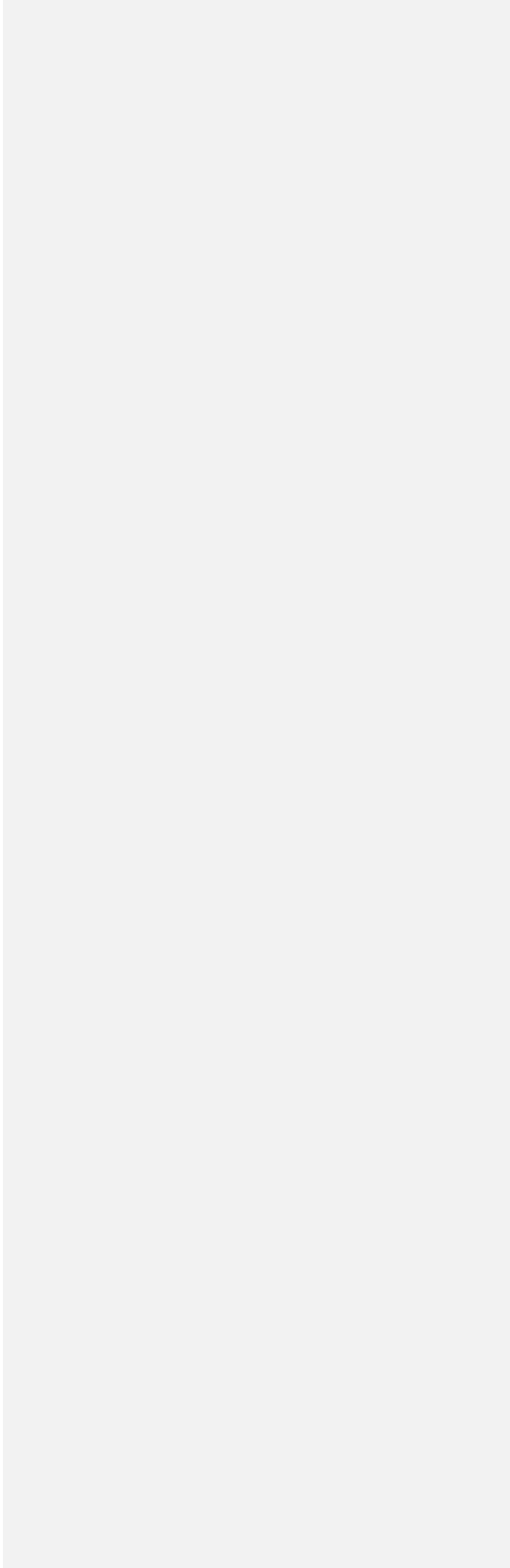
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Novant Health marketing & communications  
stylebook

Welcome to the latest edition of the Novant Health marketing and communications stylebook. This stylebook exists to provide clear, effective and consistent written communication across Novant Health.

We've gone to great lengths to represent the current, accepted writing style for Novant Health marketing & communications, which is based largely on The Associated Press (AP) writing style, with modifications to better reflect the Novant Health culture. Additions, deletions and revisions will be made on an ongoing basis as necessary to provide the Novant Health team with the most current information available. **Red entries** denote the most recent style additions.

**IMPORTANT: For public relations materials – press releases, Healthy Headlines stories, op-eds submitted for publication – where NH and AP style conflict, use AP style. Reason: These pieces may be picked up and used wholesale by news outlets and we want to mimic their style.**

If you don't find what you are looking for in this stylebook, consult the following references in this order:

1. *The Associated Press Stylebook and Briefing on Media Law*
2. Webster's New World College Dictionary
3. A member of the writing and editing team

By following the standards in this manual, you help strengthen internal and external communication for Novant Health. **Note that for Healthy Headlines stories and all press releases, except for Novant Health boilerplate, you should exclusively use Associated Press style.**

This stylebook is also available on I-Connect. Go to:

- Corporate departments in the aubergine navigation bar
- Select Marketing & communications
- Select Create materials (MarketingBench & BrandConnect)

A complement to this guide is the Novant Health brand standards guidelines, also on the marketing & communications home page of I-Connect (under the Create materials tab). The brand standards guide provides direction on how to use the written and visual elements of the Novant Health brand.

## Mission

Novant Health exists to improve the health of communities, one person at a time.

## Vision

We, the Novant Health team, will deliver the most remarkable patient experience, in every dimension, every time.

## People credo

At Novant Health, people are our business. We treat each other with respect and compassion. We embrace the differences in our strengths while fostering an environment of inclusion, empowerment, inspiration and courage. We always remember, our business is the care of all people, starting with our team members.

## Values

**(updated March 8, 2022)**

### Compassion

We treat our customers and their families, staff and other healthcare providers as family members by showing them kindness, patience, empathy and respect.

### Courage

We act boldly in making the changes necessary to achieve our mission, vision and promise of delivering remarkable healthcare.

### Diversity, inclusion and equity

We recognize that every person is different, each shaped by unique life experiences. This enables us to better understand one another and our customers.

### Excellence

We strive to grow personally and professionally, and we approach each service opportunity with a positive, flexible attitude. Honesty and personal integrity guide all that we do.

### Safety

We embrace a culture in which First, Do No Harm is the foundation of remarkable healthcare. Our work environment is one of open communication, high-reliability, and a relentless quest toward zero events of preventable harm.

### Teamwork

The needs and expectations of any one customer are greater than that which one person's service efforts can satisfy. We support each other so that, together as a team, we can be successful in the eye of the customer as a quality service provider.

## Novant Health boilerplate copy

The most recent boilerplate for both Novant Health and Novant Health UVA Health System is available at this link:  
<https://novanthealth.sharepoint.com/sites/novantmarketing/PR%20COE%20%20NEW/Forms/AllItems.aspx?viewid=f6db915b%2D15ac%2D4f93%2D82ac%2D9d1f5cee902f&id=%2Fsites%2Fnovantmarketing%20FPR%20COE%20%20NEW%2FMedia%20Relations%20Press%20releases>

## Novant Health Medical Group clinics

To get the correct names, addresses and phone numbers of NHMG clinics, go here:  
<https://novanthealth.sharepoint.com/sites/MCE/SitePages/Enrollment%20Reports.aspx>  
This, not clinic websites, is our source for vetting the clinic information.

## Alphabetical listings

**A****cademic degrees:** Unlike the AP, do not use periods in abbreviations: PhD, MD, MSW. When referring to academic degrees, use *associate degree*, *bachelor's degree*, *master's degree*. Use *medical degree* or *doctorate*. Do not cite bachelor's degrees or initials for professional credentials unless they are relevant. For multiple higher degrees, generally use only the highest degree, unless a lesser degree is relevant to the story.

**academic titles:** See *titles*, *positions*.

**acute care:** Two words, no hyphen.

**addresses:** Follow Associated Press style, with this exception: It's OK to abbreviate Parkway to Pkwy. in situations where space is tight and writing out the word will cause a bad line break.

**administrator on call:** No hyphens.

**advance directive:** Not *advanced*.

**advanced practice provider (APP):** Not *midlevel provider*.

**adviser:** Not *advisor*.

**Affordable Care Act (ACA):** Formal name is the *Patient Protection and Affordable Care Act*

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(*PPACA*), but more commonly known as the *ACA*. Spell out on first reference, *ACA* acceptable on subsequent references.

**African American: Preferred term is Black, capped, now. If you use African American, do not use the hyphen. No hyphen as a modifier either.**

**agent:** a person or business who can help individuals enroll in a *Qualified Health Plan (QHP)* through the *Health Insurance Marketplace*.

**The Alert Line:** A toll-free number (800-350-0094) for employees to call and report ethics violations. Include and capitalize the word *The*.

**ampersand (&):** Only use when it is part of a formal name for a practice or program. Should not be used to replace the word “and” in text or headlines.

**aneurysm:** not aneurism.

**antecedent pronoun:** In general, a singular indefinite pronoun as antecedent (*anyone, everyone, someone, no one*) should be followed by a singular pronoun (*his, her, its*) rather than a plural pronoun (*their*). *Everyone must submit his or her expense accounts today*. Try to avoid using *his or her* whenever possible.

**anti-:** Follow AP’s rules for prefixes. Do not use a hyphen when forming a compound, but use a hyphen before proper nouns or duplicate vowels, such as *anti-inflation, anti-intellectual* or *anti-labor*. For most medical terms (*antibacterial, antidepressant*, etc.), do not hyphenate unless you have duplicate vowels (*anti-inflammatory*) or when a prefix ends in a vowel and the word that follows begins with a different vowel (*anti-emetic*).

**A1C:** This is how we write this measurement of hemoglobin with sugar attached to it, an important indicator of prediabetes or diabetes.

**area codes:** Novant Health includes facilities in three states. The area code is necessary. Contrary to the AP, use a hyphen and not ( ) with area codes (336-718-7010). We no longer use the “1-” in front of toll-free 800 numbers.

- **800-123-4567**

**Asian:** Refers to person from the continent of Asia. Acceptable to use if you do not know the individual’s country of origin. Do not use “Oriental.”

**Ask Me 3™:** Part of the Bundle One solutions. Use TM symbol when possible on first reference only. Can exclude from subsequent references.

**Auxiliary:** Auxiliary is capitalized because it’s considered a proper noun. Note there is a difference between the volunteers and the Auxiliary. The Auxiliary (and we have four across the system) are independent with individual tax ID numbers, whereas the volunteers are a department of the hospital.

**B ar code:** Two words; no hyphen.

**benefits eligible:** Novant Health team member who is eligible to sign up for the Novant Health medical plan each year.

**beta words:** No hyphen as a noun or adjective; *beta blocker, beta receptor*.

**Black (adj.):** Use the capitalized term as an adjective in a racial, ethnic or cultural sense: Black people, Black culture, Black literature, Black studies, Black colleges.

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**Black(s), white(s) (n.):** Do not use either term as a singular noun. For plurals, phrasing such as Black people, white people, Black teachers, white students is often preferable when clearly relevant. White officers account for 64% of the police force, Black officers 21% and Latino officers 15%. The gunman targeted Black churchgoers. The plural nouns Blacks and whites are generally acceptable when clearly relevant and needed for reasons of space or sentence construction. He helped integrate dance halls among Blacks, whites, Latinos and Asian Americans. Black and white are acceptable as adjectives when relevant.

**blog:** Lowercase. Similar words *blogging* and *blogger* are also lowercase.

**bloodborne:** One word (like *airborne*).

**Blue Cross Blue Shield of North Carolina:** *BCBSNC* acceptable on second reference.

**board-certified:** Permanent compound because it is based on the compound verb *to board-certify*. He is a *board-certified* physician; she is *board-certified*.

**board-eligible:** This term is no longer acceptable by the ABMS. Do not use.

**board of trustees:** First reference is *Novant Health board of trustees*. On second reference, *the board* is acceptable. All lowercase.

**breastfeed, breastfeeding, breastfed.** **Note this is different than AP style.** (We defer to NH style in all internal, corporate communications, marketing and advertising copy where NH and AP differ. PR copy defers to AP where the two differ.)

**Bundle One:** Set of tools designed to help create the remarkable patient experience. It features *First do no harm, nurse bedside reporting, hourly rounding, Ask Me 3/Teach Back, TCAB* and *service standards*.

**Cafeterias:** Capitalize *cafeteria* if it follows a proper name — *NHFMC Café*. Do not capitalize if used by itself or with another location — *Novant Health Kernersville Medical Center cafeteria*.

### capitalization for headlines:

— Cap all words in a title except articles (a, an, the); prepositions of three or fewer letters (for, of, on, up, etc.); and conjunctions of three or fewer letters (and, but, for, nor, or, so, yet, etc.) unless any of those. EXCEPTION: Cap them if they start or end the headline.

— Capitalize prepositions of four or more letters (Above, After, Down, Inside, Over, With, etc.) and conjunctions of four or more letters (Because, While, Since, Though, etc.)

— Capitalize both parts of a phrasal verb: Turn Up the Volume.” Check In at the Clinic. (In here is part of the verb and all verbs are capped.)

**(added Sept. 24, 2021)**

**care coordination team:** Team of healthcare members within the integrated core who support the providers in caring for patients.

**care team model:** A model of care that is designed to return acute care nurses to direct patient care activities.

**Category 1 credit:** A phrase relating to continuing medical education credits; note the use of Arabic, not Roman, numeral.

**Caucasian:** Often used to indicate white but is specific to people from the Caucasus region in

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Eurasia and thus should be avoided. Use “white.” Also see *inclusive language*.

**cellphone:** One word.

**Centers for Disease Control and Prevention:** Takes a singular verb; *the Centers for Disease Control and Prevention is ...*; use *CDC* without *the* on second reference.

**Centers for Medicare and Medicaid Services:** We spell out “and” instead of using the ampersand. CMS on second reference.

**certificate of need (CON):** Three words, not capitalized or hyphenated. *CON* is acceptable on second reference.

**certified nurse assistant:** Job title, all lowercase when written out. Can be abbreviated to *CNA* after a name.

**certified nurse-midwife:** We hyphenate, unlike AP.

**chair:** Do not use *chairman, chairwoman* or *chairperson*.

**charity care programs:** Preferred use is *financial assistance programs*.

**check in (verb):** Two words, no hyphen.

**check-in (noun & adj.):** One word, hyphenated.

**check out (verb):** Two words, no hyphen.

**checkout (noun & adj.):** One word, no hyphen.

**checkup (noun):** One word, no hyphen.

**check up (verb):** Two words, no hyphen.

**child care:** Two words; no hyphen. Preferred term. Do not use *day care*.

**ChoiceHealth:** One word, and H is capitalized. Division of Novant Health that offers independent providers the option of utilizing Novant Health services (billing, managed care contracting, etc.) for a fee. On first reference, it is preceded by Novant Health.

**Choices and Champions:** A program to encourage people to name someone who can, in medical situations, speak for them when/if they cannot. On first reference, we use the registered trademark symbol after Choices and Champions, the small “R” within a circle. And the person who is named to speak for someone else is a champion, lowercase “c.” Choices and Champions®

**CIGNA Choice Health Fund:** The official name for the consumer-driven health plan offered to Novant Health employees. *CIGNA* (all caps) is acceptable on first reference.

**click-thru rate (CTR):** Use hyphen between the two words.

**Clinic:** What Novant Health Medical Group offices are called. Do not call the offices “practices.”

**coinsurance:** One word, no hyphen.

**collaboration site:** Internal site that is built using SharePoint technology. The term *collaboration site* is preferred when referencing team pages. See *SharePoint*.

**Community Voice:** See *patient and family advisory council*.



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**company:** Do not use this word when referring to Novant Health, as we are a not-for-profit healthcare organization. Use organization or system instead.

**comorbid, comorbidity:** One word.

**conference rooms:** Capitalize if it is a proper noun — *Novant Health Conference Center*. Lowercase others — *NHHMC community room*, *NHTMC private dining room*.

**continued:** Spell out when possible. If a story or content jumps to another page, use this format, with italics:

*Continued on page 3*

Then on page 3, say:

*Continued from page 1*

If the word is abbreviated, choose “cont’d” or capped “Cont’d” depending on how it’s used. If it stands alone, it should be capped. No period at the end.

**copayment:** One word, no hyphen.

**copyright:** All external marketing pieces should have this copyright line: ©2021 Novant Health, Inc.

**cost-effective:** One word with hyphen.

**courtesy titles:** Unlike with AP style, on first reference use first and last name in internal publications and first name only on second reference — except physicians. For physicians, first reference should read *Michael Jones, MD*, and subsequent references should read *Dr. Jones*. External publications follow internal guidelines for physicians and the AP guidelines, using last name only on subsequent references.

**COVID-19:** For **marketing materials**, such as eblasts and e-newsletters, follow the style on the N.C. Department of Health and Human

Services website. Examples include **preK-12**, capping **Phase 1** and **Group 1**, and **frontline** as one word. Follow AP Style in other uses, such as public relations and internal communications. **(Added Feb. 23, 2021)**

**co-worker**

**credentials:** Many staff hold professional credentials that relate to their profession, such as *CCRN (nurse with critical care training)*, *LSW (social worker)*, *RRT (respiratory therapist)* and *CPA (certified public accountant)*. Use your own judgment on whether or not to include credentials in your writing.

**critical access hospital:** No hyphen. A small, rural hospital that meets requirements stipulated by Medicare. Congress created the designation, which comes with federal funding, to stem closings of small hospitals in remote areas.

**C-section:** Capital *C*, hyphen and lower case *s*. Unlike AP, the term *C-section* is acceptable on first reference; there is no need to spell out *cesarean*.

**CT scan:** Not *CAT scan*. An abbreviation for *computed tomography*, not *computerized tomography*. *CT scan* is acceptable on first reference.

**Datelines:** Datelines on stories should

contain a place name, entirely in capital letters, followed in most cases by the name of the state, country or territory where the city is located.

**DOMESTIC DATELINES:** A list of domestic cities that stand alone in datelines:  
ATLANTA MILWAUKEE

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BALTIMORE	MINNEAPOLIS
BOSTON	NEW ORLEANS
CHICAGO	NEW YORK
CINCINNATI	OKLAHOMA CITY
CLEVELAND	PHILADELPHIA
DALLAS	PHOENIX
DENVER	PITTSBURGH
DETROIT	ST. LOUIS
HONOLULU	SALT LAKE CITY
HOUSTON	SAN ANTONIO
INDIANAPOLIS	SAN DIEGO
LAS VEGAS	SAN FRANCISCO
LOS ANGELES	SEATTLE
MIAMI	WASHINGTON

**dates:** Abbreviate when using a specific month and date (*Nov. 15, 2014*) and spell out when referencing just a month or a month and year (*November 2014*). In datelines (letters, press releases and memos), spell out the name of the month. Include the day of the week for events that are in the next seven days (*Monday, Nov. 4*); omit for past events (*June 12*). Include the year if the date is other than the current year, a historic or official event, or is otherwise needed for clarity or emphasis (*Oct. 1, 2014*). Do not use the word *on* before a date – *Michael Jones, MD, will present “CPR at Home,” Tuesday, March 25.*

**da Vinci Surgical System:** Robotic surgery device. Do not use the trademark symbol.

**day care:** Do not use. Preferred term is *child care*.

**decision-maker; decision-making:** Hyphenate as a noun, adjective and verb.

**department, division, program names:** For nonclinical departments, on first reference write the name without the word “department.” Use the abbreviation in parentheses if one applies and lowercase — *human resources (HR)*. On second reference, abbreviate nonclinical

departments — *HR*. See also *Punctuation and Capitalization*.

**degree:** Capitalize *Bachelor of Arts* or *Master of Science*. But lowercase *master’s degree* or *bachelor’s degree*.

**Delta variant for COVID-19:** It is capped for in-house content. (Note: PR uses “delta” per AP style for external audiences.)

**diabetes:** Follow the ADA style for type 1 and type 2 diabetes. Lowercase *t* and use the Arabic numeral. Also see *prediabetes and inclusive language*.

**dietitian:** Not *dietician*.

**Dimensions:** Name of Novant Health’s electronic health record (EHR) project. It includes a unique campaign graphic with Novant Health logo. For the medical group, the project is called *Dimensions Ambulatory*; for acute care, the project is called *Dimensions Acute*.

**Diplomate:** Title for physicians who have been certified by a specialty board. Initial cap and *e* on the end.

**disabilities:** On first reference, put the person first, not the disability (*a person with anorexia*). For economy and variety, you may use the disability as a modifier in subsequent references (*anorexic*). Use neutral words (*uses* a wheelchair, rather than *confined* to). Do not use *suffers from* or *victim of*.

**disk:** Use for computer-related references and medical references (*slipped disk*).

**doctor:** See *titles*.

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**doctor's office:** Do not use. Preferred terms are *physician office* or *physician clinic*. See these terms for internal/external distinction.

**downtown:** Lowercase in all references.

**drive-thru:** It is not “thorough” per AP style. **(added Sept. 24, 2021)**

**drug names:** Use generic names when possible; mention brand names as examples and clearly identify as brand names.

**due to, because of:** Enforce the traditional rules; use *due to* with a noun and a linking verb; use *because of* with an action verb. Examples:

- *The closing of the facility is due to low occupancy.*
- *The facility closed because of low occupancy.*

## E

**AP:** employee assistance program. *EAP* is

acceptable on second reference.

**e-blast:** Hyphenated.

**echeck-in:** Lowercase “e” unless it’s at the beginning of the sentence or in a headline. Preferred verbiage is “check in online,” but marketing does like this word because it’s what MyChart uses. However, please note we do NOT style it like MyChart. In headlines, the style is “Echeck-In.” **(added June 11, 2021)**

**e-ICU:** Never use. This is trademarked. See tele-ICU.

**EKG:** Use *EKG* rather than *ECG*; both are abbreviations for *electrocardiogram*.

**electronic health record:** First reference should read *electronic health record (EHR)*, all lowercase. On second reference, *EHR* is acceptable. *EHR* is not interchangeable with industry terms *health information system (HIS)* or *electronic medical record (EMR)*. See also *Dimensions*.

**email:** Lowercase the *e* except on stationery, business cards or when the word appears at the beginning of a sentence.

**emergency department/emergency room:** For internal use or external use with a clinical audience, we can say emergency department (ED on subsequent references). For an external nonclinical or patient audience, we always use emergency room (ER on subsequent references). The one place where we say “emergency department” for a nonclinical/external/ patient audience is with Novant Health Hemby Children’s Emergency Department; emergency department is part of the official name.

**emergent/nonemergent:** While clinicians may use these terms to mean “emergency” and “nonemergency,” they actually mean “emerging” and “not emerging,” and will not be understood by patients and the public. Do not use. Use “emergency” and “nonemergency” instead.

**employee:** Do not use if possible. Team member or team is preferred.

**employee self-service:** We have now dropped “employee.” Use “self-service.” Self-service HR online tool accessed through I-Connect. All three words are lowercase.

**endowed chairs, professorships and lectureships:** The names of these entities are proper nouns; use initial caps: *the Novant Health Forsyth Medical Center Endowed Chair*.

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**e-newsletter:** Lowercase *e* and hyphen between *e* and *newsletter*.

**Epic:** The electronic health record vendor. Initial cap, do not use all caps. Avoid using the vendor name; instead use *Dimensions* or *EHR*.

**Ernest A. Codman award:** Award presented by The Joint Commission. Novant Health earned a Codman in 2004 and 2008. *Codman award* is acceptable on second reference.

**executive team titles:** See *Titles, Novant Health*.

**express care:** Lowercase when used generically. Cap as part of the official name: Novant Health Express Care

**ext.:** *919-555-1212 ext. 325*. Lowercase. Unlike the AP style, there is no comma between the phone number and *ext*.

**extensivist care:** We do not use this term, which refers to care for patients who need hospital-based care and daily follow-up without overnight observation. Instead we use the term “transitional care services.”

**F**acebook: The logo is lowercase *f*. Use

capital *F* in text. “Do you use Facebook?”

**family medicine:** Refers to the practice of family medicine. Do not use *family practice*.

**family physician:** A primary care physician who has special training in family medicine. Do not use *family practitioner*.

**family practice/family practitioner:** Do not use. Use *family medicine/physician*.

**fee-for-service:** Hyphenate.

**fellow:** It’s lowercased.

**fewer, less:** *Fewer* for individual items; *less* for bulk or quantity. Examples: *We have fewer employees this year. We have less time to attend the conference.*

**First Do No Harm:** Safety effort that includes hand hygiene, medication reconciliation, *Use 5, Save Lives*. *FDNH* is acceptable on second reference. Includes unique campaign graphic. **(updated Dec. 9, 2020)**

**fiscal year 2021:** Not capitalized. For subsequent references, use *FY 21*. The fiscal year runs from Jan. 1 through Dec. 31.

**five-star rating/review:** We write this as 5-star rating or 5-star review.

**flyer:** A short, informal printed piece. AP changed the word to this spelling in 2017.

**floor number:** In running text, use lowercase (in the Plaza building, *fourth floor*); when stacked, use initial cap

*Executive Park Building  
Sixth floor*

Use numerals after ninth: *10th floor*; as a modifier before the noun, no hyphen: *sixth floor* offices.

**flyer:** Use the “y” spelling per revised AP style rule.

**follow-up:** Hyphenate as a noun, *The follow-up from the meeting was timely*, and as an adjective; two words no hyphen as a verb, *Please follow up with Tom today*.

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**frontline, front-line, front line:** Different teams have different preferences. Marketing materials use “frontline” as one word for usage as both noun and adjective. All other teams follow AP style: Use “front line” (two words) as a noun and “front-line” (hyphenated) worker when used as an adjective. (Added Feb. 23, 2021)

**fundraising, fundraiser, fundraising:** Follow AP style. *Fundraising is difficult. They planned a fundraising campaign. A fundraiser was hired.*

**G**amma Knife: A registered trademark; use initial caps.

**gender-affirming surgery:** Novant Health preferred style rather than AP’s gender-reassignment surgery. (We defer to NH style in all internal, corporate communications, marketing and advertising copy where NH and AP differ. PR copy defers to AP where the two differ.)

**Giving. Serving. Together.** Novant Health’s team member giving campaign.

**GoHealth:** See Novant Health GoHealth

**go-live:** When used as a noun, *go-live* is hyphenated, *The Dimensions go-live is Aug. 1*. If used as a verb, no hyphen, *Dimensions Acute will go live on Aug 1*.

**H**and hygiene, hand washing: Two words, no hyphen.

**Health Insurance Exchange:** See *Health Insurance Marketplace*.

**Health Insurance Marketplace:** Organizations set up either by individual states or the federal government as part of the *Affordable Care Act* (see *ACA*) to help people in the U.S. buy health insurance. The marketplace provides a set of government-regulated and standardized healthcare plans from which individuals can choose coverage. On second reference, *marketplace* is acceptable.

**healthcare:** One word. (We defer to NH style in all internal, corporate communications, marketing and advertising copy where NH and AP differ. PR copy defers to AP where the two differ.)

**Health Insurance Portability and Accountability Act:** Spell out on first reference for external publications. *HIPAA* is acceptable on second reference for all publications and acceptable on first reference internally.

**health information system (HIS):** Generic term used to describe the conversion to an electronic record system. Preferred term at Novant Health is *electronic health record*. See *Dimensions*.

**he/she:** Do not use; write *he or she*.

**help desk:** Do not use. Replace with *ITS service desk*.

**helpline:** One word. Do not use hotline in any instance. Example: *We’ve opened a 24/7 helpline dedicated to meeting the needs of our community.* (added Nov. 3, 2020)

**HIV:** *HIV* is acceptable on all references.

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**home care:** Two words, no hyphen, all lowercase as noun and adjective; however, the company that provides in-home services is written as **Advanced Home Care**.

**home page:** Two words, lowercase.

**homosexuals:** Avoid this term; it tends to more broadly label a group. Preferred term is “gay men” or “lesbians.” Homosexual and heterosexual are acceptable as adjectives if there is a need to distinguish. Also see **inclusive language**.

**Hope for Remarkable Team Aubergine Fund:** For internal audiences, it’s Hope for Remarkable Team Aubergine Fund. For external audiences, it’s Hope for Remarkable Team Aubergine Fund (*formerly the Novant Health COVID-19 Disaster Relief Fund*) – include this smaller print in italics. We use both names externally. **(Added May 7, 2020)**

**hot line:** Two words, lowercase.

**hospital:** Lowercase when used on second reference to indicate Novant Health hospitals. **Novant Health Mint Hill Medical Center is complete. The hospital opens in January.**

**hourly rounding:** A Bundle One tool for acute care staff. Lowercase.



**I-Connect:** Name of Novant Health’s intranet. Capital **I** and **C**, connected with a hyphen.

**Inc.:** In running text, omit comma before **Inc.** On ads, business cards, etc., use comma if part of the company name. Only use **Novant Health, Inc.** in legal documents and in copyright line

**inclusive language:** Writing should strive to be inclusive of all individuals and lacking in any language that could be seen as offensive. Avoid:

- Using a gender pronoun and descriptions. Examples, he or she, manned instead of staffed.
- Labeling people with their disease or disability (e.g., The study included 30 diabetics. Instead write, “The study included 30 people with diabetes).
- Use of “non” words (e.g., “nonwhite participants.” Instead, define your count: “50 black and Hispanic patients.”
- Homosexual — see reference under “H.”
- Girls and boys — used only for children under the age of 18. Refer to adults 18 and older as men and women.
- Caucasian/white/African American/black/Asian/oriental — see individual references.
- Victim language or emotionally charged terms such as “suffering from,” “a victim of,” “afflicted with...”

**in-home/in-house:** Hyphenated.

**in-network:** Permanent compound.

**inpatient:** One word, no hyphen.

**in-service:** One word, hyphenated.

**integrated core:** Team of nurses, social workers, dietitians, pharmacists, behavioral health specialists, end-of-life specialists and other healthcare workers who support providers in delivering patient-centered care as part of Novant Health’s population health efforts.

**internet:** Lowercase internet.

**intranet:** Called **I-Connect** at Novant Health.

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ITS service desk: **Now called DPS (digital products and services)**

**IV: OK to use on first reference.** Abbreviation for *intravenous* or *intravenously*; do not use periods. Caution: Don't confuse with Roman numeral four (IV).

**J**oint Commission: Formerly known as *The*

*Joint Commission on Accreditation of Healthcare Organizations (JCAHO)*. Spell out on first reference. *The* is part of the name.

*The Journal of the American Medical Association (JAMA)*: *The* is part of the name.

**K**now Five. Save Lives.: **UPDATED in 2020**

**TO "Use 5, Save Lives."** See *safety*. (updated Dec. 9, 2020)

**L**eaders' Digest: Internal weekly email to all all Novant Health leaders, managers and above.

**legislative titles:** Refer to the AP manual.

**LinkedIn:** Another element of social media. One word with a capital **L** and a capital **I**.

**lists:** When writing organization names in a list, if *The* (uppercase) is part of the official name, retain in the name; if *the* (lowercase) is not officially part of the name, drop in list. To retain stylistic consistency, job titles not uppercase in running text may be uppercase in lists.

**login, logon, logoff (noun):** All one word. Two words in verb form (*I log in to my computer*).

**long-term care:** Hyphenate *long-term*.

**M**agnet recognition: Four-year

designation awarded by the American Nurses Credentialing Center, *Magnet* is capitalized.

**MAKOplasty:** A robotic assisted-arm procedure that can be used in knee replacement.

**managed care:** Two words, no hyphen, as a noun and as an adjective.

**markets:** When referencing the business areas of Novant Health, do not capitalize unless the market is a city or county name — *greater Charlotte market*, Coastal *market* (formerly known as *Eastern market*) Market designations are for internal use only. Should be avoided on all external/patient communication. **Exception:** *Since the UVA announcement, we now cap "n" for Northern Virginia. (entry revised Feb. 11, 2021)*

**Maya Angelou Women's Health & Wellness Center**

**Medical Executive Committee:** *MEC* on subsequent references.

**medical staff:** All lowercase.

**mid prefixes:** Do not hyphenate unless a figure or capitalized word follows. *mid-1980s*, *mid-March*; but *midterm*, *midlife*.

**midlevel providers:** Do not use. See advanced practice provider for NPs and PAs.

## Novant Health marketing & communications stylebook

**multi-:** Words that begin with “multi” are written as one word, no hyphen. In our system, the single exception is the medical building in Charlotte called the Novant Health Pediatric Multi-Specialty Center.

### **N**ames of departments, divisions,

**programs:** Lowercase the names of departments (*marketing and public relations*); avoid use of *department* when referring to nonclinical areas (*human resources*, not *human resources department*). See *Novant Health Facilities and Services* (Page 28) listing for program names.

**National Doctors’ Day** (added Feb. 19, 2021)

**National Institutes of Health:** Takes a singular verb; *the National Institutes of Health is ...*; use *NIH* without *the* on second reference. For an up-to-date list, see the NIH website at [www.nih.gov/icd](http://www.nih.gov/icd).

**needlestick:** One word.

**neonatal intensive care unit:** Following AP style, we spell out on first reference, then use NICU thereafter with level 2, level 3, etc.

**NetLearning:** The correct way to write the Novant Health computer-based learning offerings.

**The New England Journal of Medicine:** *The* is part of the publication’s name.

**NICU:** See neonatal intensive care unit.

**nondiscrimination statement:** The affirmative action boilerplate that follows should appear on Novant Health publications whenever possible:

### **Nondiscrimination and access to healthcare:**

Novant Health does not discriminate against any person on the basis of race, color, national origin, religion, disability, sex, veteran’s status, sexual orientation, gender identity or age with regard to admission, treatment or participation in its programs, services and activities, or employment. Free foreign language interpreters are available for individuals who are limited English proficient. Free sign language and oral interpreters, TTYs and other services are available to deaf and hard-of-hearing persons. For further information about this policy, contact: Novant Health director of internal audit and compliance, 704-384-7638 or TDD 1-800-735-8262.

**non prefixes:** Most words beginning with *non* do not require a hyphen. However, use a hyphen before a proper noun (*non-Novant Health*) or to avoid confusion or awkwardness. Also, use a hyphen when *non* is affixed to an already hyphenated term (*non-insulin-dependent, non-work-related*).

**non-life-threatening:** Need both hyphens when using this adjective.

**nonsexist language:** When the antecedent’s gender is unspecified, always recast sentences using plural antecedents and pronouns, or use *he or she*, not *he/she*. See *antecedent pronoun*.

**Northern Virginia:** capitalize both words when referring to the Novant Health UVA Health System market.

**not-for-profit:** Use a hyphen between the words: *Novant Health is a not-for-profit healthcare system*. Do not refer to Novant Health as a nonprofit. There is a difference.

**Novant Health:** Two words, both capitalized. Cannot shorten to just use *Novant* in any reference. Do not use *Novant Health, Inc.* unless it is a legal document.



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When referring to Novant Health without using its proper name, select words such as **organization** or **health system** rather than company, and do not refer to Novant Health as the “parent company” of any entity. This will better reflect our not-for-profit culture.

**Novant Health Breast Center** (added Nov. 24, 2020)

**Novant Health Cancer Risk Clinic** (added Nov. 24, 2020)

**Novant Health Care Connections:** This 24/7 phone line replaces the former Call-A-Nurse and provides callers with guidance on receiving care.

**Novant Health Conference Center:** It is located on the campus of Novant Health Forsyth Medical Center in Winston-Salem, North Carolina. We need to say where it is on first reference.

**Novant Health GoHealth:** Our partnership urgent care centers. For material we produce, and for our website, we style it this way. For material GoHealth creates or calls to action that direct people to GoHealth, we style it **Novant Health-GoHealth**

**Novant Health Heart & Vascular Institute:** The ampersand is OK.

**Novant Health Inpatient Care Specialists:** Cap first letters and use NHICS on second reference.

**Novant Health Medical Group:** We now cap the last two words of this, and cap acronym NHMG.

**Novant Health Physician Network:** Created in 2017, this network is the broad network of Novant Health doctors, and NHMG (see above) is a part of this network. The Novant Health Physician Network also includes the Novant

Health Clinically Integrated Network and any potential collaborative models in the future.

**Novant Health Network:** One of the two health plans available to all benefits eligible team members.

**Novant Health Nursing Professional Council (NHPNC):** Nursing council that includes representatives from all facilities. Spell out on first reference; **NHPNC** is acceptable on subsequent references.

**Novant Health Reads:** Annual book discussion around critical topics in healthcare involving Novant Health team members. (Added April 2, 2020)

**numerals:** Spell out **zero** through **nine**; use numerals for **10** and above. Use a comma in exact numbers in the thousands or above.

- **Ages** — Always use figures for ages. **The contest is for ages 2 to 9.**
- **As words** — Write numbers as words if the number is the first element of a sentence or heading. **Forty people attended the meeting.**
- **Centuries** — Spell out **first** through **ninth**. Use numerals for **10th century** and later centuries. Spell out a numeral at the beginning of a sentence.
- **Commas with numbers** — Use a comma in whole numbers containing four or more digits (**5,987**; **\$1,500**).
- **With decimals** — With a decimal number smaller than one, precede the decimal point with a zero (**0.25**). This is part of Novant Health’s safety behavior, communicate clearly.
- **Units of measure** — Use numerals with units of measure. **Exception:** Spell out units of time in nontechnical copy. Nontechnical: **I volunteered to help for six consecutive years.** Technical: **Use a titration involving**

**10ml every 2 hours.** In nontechnical copy, use a space between the amount and the unit of measurement. Example: **400 mg per day**. If copy is technical, there should be no space. Example: **a titration involving 10ml every 2 hours**.

**nurse:** **RN** (registered nurse) or **LPN** (licensed practical nurse). Both **RN** and **LPN** are acceptable on first reference when following a name: **Jane Smith, RN, is here**. See also: **nurse practitioner** or **nurse assistant** if applicable, and **credentials** for how to list certifications a nurse may hold.

**nurse assistant:** Not possessive. More common term is **CNA**. See **certified nurse assistant**.

**nurse bedside reporting (NBR):** NBR is acceptable on second reference.

**Nurse Executive Committee (NEC):** Committee that includes all NH chief nursing officers. Spell our first reference, **NEC** acceptable on subsequent references.

**nurse-midwife:** Hyphenate, unlike AP.

**nurse practitioner:** There are different types of nurse practitioners (e.g., **NP-P** for peds; **CNP** for certified nurse practitioner). Follow AP style for academic degree, and use the abbreviation when relevant to the piece. See allied health for additional information.



**B-GYN:** Abbreviation for **obstetrician-**

**gynecologist**. Capped. Do not write **OB/GYN** unless the slash is part of the formal name. Novant Health OB-GYN physician clinics use OB/GYN, all caps, in clinic name. Note the slash (/) is part of the legal name. (Example: **Hawthorne OB/GYN**) **But it's OB-GYN when referring to obstetrician-gynecology**

**specialty.**(Example: **The office's OB-GYN services include birth control. Note the hyphen here.**) But lowercase ob-gyn when referring to the person. **Ask your ob-gyn about treatments. The job title remains lowercased, just like cardiologist, neurosurgeon and ob-gyn. (Changed June 11, 2021.)**

- **OB/GYN** = used for proper nouns. Novant Health Hawthorne OB/GYN
- **OB-GYN** = The clinic's OB-GYN services include ... (This follows the AP style rule for the specialty. This reference can always be replaced with obstetrics and gynecology. For example: The clinic's obstetrics and gynecology services include ...)
- **ob-gyn** = Schedule an appointment with your ob-gyn today. Lowercase. Replaces obstetrician-gynecologist. This is because it's the job title, which we lowercase, just like cardiologist, neurosurgeon, ob-gyn. In a headline or eblast subject line, the style is "**Ob-Gyn**" with O and G capped.

**off-site:** Hyphen, adjective and adverb.

**online:** Adjective and adverb.

**on-site:** Adjective and adverb.

**open heart surgery:** No hyphen.

**operating room:** The abbreviation for operating room is **OR**, no periods.

**orthopedic:** Not **orthopaedic (with an a)**, unless it is part of physician clinic name.

**out-of-network**

**outpatient:** One word, no hyphen.

**outpatient care:** We do not use this term, which refers to care for patients who need hospital-

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based care and daily follow-up without overnight observation. Instead, we use the term “transitional care services.”

### P

**Page reference:** Use numerals and capitalize

*page* when used with a figure. Example: *See Page 15 for more.*

**Pap test:** Not “smear.” And Pap is capitalized because it’s named for a person.

**parking lots:** Uppercase *lot* with proper nouns. Example, *Second Avenue Lot, Vance Lot*, but *visitor parking lot*.

**patient and family advisory council (PFAC), patient and family e-advisory council (e-PFAC):** Together these two make up Community Voice. We lowercase patient and family advisory council and patient and family e-advisory council but we cap Community Voice.

**patient care:** Two words; no hyphen.

**Patient Protection and Affordable Care Act:** See *ACA*.

**pay words:** paycheck, payday, payload, payroll, paystub; but pay grade, pay week.

**payer:** Use when referencing an individual who is paying; use *payor* when referencing a managed care company/government payor.

**payor:** Use when referring to managed care companies and the government; use *payer* when referring to an individual who is paying.

**per:** Avoid in phrases such as *24 hours a day, seven days a week*; may be used with statistics or measurements (*25 miles per gallon*).

**percent:** AP revised rule in 2020. Use the symbol: *2% to 4%*.

**Pharmacy:** The Novant Health Pharmacy now caps the “P.”

**Phase 1 trial:** Uppercase *P* and use the Arabic numeral; no hyphen in adjectival form.

**physician advisory council (PAC):** Novant Health’s population health strategy utilizes a physician advisory council (PAC) in each submarket to support activities, educate providers and provide clinical counsel and guidance.

**physician assistant(s):** Not possessive. *PA* has not completed national certification exam; *PA-C* has. Both are acceptable on first reference following a name.

**physician assistant program:** When referring to a program in a provider’s educational credentials, lowercase all references to PA programs and separate them with a comma between the credentialing institution and the reference to the PA program. Example: *Duke University, physician assistant program*.

**physician clinic:** Not possessive. The preferred term for both internal and external writing. See *physician office*.

**physician office:** Not possessive. Novant Health preferred style is to use *physician clinic* rather than physician office for both internal and external writing. Physician office is acceptable but not preferred. Note that style is different for Novant Health UVA Health System offices. We do not use “clinic” in Northern Virginia, per regional preference. Also see *doctor’s office* and *physician practice*.

**Commented [ALC1]:** Do we have Novant Health Pharmacy anymore, or is this Walgreens?

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**physician practice:** Do not use. See *physician office*.

**PODs:** Initial three letters are capitalized and the *s* is lowercase. This term is used to define the 12 geographic submarkets within Novant Health's population health strategy. PODs is an internal designation only. It is also not to be confused with patient oriented delivery system. When referencing the model, we spell it out. Abbreviating is just to define geography. We should not use this outside of Novant Health.

**point-of-service:** Hyphenated.

**population health:** Population health management is a continuation of our vision to provide a remarkable patient experience with an enhanced focus on improving the health of our communities and ensuring affordability. It is about transforming care to focus beyond just caring for patients in immediate need and on an episodic basis and instead shifting our focus to care for people over the long term.

**postoperative:** One word, no hyphen; but *post-op* does have a hyphen.

**possessive vs. descriptive:** Do not add an apostrophe to a word ending in *s* when it is used in a descriptive sense (e.g. if *for* or *by* is implied). Example: *physicians charges* (charges by physicians), but *physicians' offices* (offices of physicians). If a name ends in *s*, do not add *s* after the apostrophe to make the possessive. Correct: *Ms. Jones' house*, Incorrect: *Ms. Jones's house*.

**practice:** Do not use. "Office" and "clinic" are the preferred terms.

**prediabetes:** Condition where a patient's blood sugar is above normal limits. The individual is at

risk for developing diabetes. All lowercase, no hyphen.

**prefixes:** Follow AP, which hyphenates duplicate vowels (*pre-eminent, extra-alimentary, multi-institutional*). For other words, check the spelling in the Webster's New World College Dictionary and use the spelling that's there. For words that don't have a double vowel and which are not in the dictionary, use a hyphen, such as *pre-service*.

(However, it's *preregister*. We no longer hyphenate this word per updated AP rule.

**Updated Feb. 19, 2021**). For medical terms, make it solid (*antitumor*) but hyphenate when you have double *a* or double *i* (*anti-inflammatory*).

**preregister:** We no longer hyphenate this word per the updated AP rule. **Updated Feb. 19, 2021**

**president-elect:** Hyphenated. See *Titles* for guidelines on when to capitalize.

**preventive:** Not *preventative*.

**professional credentials:** See *credentials*.

**protected health information:** Lowercase; spell out on first reference. *PHI* is acceptable on second reference.

**provider:** The preferred term in many marketing materials for a medical professional caring for patients, as it is a wider umbrella than "physician" or "doctor."

**primary care:** Two words, no hyphen, as a noun and as an adjective; *primary care* refers to the specialties of internal medicine, family medicine, ob-gyn and pediatrics.

**PRN:** From the Latin phrase "pro re nata," which means "as the situation demands." Used in

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clinical settings only to describe a job in which the person is working on an as-needed basis. Do not use this abbreviation for a nonclinical audience.

**public relations:** For public relations material – both press releases and brand journalism stories – adhere to Associated Press style completely (except in Novant Health boilerplate information). That means, for example, that physicians are referred to as Dr. Jane Doe on first reference and “Doe” thereafter, and it means that “health care” is two words.

**Qualified Health Plan:** An insurance plan certified by the *Health Insurance Marketplace* to meet the requirements of the Affordable Care Act. **QHP** is acceptable on second reference.

**quality improvement:** Lowercase both words.

**Quality and safety:** We always write this phrase with safety first – safety and quality.

**Redirects:** See *website* for how we use redirects in our web addresses.

**remarkable:** The word “remarkable” is part of the Novant Health tagline (Making healthcare remarkable). It should be used sparingly and only when we can define what “remarkable” means. Example: *Novant Health is making healthcare remarkable by offering convenient, after hours services for you and your family.*

**remarkable patient experience:** Use initial caps when referencing initiative internally. For

external, do not use initial caps. Never abbreviate **RPE** internally or externally.

**requester:** Not *requestor*.

**Retirement Plus:** The name of Novant Health’s retirement plan for employees.

**room:** Usually lowercased. *Conference room A. We will meet in conference rooms A and B.*

**RSVP:** French *repondez s’il vous plait* means *please reply*, so use it as a verb. Contrary to AP, drop the periods in text.

- Correct: **RSVP by Dec. 30.**
- Incorrect: **Please RSVP. Send your RSVP.**
- You may also choose to use *Please reply* rather than **RSVP**.

**Safety and quality:** When we discuss these

**two things together, we always put the word “safety” before “quality.” Safety and quality.**

**safety behaviors:** There are five behaviors that are part of our First Do No Harm culture:

- Practice with a questioning attitude
- Communicate clearly
- Know and comply with red rules
- Self-check: Focus on task
- Support each other

See **First Do No Harm** and **Use 5, Save Lives**.  
**(updated Dec. 9, 2020)**

**self-service:** Self-service HR online tool accessed through I-Connect. Both words are lowercase. Note that self-service is the right way to do this – it’s in the dictionary with a hyphen. However, for internal communications and human resources, we leave out the hyphen per their preference.

**September 11 or 9/11:** Not *September 11<sup>th</sup>*. When using *September 11*, if meaning is not clear from context, add the year. Examples: *Since September 11, 2001, he has been unable to find work. September 11 heroism was the subject of his report. We have all been changed by 9/11.*

#### service standards

- **Know me:** I will be fully present and attentive when I am with you.
  - Getting familiar
  - Always listening
  - Anticipating my needs.
- **Respect me:** I will honor you as an individual.
  - Being open with me
  - Valuing my time
  - Protecting my dignity
- **Care about me:** I will be there for you in the way that you need.
  - Comforting me
  - Acknowledging my uniqueness
  - Meeting me where I am
- **Delight me:** I will think ahead and go the extra mile for you.
  - Creating warm hand-offs
  - Owning my issues and concerns
  - Exceeding my expectations

**services, service lines:** *See Pages 33–37.*

**shared services:** A division of Novant Health that works to “sell” our services to other healthcare organizations. The list of healthcare organizations under shared services continues to grow. Always ask for an updated list.

**SharePoint:** One word. Capital *S* and capital *P*. Refers to the Microsoft technology Novant Health uses to host departmental and project sharing, as well as I-Connect. When referring to a site built using SharePoint technology, the

preferred term is *department site* or *collaboration site*, not *SharePoint site*.

**sign on (verb):** Two words. Example: *Sign on to the computer.*

**sign-on (noun):** Hyphenated. Example: *Your sign-on bonus is coming.*

**social media:** Generic term for Facebook, Twitter, blogs and other new technologies. Both words are lowercase unless starting a sentence.

**social networks/social networking sites:** Refers to any online networks. Abbreviation *SNS* acceptable on second reference. Two words, lowercase.

**Social Security number:** Uppercase for *Social Security* and lowercase for *number*.

**south Charlotte:** Lowercase the “s” when referring to this geographic area of Charlotte.

**SouthPark:** The neighborhood in south Charlotte is SouthPark.

**spellings, single- or double-consonant:** Use single-*I* spellings for present participle and past tense when these are the first listed spellings in the dictionary (*travel, traveling, traveled; total, totaling, totaled*); usually these words have the accent on the first syllable. Note: *When the accent does not fall on the first syllable, the American spelling uses the double I: control, controlling, controlled.* These guidelines also apply to other consonants (*benefit, benefiting, benefited; worship, worshiping, worshiped; but regret, regretting, regretted*).

**staff:** May be used with either a singular or plural verb, depending on context. In publications, it is treated as plural, or you can substitute *staff members* if in doubt.

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**St. Jude Affiliate Clinic at Novant Health Hemby Children’s Hospital:** This is the full official name for this clinic in Charlotte, where children are treated for cancer and blood disorders. Note: Copy that mentions St. Jude Children’s Research Hospital must be approved by that organization’s team. **Novant Health has a relationship with St. Jude in Memphis, TN. This relationship has a very narrow scope and parameters for how we can use the St. Jude name. St. Jude requires review of all final documents with the final photos, logo usage, etc. There are no exceptions. The approval process can take up to 10 days. Key elements for writing:**

- The relationship is NOT a partnership. Any reference to our relationships must be phrased as “Connect with” or “Work with” or “Join with” as alternatives.
- The full hospital name must be used whenever we reference the facility in Memphis, TN.
- Photographs taken within the Hemby/St. Jude clinic in Charlotte are restricted. They can only be used to market the Hemby/St. Jude clinic.
- Based on our affiliate agreement, the St. Jude Affiliate Clinic **cannot be referenced (or featured) in any communications associated with fundraising for the host institution.** (Added May 1, 2020)

**suite:** Should be capitalized when used in a full address. Lowercase when referenced in running text.

**staffs:** May be used to indicate separate staffs of two different organizations.

**states:** Per Associated Press style, we write out state names in running copy: **Novant Health has medical centers in North Carolina.** We use AP

abbreviations only in press release datelines:

**Manassas, Va.** And in address listings or brochure copy that includes states either as a clinic address or a provider’s educational background, we use postal abbreviations:

**Novant Health Dermatology Associates  
1450 Matthews Township Parkway, Suite 170  
Matthews, NC 28105**

Or

**Jane Smith, MD**

**Undergraduate: Duke University, Durham, NC**

**Note:** In listing educational credentials in a brochure, we skip the state abbreviation if the state is part of the school’s name (e.g. University of North Carolina) or if the city is listed as one used in AP datelines without a state (Chicago, Miami).

**T**agline: The Novant Health tagline is

**Making healthcare remarkable** in sentence case and no punctuation. Use this sparingly and only on materials that have a shelf-life of two years or less, and never on promotional items.

**TCAB:** Short for **transforming care at the bedside.** It’s the work we are doing across the system in clinical areas to remove waste, improve efficiency and strengthen teamwork among clinical staff. **TCAB** is acceptable on second reference.

**team member:** Use this term instead of employee.

**teleconference:** One word.

**telediabetes:** One word.

**telehealth:** One word.

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**tele-ICU:** Written with hyphen and ICU as acronym. We never use “e-ICU” because it is a trademarked name.

**telemedicine:** One word.

**teleneurology:** One word.

**telepsychiatry:** One word.

**telesitters/telesafety attendants:** Each of these written as one word.

**telephone numbers:** When using a vanity number, always give the letter-number equivalent. Example: **1-866-9NOVANT (966-8268), 483-CARE (7762)**. When an extension number is given, use the abbreviation **ext.** Lowercase **ext.** Do not use a comma before **ext.** Examples: **704-555-1111 ext. 118; call toll-free 1-704-384-CARE (2273)**. Use **at** with phone number attribution. Example: **Call Jane Doe at 919-522-2222 ext. 6117**, not **Call Jane Doe, 412-647-7267 ext. 6117**. Use the number **1** before all toll-free numbers. Example: **1-800-237-4724**. When using an internal number in staff/ leader documents, the abbreviation “x” is acceptable for extension. Example: **x72200**.

**their with singular or plural noun:** When the noun following **their** is concrete, use a plural noun. (**The two senators from Virginia changed their seats.**) When the noun following **their** is abstract, use a singular noun. (**The two senators from Virginia changed their ideology.**) When the noun following **their** is in between these two categories, use your judgment. (**The two senators from Virginia changed their mind [or minds].**)

**3D:** Associated Press Stylebook changed its rule on this in 2018; it now has no hyphen.

**time words:** *timetable, timesheet, timeline* but *time frame, time card*.

**times:** Use figures, except for *noon* and *midnight*, as well as periods and lowercase for *a.m.* and *p.m.*; for a range of time, use the word **to** (not a hyphen or en dash) and do not repeat a.m. or p.m. in a single range (**2 to 4:30 p.m.**).

**Exceptions:** Covers, headlines and other graphic elements; in these cases an en dash is acceptable.

### **titles, composition**

**Use italics with:** Titles of complete works published as separate items (books, guides, magazines, manuals, newspapers, pamphlets). Example: ***How Nurses Can Save for Retirement***. Titles of presentations that contain individual segments or sessions. Example: the ***Ethics for Lunch*** series.

**Use quotation marks with:** Titles that represent only part of a complete published work (chapters, articles, feature columns, individual segments or programs that are part of a television or radio series, and titles of complete but unpublished works). Example: ***the dissertation “Studies of Hyperactivity.”*** Titles of individual sessions or lectures that are short, one-time presentations or part of a series of presentations. Example: ***“Managed Competition,”*** a lecture in the ***Ethics for Lunch*** series.

**Use initial caps only for:** names of conferences, seminars, programs, courses, etc. Example: ***Fifth Annual Novant Health Leader Retreat***. Example: ***Introduction to Transformational Change***. Example: ***The annual walk to benefit organ donors, A Walk for Life***.

**titles, position (including academic appointments):** First reference, use ***John Doe,***



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**MD, medical director, was selected ...; Amy Butler, president, Novant Health Surgery Center.** Place titles and appointments after the name (unless unavoidable) and lowercase them. Disciplines are lowercase. Lowercase names of departments and centers. Avoid placing position titles before a name; when necessary, capitalize when it is an official organizational title (**Novant Health President Carl Armato**). Note: **As a rule, avoid placing a functional or occupational designation before an individual's name; when it is necessary to do so, do not capitalize it (clinical research assistant John Doe).**

For second reference, use **Dr. Doe** for physicians in all internal and external publications. On second reference for internal publications, first name is preferred (e.g., "Carl writes...") For external pubs and press releases, use AP style and write **Mr. Armato** or **Armato**.

**titles, Novant Health:** When referencing executive team members and other top leaders, only use the commonly known titles (**chief medical officer; chief administrative officer**) and do not include the EVP or SVP titles if possible.

**titles, other:** Uppercase the major words that are components in names of holidays; historical and cultural events; contests; and special days, events and programs that are not lectures: **Memorial Day, Angel Tree, Susan G. Komen Race for the Cure, Black History Month, United Way Days of Caring.** Newly created or unusual names that are not easily recognized can be placed in quotation marks as a signal to the reader. Example: **"Stroke: Know the Signs" is an awareness campaign sponsored by ....**

**TPA:** Clot-busting medication given to stroke patients. This is AP style for the drug, and acronym can be used on first reference.

**trademarks:** For guidelines, consult AP's **trademark** entry and individual trademark entries. As a general rule, do not use the trademark (TM) symbol or registered trademark (®) symbol unless required.

**transitional care services:** This is the preferred term. We no longer say "extensivist care," which refers to care for patients who need hospital-based care and daily follow-up without overnight observation.

**Quadruple Aim:** A phrase used to describe the goals of creating improved patient experience, better quality of care and lower healthcare costs. Cap both words.

**Twitter:** A social networking service. Logo is lowercase **t**, but when used in written text, capitalize the **T**. **"You can only use 140 characters when posting on Twitter."**

**TytoCare, TytoHome:** TytoHome is the consumer-facing name of the home exam kit used in virtual visits. TytoCare is the company name. **(Added March 16, 2020)**

**U** NC Health. Formerly called UNC Health

**Care. (Added Nov. 11, 2020)**

**United Way:** Do not precede with **the**.

**University of North Carolina:** The various schools with this name are standalone universities. Write them as follows:

- University of North Carolina at Chapel Hill
- UNC Charlotte
- University of North Carolina Wilmington
- University of North Carolina at Greensboro

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**urgent care:** Lowercase when used generically. Cap as part of the official name: **Novant Health Urgent Care & Occupational Medicine**

**U.S.:** Abbreviated as an adjective. Spell out **United States** as a noun. In headlines, AP says to use “US” with no periods.

**Use 5, Save Lives.:** **UPDATED in 2020 to this phrase.** See **safety.** (entry updated Dec. 9, 2020)

**username:** One word.

**V**alue and Integration Acceleration: VIA on second reference.

**vice chair, vice president:** Two words, no hyphen. See **titles** on guidelines for capitalization. Generally use lowercase.

**visitor elevators:** No ‘s or s’.

**visitor lounge(s):** No ‘s or s’.

**visitor parking lot:** No ‘s or s’.

**visitor pass(es):** No ‘s or s’.

**visitor waiting area:** No ‘s or s’.

**voicemail:** Noun. Novant Health style is one word.

**W**eb: See **World Wide Web.**

**web:** lowercase

**webcam, webcast, webmaster:** One word, lowercase.

**web page and web feed:** Two words.

**website:** One word, all lowercase. Do not include the **http://** or the **www.** at the beginning of the address. For ease of reading, capitalize certain letters within the address if it is long. Examples: **NovantHealth.org, WashingHandsSavesLives.org.**

When using redirects in web addresses, Novant Health will use capital **N** and **H**, but the redirect will not. Example: **NovantHealth.org/rowan**

**weight loss:** Two words, no hyphen.

**well-check:** Only hyphenate if it’s a modifier. “Well check” and “well visit” alone are not hyphenated. (added March 17, 2020)

**wide words:** One word, no hyphen. Examples: **hospitalwide, industrywide, nationwide, systemwide.**

**Wi-Fi:** Relates to wireless networks. One word, with hyphen and capital **W** and **F**.

**work words:** One word, no hyphen, **workday, workforce, workload, workplace, worksheet, workstation, worksite, workweek.** Exceptions include **work group, work year, work flow.**

**workers’ compensation**

**X**-ray: Noun, verb, adjective; the **X** is capitalized, and the rest is lowercase, separated by a hyphen.

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**Y**ouTube: One word, capital **Y** and **T**.

**Z**IP code: First word is all caps because **ZIP** is actually an acronym (**Zone Improvement Plan**). Postal information also is available on the web at [www.usps.gov](http://www.usps.gov).

## Punctuation and capitalization

Punctuation in writing takes the place of oral pauses and inflections. This section contains some of the most common guidelines concerning punctuation. For more information, refer to *The Associated Press Stylebook and Briefing on Media Law*.

**boldface:** Do not use bold type for telephone numbers, fax numbers, Web addresses or email addresses. Use of bold type for names depends upon the publication. If placing names in bold type, do not bold punctuation following the entry. Example: **Jane Smith, MD**, was named chair of the committee. **Exception:** Punctuation that is part of the entry is bold: **Jane Smith, MD, PhD**.

### bulleted lists:

**Capitalization, periods and bullets:** When items in a list are complete sentences, begin each sentence with a capital letter and end the sentence with a period. When items are incomplete sentences, use a capital letter at the beginning of each item, but do not place punctuation at the end of each item.

When one item contains a complete sentence, punctuate all bulleted items as though they were complete sentences: capitalize the beginning words and use a period at the end of each item. Example:

**You will not be accepted if you have been diagnosed with:**

- **Arthritis.**
- **High blood pressure.**
- **Asthma or some allergies. Please list your allergies and give date of last flare-up.**

**syntax, parallelism and bullets:** Use the same syntax, and keep list elements parallel to improve readability:

- Write all items in a list in the same syntactic form – that is, as words, phrases or sentences.
- Begin each list element with the same part of speech (noun, verb).
- Use the same voice (present, past tense).
- Punctuate items similarly.
- Capitalize the initial letter of the first word of each list item.
- Try to make each element in a list a similar length.

Never join bullets together with semicolons at the end of each bullet point. Nor should you use the word **and/or** in front of the last bullet.

Bullets are generally preferred to numbered items, unless the list is a sequence or ranking of items.

### capitalization:

**composition titles:** Use italics with titles of complete works published as separate items (books, guides, magazines, manuals, newspapers, pamphlets). Example: ***How Nurses Can Save for Retirement***. Titles of presentations that contain individual segments or sessions. Example: the ***Ethics for Lunch*** series.

**Use quotation marks with:** Titles that represent only part of a complete published work (chapters, articles, feature columns, individual segments or programs that are part of a television or radio series, and titles of complete but unpublished works). Example: ***the dissertation “Studies of Hyperactivity.”*** Titles of individual sessions or lectures that are short, one-time presentations or part of a series of

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presentations. Example: *“Managed Competition,”* a lecture in the *Ethics for Lunch* series.

**Also use quote marks with movie and song titles, which is the same as Associated Press style.**

**Use initial caps only for:** names of conferences, seminars, programs, courses, etc. Example: *Fifth Annual Novant Health Leader Retreat*. Example: *Introduction to Transformational Change*. Example: *The annual walk to benefit organ donors, A Walk for Life*.

**departments:** Do not capitalize a proper name of a department or area (*pharmacy, employee occupational health, nursing*).

**ellipses:** NH style is to put one space on either side of the ellipses.

**headlines and subheads:** Capitalize only the first word or any proper nouns.

**hyphenated words:** In titles and headlines, or in other cases where uppercase is required, capitalize the first word and any word that is a main word (*Co-Chair, Patient-Driven environment*;) lowercase minor words, *Follow-up visit*.

**job titles:** See *titles, positions*.

**plural proper nouns.** Following AP style, lowercase the plural common noun element (*Hawthorne and Queen streets*). **Exception:** In lists, letterheads and business cards, use uppercase for layout consistency.

**service lines:** Do not capitalize service lines (*cardiology*). Do not capitalize services (*educational services*).

**colon:** Use in a sentence only after a group of words that constitutes a complete sentence; do not separate a verb from its object(s) with a colon.

*The colors of the American flag are three: red, white and blue.*

or

*The colors of the American flag are red, white and blue.*

or

*The colors of the American flag are as follows:*

- Red
- White
- Blue

**Incorrect:** *The colors of the American flag are: red, white and blue.*

Do not end a paragraph with a colon when independent paragraphs or subsections with headings follow.

**Exception:** NH style for headings before bulleted lists is to use the colon, **whether or not the grammatical rule above applies**. Example below.

The colors of the American flag are:

- Red
- White
- Blue

**comma:** Follow AP style and do not use a comma before the conjunction in a series of three or more. Example:

*Novant Health hopes to improve online scheduling, reduce waiting times and generally enhance patient care.*

**Exception:** Put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction. Example: *I had orange juice, toast, and ham and eggs for breakfast.*

**Exception:** Use a comma also before the concluding conjunction in a complex series of phrases. Example: *The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to*

**endure the training, and whether they have the proper mental attitude.**

**em dash:** A long dash; use an *em dash* in text to show interruption in the flow of the sentence. AP style calls for a space before and after an *em dash*. Example: *Finance offered a plan — it was unprecedented — to increase revenues.*

**ellipsis:** In general, use an ellipsis to indicate the deletion of one or more words in condensing quotes, texts and documents. An ellipsis is written as three periods with a space on each side. Example: *I ... tried to do what was best.* See *The Associated Press Stylebook and Briefing on Media Law Punctuation Guide* for additional usage information.

**en dash:** A short dash; use the *en dash* to indicate a range or to mean *versus*. In text, do not use an *en dash* as a substitute for *to* or *through*. Example: *Sept. 22 to 24*, not *Sept. 22–24*. In calendars, ads, headlines, tabular material, or where space is at a premium, use an *en dash* if necessary. Spacing around an *en dash* is closed up to surrounding characters.

**hyphen:** Implies cooperation or unity; it implies *both* or *and*, as in *obstetrician-gynecologist*. Do not use a slash (virgule) in place of a hyphen in text; it is often ambiguous. The slash implies alternatives: *either/or, and/or*. **Exceptions:** proper names that use the slash; signage; highly technical text. Use a hyphen to attach a prefix to Novant Health: *non-Novant Health*. **In compound words:** do not use an *en dash* in compound words; use a hyphen. Examples: *Post office-approved design, non-North Carolina*. See also *ob-gyn, em dash* and *en dash*.

**initials, middle:** In internal communications, do not use middle initials except to distinguish between people who have the same first and last names. Even in such a case, consider

whether the context is sufficient to distinguish the subject. In external communications, use of middle initials is the project manager's decision. His or her aim should be consistency within the piece, particularly in lists. **Spacing:** Do not include space between initials: *E.B. White, G.F.C. Gladstone*.

**parentheses:** Parentheses enclose material that provides additional related but detachable information, such as a page or chapter reference, or a clarification. If the information in the parentheses is a continuation or a clarification of a thought within a sentence, place the punctuation outside the closing parenthesis. Example: *This policy is applicable to all Novant Health facilities (including those in South Carolina)*. If the information in the parentheses is a complete sentence that provides additional information, place a period inside the closing parenthesis. Example: *This policy is applicable to all Novant Health facilities. (MedQuest centers outside of North Carolina may be subject to a different policy.)*

Do not use parentheses to show enumeration within a sentence. **Incorrect:** *To apply for the award: (1) go to I-Connect, (2) click on About Us*. Instead, use either a numbered list or a series.

**periods:** Place a period at the end of every declarative and imperative sentence.

**with bulleted lists:** See *bulleted lists* for guidelines.

**with headlines and subheads:** Do not use periods, even if the phrase is a complete sentence. **Exception:** If the headline or subhead contains two sentences, use periods at the end of each sentence: *Getting healthy is your priority. It shouldn't have to wait.* **Exception:** Use a question mark, if the phrase is a question.

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**with quotation marks:** Place the period inside the closing quotation mark at the end of a sentence.

**within titles & degrees:** See *titles* and *academic degrees* for guidelines.

**quoted material:** Place quotation marks before and after a speaker's exact words. Remember to begin each new paragraph of a speaker's continuous words with a quotation mark, but do not end a paragraph with a quotation mark if the speaker's words continue in the next paragraph.

**unfamiliar terms:** A word or words being introduced to readers may be placed in quotation marks on first reference: ***"Stroke: Know the Signs" is an awareness campaign sponsored by ...***

**in headlines:** Follow AP; change double quote marks to single quote marks in headlines. Example: ***Best 'man' for the job is a dog***

Note: ***Periods and commas always go within the quotation marks.***

**semicolon:** A semicolon indicates a pause greater than that of a comma but less than a period. Use a semicolon to:

- Join two closely related independent clauses not joined by a coordinating conjunction (and, but, or, nor, for). Example: ***We have not received your response; it is due Monday.***
- To separate two independent clauses joined by conjunctive adverbs and transitional phrases. Example: ***The meeting lasted longer than expected; however, everyone felt it was important.***
- To separate elements in a series of items, which themselves contain commas. Example: ***Jane Smith, RN,***

***Novant Health Rowan Medical Center; Susan Jones, RN, Novant Health physician clinics; and Steve Wright, RN, Novant Health Prince William Medical Center.***

- To separate long, involved coordinating clauses. Consider using a vertical list instead of a series that would require the use of a semicolon.

**slash:** Also known as a *virgule*, *diagonal* or *forward slash* (to distinguish it from a backslash).

**spacing:** Do not insert space around a slash unless you are following accepted design style for a specific product.

**usage:** The slash usually means *either/or* or *and/or*, or indicates a ratio (*P/E ratio*). The hyphen usually means *both-and*. Avoid using a slash in place of a hyphen. Exceptions may be made for highly technical text, for proper names that use it and for signage.

See also *hyphen* and *antecedent pronoun*.

### titles, composition:

**Use italics with:** Titles of complete works published as separate items (books, guides, magazines, manuals, newspapers, pamphlets). Example: ***How Nurses Can Save for Retirement.*** Titles of presentations that contain individual segments or sessions. Example: the ***Ethics for Lunch*** series.

**Use quotation marks with:** Titles that represent only part of a complete published work (chapters, articles, feature columns, individual segments or programs that are part of a television or radio series, and titles of complete but unpublished works). Example: ***the dissertation "Studies of Hyperactivity."*** Titles of individual sessions or lectures that are short, one-time

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presentations or part of a series of presentations. Example: ***“Managed Competition,”*** a lecture in the ***Ethics for Lunch*** series.

**Use initial caps only for:** names of conferences, seminars, programs, courses, etc. Example: ***Fifth Annual Novant Health Leader Retreat***. Example: ***Introduction to Transformational Change***. Example: ***The annual walk to benefit organ donors, A Walk for Life***.



## Facilities and services of Novant Health

Below is a listing of Novant Health facilities and services. Please note that this list is not comprehensive. **To find the most up-to-date list of Novant Health physician offices, always refer to the clinic lists, located here:**

<http://iconnect.novanthealth.org/NMGPractices/AboutUsTR/ClinicLists/Pages/default.aspx>

When you are checking name, location and phone number information for a clinic, it should be vetted against the clinic list.

It is also important to note that the naming architecture is built to be simple and descriptive so our names are easy for patients to understand what we offer. If you believe a facility or service should be added to the list, contact the Novant Health brand manager in corporate communication.

**Novant Health:** Written as two words. Use the full name in all internal and external communications, no exceptions. Do not use *Inc.* unless you are writing a legal document. Do not ever shorten to *Novant*.

**Novant Health New Hanover Regional Medical Center:** The hospital name is Novant Health New Hanover Regional Medical Center.

*Style rule for internal audiences – newsletters, memos, I-Connect, etc.:*

- Always spell it out on first reference: Novant Health New Hanover Regional Medical Center.
- It can be abbreviated as NHHNHRMC on second reference. Note there is no space between letters.

*Style rule for external audiences – website, press releases, reports, etc.:*

- Always spell it out on first reference: Novant Health New Hanover Regional Medical Center.

- You can drop “Novant Health” on second reference and say New Hanover Regional Medical Center.
- Never use abbreviation NHHNHRMC or NHRMC for any external content. **(Added Jan. 7, 2022)**

### Hospitals

All hospital names must be preceded by **Novant Health** on first reference in both internal and external writing. On second reference, **Novant Health** can be dropped. For internal writing, abbreviations are acceptable on second reference. Abbreviation must always include **NH:**

**Brunswick Medical Center (NHBMC)**

**Charlotte Orthopedic Hospital (NHCOH)**

**Clemmons Medical Center (NHCMC)**

**Forsyth Medical Center (NHFMC)**

**Haymarket Medical Center (NHHAMC)**

**Huntersville Medical Center (NHHMC)**

**Kernersville Medical Center (NHHKMC)**

**Novant Health Hemby Children’s Hospital**

(No abbreviation. On second reference, use “Hemby Children’s Hospital”)

**Hemby Children’s Emergency Department**

(No abbreviation. Note that “department” is part of the official name, an exception to our rule to always use “emergency room” in copy)

**St. Jude Affiliate Clinic at Novant Health**

**Hemby Children’s Hospital**

This is the full official name for this clinic in Charlotte, where children are treated here for cancer and blood disorders. Note: Copy that mentions St. Jude Children’s Research Hospital must be approved by that organization’s team.

**Matthews Medical Center (NHMMC)**

**Medical Park Hospital (NHMPH)**

**Mint Hill Medical Center (NHMHMC)**

**Presbyterian Medical Center (NHPMC)**

**Rowan Medical Center (NHRMC)**

**Thomasville Medical Center (NHTMC)**

**Commented [PBF2]:** Something to think about when we add New Hanover, which uses NHRMC: Will there be confusion between NHRMC and NHHNHRMC?

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Check your market for the proper name of new hospitals as they are approved.

### Assisted living facility

Novant Health Caton Merchant House

### Medical buildings

#### Official names

**Novant Health Agnes B. and Edward I.**

**Weisiger Cancer Institute**

**Novant Health Claudia W. and John M. Belk Heart & Vascular Institute**

#### But can be shortened as:

- **Novant Health Weisiger Cancer Institute**
- **Novant Health Belk Heart & Vascular Institute**

(added July 1, 2020)

Belk always comes first if we mention both this institute and the Agnes B. and Edward I. Weisiger Cancer Institute. Woman's name comes first in both institutes. (added Sept. 29, 2020)

### Novant Health Sherry Strong Integrative

**Medicine Oncology Clinic.** Located inside the Novant Health Agnes B. and Edward I. Weisiger Cancer Institute. (added Oct. 13, 2020)

**Novant Health Pediatric Multi-Specialty Center,** 200 Queens Road, Charlotte. This building's name is an exception to the accepted spelling multispecialty.

### Other names

#### Novant Health Wallace Cancer Institute

Located at Novant Health Rowan Medical Center. (added July 20, 2020)

**Martin Truex Jr. Foundation Children's Emergency Department at Novant Health Huntersville Medical Center** (added Oct. 20, 2020)

### Novant Health Medical Group

The medical group is part of Novant Health and is not considered a separate entity for internal or external writing. For all references, use **Novant Health** and, if necessary, follow with *physician clinic* or *Medical Group*. As a general rule, Novant Health does not use an abbreviation for the medical group except in tables and finance reports where space is limited. In this case, **NHMG** is acceptable.

**We do not use the Novant Health name or clinic name in headlines.**

Do not include location descriptor for a clinic unless you need to designate between sites or it is part of the official clinic name. When using a geographic locator in running text or a subhed (don't use them in a headline), separate the locator from the clinic name with a hyphen with space on either side.

### Urgent care locations

**IMPORTANT: We DO NOT use geographic locators in the names of urgent care clinics (or Novant Health Medical Group clinics), except in running text or subheds.**

**We do not use the Novant Health name or clinic name in headlines. We avoid geo identifiers when we give the address for the clinic, except when clarity is needed (as in a flyer with multiple urgent care locations listed and their addresses, so as not to give the same name for each item).**

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### Foundations

Our foundations are connected to medical centers. They often operate independently, yet coordinate initiatives as needed with local marketing and PR offices. All foundation names begin with **Novant Health** and then use the facility name, then "Foundation."

- **Novant Health Brunswick Medical Center Foundation**
- **Novant Health Clemmons Medical Center Foundation**
- **Novant Health Forsyth Medical Center Foundation**
- **Novant Health Kernersville Medical Center Foundation**
- **Novant Health Presbyterian Medical Center Foundation**
- **Novant Health Prince William Medical Center Foundation**
- **Novant Health Rowan Medical Center Foundation**
- **Novant Health Thomasville Medical Center Foundation**
- **Novant Health UVA Health System Prince William Medical Center Foundation**

**NOTE: Novant Health Foundation is not a legal fundraising entity. It is critical that we always use the full foundation name.**

The exception: If speaking collectively about the work the foundations do across the system, but NOT speaking about fundraising, we can say "Novant Health Foundation." Such as: "Novant Health Foundation has improved the communities in North Carolina, South Carolina and Virginia." **Never use this term (North Carolina Foundation) in connection with raising funds.**

### Novant Health institutes

In 2019, Novant Health created institutes that replace previous service lines. In some cases, service lines were merged.

Some institutes have a slightly different names for internal and external use:

**Novant Health Heart & Vascular Institute**  
**Novant Health Neurosciences & Psychiatry Institute** [when the neurosciences part of this is referred to externally by itself, we say **Novant Health Neurosciences Institute**, and when referring externally solely to the psychiatry/behavioral health services, we say **Novant Health Behavioral Health Institute**]  
**Novant Health Orthopedics & Sports Medicine Institute**  
**Novant Health Cancer Institute** (includes Novant Health Cancer Institute - genetic counseling [entry updated Jan. 28, 2021])  
**Novant Health Community Health & Wellness Institute**  
**Novant Health Women's & Children's Institute** [ob-gyn services, when referred to externally, would be **Novant Health Women's Health Institute**, and pediatrics/children's hospital care, when referred to externally, would be **Novant Health Children's Institute**.]  
**Novant Health Surgical Institute**  
**Novant Health Institute of Innovation & Artificial Intelligence**  
**Novant Health Hospital-Based Medicine Institute**  
**Novant Health Post-Acute Care Institute** [pharmacy falls under this, too]  
**Novant Health Institute of Safety & Quality**

**Other service lines not in the institutes:**  
**Diabetes Center of Excellence** [replaces diabetes services line]

**NOTE: BELOW MAY NO LONGER BE ACCURATE; WE ARE UPDATING BY END OF JANUARY 2020;** Greater Charlotte market service lines

Commented [PBF3]: Do we mean Novant Health Foundation?

Commented [PBF4]: Do we have an update on this?

## Novant Health marketing & communications stylebook

Hospitals in the GCM include NHCOH, NHHMC, NHMMC, NHPMC, NHRMCS, NHRMC, medical group clinics and other facilities listed below.

- **Novant Health Bariatric Center**
- **Novant Health Cancer Care**
  - *Within this service line are Novant Health Cancer Center locations (in Charlotte, Huntersville, Matthews; don't use geography as part of name) and Novant Health Derrick L. Davis Cancer Institute (word "institute" added Nov. 20, 2020)*
- **Novant Health Heart & Vascular Institute** (note: Previously, we used the "and," but as of 1/21/2019, the decision has been made to go back to the ampersand. The legal name is "and" – and so appears that way on the NH clinic lists -- but we will use & on copy for space and consistency reasons.)

**Novant Health Claudia W. and John M. Belk Heart & Vascular Institute and Novant Health Agnes B. and Edward I. Weisiger Cancer Institute:** The building on Fourth Street in Charlotte. The most frequent ways it will be referred to in marketing are **Novant Health Belk Heart & Vascular Institute. (added May 1, 2020) and Novant Health Weisiger Cancer Institute.**

Belk always comes first if we mention both this institute and the Agnes B. and Edward I. Weisiger Cancer Institute. Woman's name comes first in both institutes. **(added Sept. 29, 2020)**

- **Novant Health Hospice & Palliative Care**
- **Novant Health Imaging**
  - Charlotte
  - Huntersville
  - Matthews
- **Novant Health Rehabilitation**
- **Novant Health Sports Medicine**
- **Novant Health Women's Health**

### Charlotte-based programs

**Novant Health Buddy Kemp Cancer Support Center**

**Novant Health Community Care Cruiser**

**Novant Health Parish Nursing Program**

### Medical plazas/Medical office buildings

The medical plazas and office buildings serve area communities and neighborhoods with a variety of medical services, including physician clinics, diagnostic imaging, outpatient surgery, laboratory services, sleep medicine, urgent care and rehabilitation services. Each plaza offers a different array of services that best meets local needs:

- **Novant Health Medical Plaza Monroe**
- **Novant Health Medical Plaza Steelecroft**
- **Novant Health Medical Plaza Ballantyne**
- **Novant Health Langtree Medical Plaza**
- **Novant Health Huntersville Medical Center Physicians Plaza**, the correct way to refer to the plaza located at 10030 Gilead Road, Huntersville, NC 28078.
- **Novant Health Mint Hill Medical Office Building**

### Charlotte outpatient surgical facilities

- **Novant Health Surgery Center Ballantyne**
- **Novant Health Surgery Center Monroe**
- **Novant Health Surgery Center Huntersville**
- **Novant Health Outpatient Surgery Center**
- **Novant Health Midtown Surgery Center**

### Greater W-S market service lines

Hospitals in the GWS market include NHCMC, NHFMC, NHKMC, NHMPH, NHTMC, medical group clinics and other facilities listed below:

- **Novant Health Bariatric Center**

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- **Novant Health Breast Center** (part of imaging, but has a distinct name.)
- **Novant Health Derrick L. Davis Cancer Institute** (the word 'institute' added Nov. 20, 2020). This center is located at **Novant Health Forsyth Medical Center, but the address to use with Derrick L. Davis** is 1010 Bethesda Court, because that address, via GPS, leads to the cancer center's parking deck.
- **Novant Health Cardiology**
- **Novant Health Imaging**
  - Kernersville
  - Maplewood
  - Salem
  - Winston-Salem Health Care
- **Novant Health Neurosciences Institute**
- **Novant Health Orthopedic Services**
- **Novant Health Pelvic Health Center**
- **Novant Health Rehabilitation**
- **Novant Health Women's Services**

**Novant Health Conference Center**, located on the campus of Novant Health Forsyth Medical Center in Winston-Salem, NC

**Outpatient surgical facilities**

The entities listed below are part of the Novant Health Forsyth Medical Center division of surgical services. However, they are both off campus as independent centers.

- **Novant Health Hawthorne Outpatient Surgery**
- **Novant Health Outpatient Orthopedic Surgery Center**

The proper names of the service lines within the medical center are made capital. Please refer to this list to ensure that you use the correct name.

- **Novant Health Rehabilitation Center**
  - Kernersville
  - King
  - Mocksville
  - Mount Airy

- **Northpoint**
- **Robinhood**

Other programs, services and centers include **Novant Health Diabetes Services, Novant Health Wound Center and Hyperbaric Medicine, Novant Health Behavioral Health**

**Novant Health Today's Woman Health & Wellness Center**

*Today's Woman* is acceptable on second reference. It is a medical group clinic but is often referenced independently because of its work in the community.

**Novant Health Thomasville Medical Center service lines**

- **Geriatric Behavioral Health**
- **Novant Health Corporate Health**
- **Novant Health Sleep Health**
- **Novant Health Stroke & Neurosciences Center**
- **Novant Health Heartburn Treatment Center**
- **Novant Health Orthopedics**
- **Novant Health Women's Health**
- **Novant Health Heart & Vascular**

**Eastern coastal region (formerly known as Eastern market)**

Hospitals in the eastern coastal region include NHBMC and New Hanover Regional Medical Center, along with medical group clinics and other facilities. (entry revised Jan. 7, 2022)

**Virginia market**

The VA market includes Novant Health UVA Health System Prince William Medical Center, Novant Health UVA Health System Haymarket Medical Center, Novant Health UVA Health System Culpeper Medical Center, medical group offices (in Virginia, these are not referred to as "clinics,"), an assisted living facility and outpatient imaging.

Commented [PBF5]: Not Novant Health Geriatric Behavioral Health?

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- **Novant Health Caton Merchant House**
- **Novant Health Imaging** (formerly known at Heathcote Health Center)
- **Novant Health Marblestone Health Center**

### Other Areas of Novant Health

- **Novant Health Corporate Health**

### National Facilities & Partnerships

**MedQuest Diagnostic Imaging Centers:** On second reference, *MedQuest* is acceptable.

**Health Management Associates (HMA):** Novant Health is partnering with HMA on the management of Lake Norman Regional Medical Center in Mooresville, NC.

## Medical clinic naming standards

Always consult the [Novant Health Medical Group clinic lists](#) for the most current names, addresses, phone and fax numbers. **Do not rely on the clinic website.**

**DBA:** Stands for “doing business as.” It is the name that is presented to the public and used on signage.

**“&” versus “and”:** “&” may be used when the name is over 30 characters after Novant Health. For signage and stationery purposes, the &/and can be interchanged regardless of dba.

**“Practice” vs. “Clinic”:** We don’t use “practice” to describe a medical office/clinic, for legal reasons. For NHUVA medical offices/clinics, do not use “clinic.” Use “office.” But “practice” is

fine as a verb. *She has been practicing medicine for 20 years.*

**Center:** Avoid using “Center” since the ambulatory and facilities are identified by “centers.”

**“-” and “\_” and “/”:** No hyphens or en dashes or slashes with the exception to a city hyphenation (e.g., Winston-Salem), geographic locators to clinics with multiple locations (Novant Health Pediatrics - Charlotte) and OB/GYN (all capital letters, and we only use this style of ob-gyn if it’s part of a formal clinic name).

**Clinics using same name:** Although not related if in different counties. Before proceeding, the duplication should be confirmed with administration that they are OK with the decision. If used in nearby counties, this may cause confusion.

- “Novant Health Internal Medicine”
- “Novant Health OB/GYN”
- “Novant Health Primary Care”
- “Novant Health Family Medicine”
- “Novant Health Urology Partners”

**Location locators:** If used, indicator should be used at the end, separated by a hyphen with a space on either side.

- “Novant Health” “Location” “Family Medicine”
- “Novant Health Family Medicine” - “Location”

**Prepositions:** Avoid using “of,” “at,” “by” (i.e., Novant Health Family Medicine at University should be Novant Health University Family Medicine or Novant Health Medicine University)

**Do not use generic directional locators alone:** Pertains to North, South, West, East, etc.

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North of what is the question. ( i.e. Novant Health North Charlotte Family Medicine is correct vs. Novant Health North Family Medicine).