

U^{of}L Health

Style Guide

Introduction

The UofL Health style guide is designed to offer writing guidelines for internal and external publications for each organization. It is intended to supplement the Associated Press (AP) Stylebook, which is the official standard UofL Health – Marketing & Communications follows. Although some AP rules differ from those taught in English composition classes (e.g., the final comma in a simple serial listing is eliminated), this is done intentionally with brevity and clear communication in mind. Despite the scope of information in the AP guide, it does not address some issues that are unique to UofL Health or that are encountered frequently by the staff.

Editorial style is the way we present ourselves to the public through written words. Having a common style assists us in projecting a cohesive, coordinated image to the public. This style guide is one of many tools we ask you to use to assist us in projecting a united brand.

Throughout this guide, you will see examples italicized. **This is only to set the examples apart from the description.** UofL Health does not use italics in writing except for the use of UofL Health – Urgent Care *Plus*.

If you have any questions, please call 502-588-4917 or email Marketing@UofLHealth.org.

UofL Health Facility Names

Below is the official list of facility names within UofL Health. **Always use the full name on first reference using the en dash to separate UofL Health from the facility name or UofL Physicians to separate from the practice name.** Learn more about the en dash on page nine of this guide. The second reference can drop UofL Health. See the exception below for UofL Health – Frazier Rehabilitation Institute.

Please note that several facilities were renamed when UofL Health was formed in November 2019. For example, ACB should be transitioned to UofL Health – Jackson Street Outpatient Center, HCOC should be transitioned to UofL Health – Chestnut Street Outpatient Center and OCC should be transitioned to UofL Health – Abraham Flexner Outpatient Center. **University Hospital is not an acceptable reference to UofL Hospital.**

These facilities are part of the Downtown Medical Campus	Other facilities and entities
UofL Health – UofL Hospital	UofL Health – Frazier Rehab Hospital – Brownsboro
UofL Health – Jewish Hospital	UofL Health – Mary & Elizabeth Hospital
UofL Health – Rudd Center	UofL Health – Medical Center East
UofL Health – Heart Hospital	UofL Health – Medical Center Northeast
UofL Health – Frazier Rehabilitation Institute (first use); Frazier Rehab Institute	UofL Health – Medical Center South
UofL Health – Eye Institute	UofL Health – Medical Center Southwest
UofL Health – Brown Cancer Center	UofL Health – Peace Hospital
UofL Health – Abraham Flexner Outpatient Center	UofL Health – Shelbyville Hospital
UofL Health – Chestnut Street Outpatient Center	UofL Health – South Hospital
UofL Health – Jackson Street Outpatient Center	UofL Health – UofL Physicians
	UofL Health – UofL Hospital – J. David Richardson Trauma Center

Unsure about a facility or naming convention? Please call 502-588-4917 or email Marketing@UofLHealth.org.

A

abbreviations, acronyms

- For companies, associations, organizations, etc., use the official name on first reference. On second reference, an abbreviation or acronym may be used if the meaning will be clear to readers. If you intend to use an abbreviation or acronym for second reference, let readers know this by setting it off in parentheses directly after the first official reference: *She is on staff at the Institute for Cellular Therapeutics (ICT). Part of her work at the ICT involves studying sickle cell anemia.*
- Avoid acronyms and abbreviations that are used only within your physician practice.
- For all usages of the university name, University of Louisville may be abbreviated as UofL on second reference, written with no space after the "U" and before the "L." Never use the university logo, UofL, as a substitute for UofL in text or headlines.
- For all usages, refer to the organization as *UofL Health*. **It is never to be abbreviated as ULH in external or internal communications.**
- For all usages, refer to the physicians group as *UofL Physicians*. **It is never to be abbreviated as ULP in external communications.**
- Abbreviate "company," "corporation," "incorporated" and "limited" when part of a name does not set off with commas: *the Coca-Cola Co., Rock Island Line Inc.*
 - **Note:** When referring to a company, "Co." and "Inc." may be omitted entirely in all but the most formal settings or when needed for clarity.
- Abbreviate "junior" and "senior" as part of a name; do not set off with commas: *John Doe Jr.*
- Note that ampersands (&) are not used in running text. Exceptions include *Center for Women & Infants, UofL Health – Rudd Heart & Lung Center, UofL Health – Mary & Elizabeth Hospital, OB/GYN & Women's Health and Compliance, Risk & Audit Services, UofL Health – Brown Cancer Center – Blood Cancers, Cellular Therapeutics & Transplant Program, Marketing & Communications.*
- United States can be spelled out or, after first mentioned, abbreviated as U.S. within text: *She traveled throughout the United States.*
 - The abbreviation is appropriate when used as an adjective: *U.S. government.*
 - When writing a headline, use US without periods.

academic degrees

- Lowercase degree names: *The department offers a master of arts and a master of arts in teaching.*
- Avoid abbreviations: *Jane Smith earned her bachelor's degree in biology and then went on to gain her medical degree at University of Louisville.* NOT *Jane Smith earned her B.A. in biology and then went on to gain her M.D. at University of Louisville.*
- **Exception:** Degree abbreviations consisting of three or more letters that use a combination of upper and lowercase letters require periods: *Ph.D.; Ed.D.; Pharm.D.*
- Avoid redundancies: *Donald Miller, M.D., or Dr. Donald Miller.* NOT *Dr. Donald Miller, M.D.*
- Use an apostrophe when writing bachelor's degree, specialist's degree or master's degree but not when naming the full degree: bachelor of arts degree.

- **Note:** When the "19" or "20" is omitted from a written year, an apostrophe is used to indicate the contraction: '87. Be aware that some word-processing programs will incorrectly insert a single open-quotation mark (the tail of the mark will be turned toward the number) rather than an apostrophe (the tail of the mark is turned away from the number), which the writer must then change manually.

academic departments/units

- Capitalize only when using the full and official name of the department or unit: Department of Medicine; School of Medicine; *UofL Physicians – Operations; UofL Hospital – Infection Prevention and Control*. Lowercase when used as a common noun: *the family medicine department; the medical school*.
- Capitalize proper nouns and adjectives in all references: *the English Department; the Hiram C. Polk Jr., M.D., Surgery Department*.
- Do not capitalize "university," "college" and "department" unless they part of the official name or the first word of a sentence.

academic disciplines

- In text, capitalize only proper nouns and adjectives: *members of the cardiology faculty; two English professors*.

academic titles

- Use "Dr." before a name only when the person in question has a medical degree (M.D., Pharm.D., Ph.D., Aud., DMD, DDS or DVM); it is assumed that UofL faculty possess the terminal degree in their field.
- **Note:** In all cases, the full name of the provider and their credentials should be written on first mention and the use of "Dr." thereafter: *Jason Smith, M.D., MBA, is the chief medical officer of UofL Health. Dr. Smith played a crucial role in the COVID-19 vaccine process*.
- Capitalize and spell out formal titles such as "president" and "chair" **only** when they precede a name: *Chair Jane Smith*. Lowercase elsewhere.
- Professor should always be lowercase, even when preceding a name.
- Fellow should be lowercase. For example: *He is a fellow with the American College of Radiology*.
- Do not use academic and job titles in conjunction: *Dean Jane Doe* **not** *Dean Dr. Jane Doe*.
- Do not use an academic title with a degree: *professor Jane Smith* or *Jane Smith, Ph.D.*, NOT *professor Jane Smith, Ph.D.*
- If a professor holds an endowed chair or special professorship, capitalize the full name of the title: *Kelly M. McMasters, M.D., Ph.D., Ben A. Reid, Sr., M.D., Professor and Chairman*. The full name of the chair often includes first names and middle initials of the donor; these can be omitted in normal use. Lowercase modifiers (per AP Style Guide, see "Titles: Past and Future" entry): *department Chairman John Jones*.

adviser, advisor, advisory

- Use "-er" unless "advisor" is part of an official title: *The U.S. Department of Labor's Fair Labor Standards Act Advisor provides employers with information on minimum wage, overtime, child labor and record-keeping requirements; She served as an adviser to the government on this project.*
 - However, "advisory" is the correct spelling.

affect, effect

- “Affect” is almost always a verb that means to “influence” or “put on”: *How this will affect her grade is uncertain at this point; She affected an English accent because she thought it made her seem more sophisticated.*
 - “Affect” can be used as a noun in very narrow usage, to denote certain behavior in psychology.
- “Effect” is nearly always a noun that means “result”: *The effect upon her grade is uncertain at this point.* Occasionally “effect” is used as a verb in formal writing to mean “to bring about”: *They wanted to effect some immediate changes in their academic policy.*

ages

- When age is relevant, always use numerals: *He was 3 years old.*
- When the context does not require years or years old, the figure is presumed to be years.
- Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun: *A 5-year-old boy, but the boy is 5 years old. The boy, 7, has a sister, 10. The woman, 26, has a daughter 2 months old. The race is for 3-year-olds. The woman is in her 30s (no apostrophe).*

Alzheimer’s disease

- Do not capitalize “disease.” “Alzheimer’s” (alone) is acceptable on second reference.

among, between

- “Among” is when more than two are involved: *It was a choice among red, blue and yellow.*
- “Between” is used to show the relationship between two entities: *It was a choice between red and blue.*
 - Between is correct when expressing the relationships of three or more items considered one pair at a time: *Negotiations on a debate format are under way between the network and the Ford, Carter and McCarthy committees.*

ampersand

- Note that ampersands (&) are not used in running text. Exceptions include *Center for Women & Infants, UofL Health – Rudd Heart & Lung Center, UofL Health – Mary & Elizabeth Hospital, OB/GYN & Women’s Health and Compliance, Risk & Audit Services, UofL Health – Brown Cancer Center – Blood Cancers, Cellular Therapeutics & Transplant Program, Marketing & Communications.*

and/or

- Do not use this construction.

Animals in UofL Health facilities

The following definitions are from the Animals in UofL Health facilities policy (ref # 6800-0005-1):

- Animal Assisted Therapy (AAT): AAT is provided by local accredited agencies and provides specially trained animals, with their trainers, to visit patients.
- Pet Therapeutic Recovery (PTR): PTR encompasses visitation by the patient’s own pet.
- Service animal handler: This person is responsible for the control, care and supervision of the service/assistance animal. This may be the owner or designated handler.
- Service/assistance animal: An animal that is trained to do work or perform tasks directly related to the disability the person has (physical, cognitive, or mental). This animal always accompanies the handler and does not have to be licensed or certified as a service animal. The animal is not required to wear a special vest or collar.

- Therapy animal: An animal that provides companionship, emotional support, comfort to an individual with a disability. This may also be personal pet. This animal is not covered by laws protecting service animals.

apostrophe

- Do not use an apostrophe when forming plurals of dates or abbreviations: *1890s, 1920s, M.D.s, Ph.D.s*
- UofL Physicians is a singular, proper noun. In most cases, it is not necessary to add an apostrophe to denote it as a possessive when the company is used as the subject of a sentence.
 - **Incorrect:** UofL Physicians' clinics are not open on holidays.
 - **Correct:** UofL Physicians clinics are not open on holidays.
- For clarification, you can think of UofL Physicians as replaced by the word "Company," i.e., *Company clinics are not open on holidays*. If the word "company" without an "s" makes sense in this context, don't use the possessive of UofL Physicians.

assure, ensure, insure

- "Assure" is something you do to a person, a group of people, or an animal to remove doubt or anxiety: *John assured Jane that he would help with the chores.*
- "Ensure" is something you do to guarantee an event or condition: *To ensure there'd be enough food, John ordered twice as much food as last year.*
- To "insure" someone or something means to protect the person or object against risk by regularly paying an insurance policy.

B

between you and me

- Not *between you and I*.

between, among

- "Between" is used to show the relationship between two entities: *It was a choice between red and blue.*
 - Between is correct when expressing the relationships of three or more items considered one pair at a time: *Negotiations on a debate format are under way between the network and the Ford, Carter and McCarthy committees.*
- "Among" is when more than two are involved: *It was a choice among red, blue and yellow.*

Board of Directors, Board of Trustees, Board of Overseers

- Capitalize and use full name on first reference. Use "the board," "the trustees" or "the overseers" (lowercase) for subsequent references: *The UofL Board of Trustees met to discuss the proposal. The board discussed the proposal. The trustees voted on the issue.*

book titles

- Capitalize the first and last word of the title along with all verbs, nouns and principal words: *A Dog Named Spot*
- Capitalize all prepositions and conjunctions in titles that consist of four or more letters: *One Flew Over the Cuckoo's Nest; The House That Jack Built*
- Do not italicize titles of books, plays, artworks, television shows, radio shows, movies, journals, magazines, newspapers, newsletters, long poems published as books, and gallery and museum

exhibitions; instead use quotation marks around the title: “*The Star-Spangled Banner*,” “*Gone With the Wind*,” ABC’s “*Good Morning America*,” “*Today’s Woman*” magazine, the “*CBS Evening News*,” the prime-time drama “*This is Us*”

- Use quotation marks for shorter works, such as magazine articles and lectures.
- The Bible and books that are primarily catalogs of reference material are capitalized only (no quote marks or italics). This category includes almanacs, directories, dictionaries, encyclopedias, handbooks and similar publications.
- Translate foreign titles into English unless the work is known to the American public by its foreign name.

brackets vs. parentheses

- Brackets [] are used to enclose explanatory material inserted into a quotation by someone other than the original writer or person being quoted: “*Hai [yes],” he answered when the telephone operator asked if he spoke Cantonese.*”
- Parentheses () are used when the original writer or person being quoted is making the addition: “*Hai (that means yes) was my answer when the operator asked if I spoke Cantonese,” he proudly told me.*”

buildings

- Capitalize buildings that have a formal name, including the words “Building” or “Center”: *the Abell Building.*
- Capitalize only proper nouns in common references: *the Kornhauser Library building.*
- Use lowercase for buildings and rooms with generic names that reflect the discipline taught or the activity conducted therein: *the nursing building.*
- Capitalize rooms and facilities within buildings with official names: *Jackson Street Outpatient Center UofL Hospital Auditorium, Glassroom, Super Saver*

bulleted series

- Introduce the series with a colon.
- Do not use periods or semicolons at the end of each item unless the item is a complete sentence (and be consistent—if one item is a sentence, make them all sentences).
- Do not set off the next-to-last item with “and”:
- Bullet list items should be listed in sentence case.

C

campus

- Capitalize when used with the full name of the campus: *Belknap Campus, Health Sciences Campus, Shelby Campus.* Lowercase when it stands alone: *The students visited campus.*

campuswide

- One word.

capitalization

- The full, formal names of the university and its colleges, schools and departments are capitalized: *University of Louisville; the School of Medicine; the Department of Radiology.*
 - For University of Louisville, you can use the abbreviation UofL listing the full, formal name of the university first
- Use lowercase when not using the full, formal name: *the university; the medical school; the radiology department.*
- Capitalize the full, formal names of centers and institutes and use lowercase on second reference or in informal usage: *The Cardiovascular Innovation Institute is engaged in innovative research. The institute is known worldwide.*

catalog

- Not "catalogue"

cardiac catheterization lab

- Acceptable first use is cardiac cath lab (lowercased); on second mention, "cath lab" is acceptable

center, centre

- "Center" is the American spelling; "centre" is British. Always use "center" except when "centre" is part of an official name.

Centers for Disease Control and Prevention

- On first reference, use *Centers for Disease Control and Prevention*. *CDC* is acceptable on second reference and it takes a singular verb.

century

- Lowercase, spelling out numbers less than 10: the first century; the 21st century. Do not hyphenate: *This was a 21st century addition to the university.*

CEO, CFO, COO

- CEO is acceptable in all references for chief executive officer.
- Use chief financial officer on first reference and CFO thereafter.
- Use chief operating officer on first reference and COO thereafter.
- Spell out other C-level or C-suite positions, such as *chief information officer*.

Cerner

- Cerner is a supplier of health information technology services. UofL Health uses the Cerner electronic health record. The accompanying patient portal is MyHealthNow.

Chair

- Use the full name and capitalize first reference of endowed chairs: *William Ray Moore Chair of Family Practice*. On second reference the *Moore chair* is acceptable.

chair, chairman, chairwoman

- Chair is preferred: *Jane Smith is chair of the OB/GYN department*. Do not use "chairperson" unless it is the organization's formal office title.

city

- Do not capitalize in "city of" constructions: *city of Louisville*.

Clinical & Translational Research Building

co-worker

- Not co worker or coworker.

collective nouns

- The collective nouns "faculty" and "staff" can take singular or plural verbs, depending on whether group members are acting individually or as a group. *The neurology department faculty meets regularly with the pediatrics department faculty. The staff sometimes disagree among themselves.*
- When "data" is used as a collective noun that represents a unit it takes a singular verb: *The data is invalid.*
 - When it refers to individual items, use a plural verb: *The data were collected by a team of researchers.*

colleges and universities

- For colleges and universities other than UofL, use the full formal name on first reference; abbreviations and acronyms may be used in subsequent references. Beware of mixing up athletic nicknames and academic institutions.

commas

- Avoid excessive use.
- Do not use a comma before the final conjunction in a simple series: *The president delivered an address before an audience made up of state legislators, U.S. senators and local government officials.*
- **Exception:** A serial comma can be used when an integral element of the series requires a conjunction (*the departments of history, English, industrial engineering, and molecular and biological medicine*) or in a complex series of phrases.
- Do not use a comma to introduce a subordinate clause: *She decided to take a class in social deviancy because she thought it would help her understand her teenager's request to officially change his name from John to The Son Who Was Formerly Known as John.*
- Do not use a comma to set off essential information: *Harry's daughter Amy is considering switching her major from biology to pre-med, not Harry's daughter, Amy, is considering ...* This implies that Harry has only one daughter when in fact he has three. However, the following is correct: *Amy says that her father, Harry, is constantly nagging her to switch her major from biology to pre-med.*
- **Dependent Clauses:** If the second half of a compound sentence does not contain its own subject and predicate, do not separate the clauses with a comma: *The ticket office is in the Swain Student Activities Center and is open from 8 a.m.-5 p.m.*
- **Independent Clauses:** Use a comma between the two independent clauses of a compound sentence (preceding the conjunctions "and," "but," "or," "nor," "for," "so" and "yet"). The second half of the sentence must contain its own subject and verb: *The ticket office is in the Student Activities Center, and it is open from 8 a.m.-5 p.m.*
- **Date:** Use a comma between a specific date and year: *June 10, 1964*. A comma should follow the year when a specific date is mentioned mid-sentence: *May 11, 1988, was the date of the party*. Do not use a comma between month and year or season and year: *March 1997, summer 1999*.

- **Locations:** When using a city name with a state or country in a sentence, place a comma afterward: *She is a Louisville, Kentucky, native.*

committees, task forces

- Capitalize the official names of specific committees or task forces: *The Task Force on Gender Equity met yesterday.*
- Lowercase second general reference: *The task force is developing a proposal on gender equity.*

commonwealth

- *commonwealth of Kentucky.*

complement, compliment

- "Complement" is something that completes or enhances: *The black complements the red in UofL's logo.*
- "Compliment" is an expression of respect or admiration: *She complimented the university on its red-and-black logo.*

comprise

- Avoid using, if possible
- When necessary, remember that "comprise" means to contain or include. Use in active voice: *UofL comprises 11 schools and colleges NOT UofL is comprised of 11 schools and colleges.*

copay

- Not *co-pay*

courtesy titles

- Generally omitted.

COVID-19

- Capitalize "COVID" in all cases and use a dash between COVID and 19

CV

- Acronym for "curriculum vitae." Always use the official name on first reference. On second reference in informal usage, CV is acceptable if the meaning will be clear to readers. If you intend to use the acronym on second reference, let readers know this by setting it off in parentheses directly after the first official reference.

D

dash

- There are two kinds of dashes—of different length and for different purposes—in addition to the hyphen:
 - The em dash (—) is named for the amount of space that a capital M occupied in a line of lead type set in the particular typeface. It is used for parenthetical remarks or abrupt changes of thought, epigraphs and datelines. Do not include spaces around the dash: *Her research found that this is especially true for women—the vast majority of welfare recipients.*
 - The en dash (–) is shorter than an em dash but longer than a hyphen. It is used in our facility names and includes spaces around it (example: *UofL Health – UofL Hospital*).

- An en dash also is used in place of a hyphen in a compound adjective when one of the elements is an open compound: *post–Civil War*; *Grawemeyer Award–winning author*, *Louisville–Jefferson County government*.
- On a PC, you can make an em dash or an en dash when working in Word by:
 - Placing your cursor where the mark will go
 - Go to Insert in the program menu and select Symbol
 - Highlight the appropriate dash located there
 - Hit insert
- Keyboard shortcuts are also available using the Alt key and the number pad on your keyboard
 - Hold the Alt key and type 0150 on your keyboard number pad for the en dash
 - Hold the Alt key and type 0151 on your keyboard number pad for the em dash
- On a Mac or Apple device, dashes are made in Word the same way, or simultaneously hit the option and hyphen keys to make an en dash and option/shift/hyphen for the em dash.
- You can also create your own shortcuts for the em dash and the en dash on the PC by following the directions in the Symbol section.

data, datum

- Data is plural; use datum when you mean "a single bit of information." When data is used as a collective noun that represents a unit it takes a singular verb: *The data is invalid*. When it refers to individual items, use a plural verb: *The data were collected by a team of biologists*.

dates

- Spell out months when used alone or with the year only: *September 1991*, *July 2018*. Abbreviate the month—except for March, April, May, June and July—when used with a specific day: *Sept. 2.*, *July 4*.
- Do not use a comma between the month and year when no specific day is mentioned: *January 1994*. The same rule applies to seasons: *fall 1996*.
- When referring to a month, day and year, place a comma between the day and year: *Dec. 7, 1945*.
- Place a comma after the year when a phrase with a month, day and year is used in a sentence: *Feb. 18, 1987, was the target date*.
- Do not use "on" with dates unless its absence would lead to confusion: *The program ends Dec. 15* **not** *The program ends on Dec. 15*.
- To indicate sequences or inclusive dates and times, use an en dash instead of "to": *Apply here May 7-9, 8 a.m.-4 p.m.*
- Do not use "st," "rd" or "th" with dates: *Oct. 13* **not** *Oct. 13th*; *Feb. 28* **not** *Feb. 28th*.
- If an event is being hosted in the current year, you do not need to add the year to the dateline: *The next lunch and learn will be Oct. 23*.

Dean

- Capitalize only when it precedes a name. Do not combine dean or any administrative title with an academic title before a name: *Dean John Doe* **not** *Dean Dr. John Doe*.

degrees

- Lowercase degree names: *The department offers a master of arts and a master of arts in teaching*.

- Avoid abbreviations: *Jane Smith earned her bachelor's degree in biology and then went on to gain her medical degree at University of Louisville* **not** *Jane Smith earned her B.A. in biology and then went on to gain her M.D. at University of Louisville.*
- **Exception:** Degree abbreviations consisting of three or more letters that use a combination of upper and lowercase letters require periods: *Ph.D.; Ed.D.*
- Other notable advanced degrees: MBA, MPHA and MPH
- Avoid redundancies: *Donald Miller, M.D., or Dr. Donald Miller* **not** *Dr. Donald Miller, M.D.*
- **Note:** In all cases, the full name of the provider and their credentials should be written on first mention and the use of "Dr." thereafter: *Jason Smith, M.D., MBA, is the chief medical officer of UofL Health. Dr. Smith played a crucial role in the COVID-19 vaccine process.*
- Use an apostrophe when writing *bachelor's degree, specialist's degree or master's degree* but not when naming the full degree: *bachelor of arts degree.*
- **Note:** When the "19" or "20" is omitted from a written year, an apostrophe is used to indicate the contraction: '87. Be aware that some word-processing programs will incorrectly insert a single open-quotation mark (the tail of the mark will be turned toward the number) rather than an apostrophe (the tail of the mark is turned away from the number), which the writer must then change manually.

Departments

- Capitalize only when using the full and official name of the department or unit: *Department of Medicine; School of Medicine*. Lowercase when using a reference that is not the official name: *the radiology department; the medical school.*
- "University," "college" and "department" are never capitalized unless they part of the official name or the first word of a sentence: *cancer center or medical center*
- When referencing hospital units, use the number, add a space and capitalize the title: *6 South or 5 Towers*

dietitian

- Do not use the abbreviation RD in place of the word "dietitian"

diversity, equity and inclusion

- Spell out on the first mention and use DEI on second reference

doctoral, doctorate

- "Doctorate" is a noun
- "Doctoral" is the adjective
 - You may have a doctorate or a doctoral degree, but not a doctorate degree: *He received his doctoral degree in English; He holds a doctorate in English.*

drive-thru

- Except in the case of the Brook/Liberty Street Drive-Thru.

drop-down

E

e.g., i.e

- E.g. stands for "for example"; i.e. stands for "that is." The two are not interchangeable.

ellipsis (...)

- Treat an ellipsis as a three-letter word, with a space before and after it but none inserted between the three periods: *Metropolitan College ... provides both employment and a free college education.*
- When the ellipsis follows the end of a sentence place a space between it and the sentence's ending punctuation mark: *"Four score and seven years ago, our fathers brought forth upon this continent a new nation conceived in liberty and dedicated to the proposition that all men are created equal. ..."*

email

- Do not hyphenate the word "email"
- Do not allow an email to break between two lines with a hyphen; break if necessary, using a required soft return following a slash or other mark of punctuation that is part of the address.
- When typing an email address in official communications, it should be written as: First.Last@UofLHealth.org or Department@UofLHealth.org. Proper nouns should be capitalized: *Jane.Doe@UofLHealth.org* or *Marketing@UofLHealth.org*.
- The email domain *Louisville.edu* should be capitalized in official communications: *Joe.Allen@Louisville.edu*; *Alumni@Louisville.edu*

Please Note: UofL Health has an approved email signature. To find rules and examples, visit UofLHealth-Now.org/Branding/ on the employee intranet.

Emergency Department

- Capitalize both words in all instances: *UofL Health has seven Emergency Departments across Jefferson, Shelby and Bullitt counties.*
- On first mention use the facility name separated by an en dash to reference the Emergency Department; Emergency Department is acceptable thereafter: *UofL Health – UofL Hospital – Emergency Department treated 500 patients last night.*
- Do not use the abbreviation "ED" to reference to the Emergency Department
- Do not use Emergency Room or ER to reference to the Emergency Department

Employee Emergency Fund

- Provides financial assistance to UofL Health staff who are unable to meet immediate, essential expenses due to a temporary financial hardship that resulted from an unforeseen, emergency circumstance.

e-newsletter

- Electronic terms, excluding email and esports, should separate the "e" from the connecting word with a hyphen: *e-book, e-reader, e-commerce*

entitle, title

- "Entitle" means having the right to something: *She was entitled to the promotion because she met all the qualifications and had the full support of the department.*

- "Title" is the name of a publication, musical composition, etc.: *Her first book, titled "The Applewhites of Door County," was an enormous success.* Titles are not italicized but are set off using quotation marks.

Epic

- Epic is a privately held health care software company. UofL Health – UofL Physicians uses the Epic electronic health record. The accompanying patient portal is MyChart.

ERWAIT

- Text alert service for patients and visitor to identify wait times at UofL Health – Emergency Departments. The campaign launched in May 2021 and can be utilized by texting "ERWAIT" to 511511.

everyday, every day

- "Everyday" is an adjective: *Missing class was an everyday occurrence for her.*
- "Every day" is an adverb: *He went to class every day.*

everyone, every one, everybody

- "Everyone" and "everybody" (one word) refer to all people; "every one" and "every body" (two words) refer to individual items.
- "Everyone" and "everybody" are singular pronouns, taking a singular predicate: *Everyone here is eligible for the new program. Everybody is ready to go.*
- When "every" is used as an adjective, the noun it modifies always takes a singular verb: *Every one of us is a potential candidate for the job.* (This is also true of "each," "either" and "neither.")

F

faculty

- Lowercase unless it is part of a specific name.

farmers market

fellow

Fellow should be lowercase: *He is a fellow with the American College of Radiology.*

Fellowship, fellowship

- Use uppercase for a named fellowship and lowercase for generic use: *She received a fellowship from the institution. He was awarded the Founders Fellowship in 1999.*

fewer, less

- Use "fewer" when referring to items that can be counted: *He said that fewer than 10 responses would not provide an adequate sample for his survey.*
- "Less" refers to an uncountable bulk or quantity: *Less than half of the blood supply was usable.*

fiscal year

- The 12-month period that a corporation or governmental body uses for bookkeeping purposes; lowercase in most cases
- "FY" is the acronym for "fiscal year." Acceptable for use in financial tables and lists; do not use acronym in official written communication

flyer

- Use in all references pertaining to a handout; not “flier”

foreign words and phrases

- In campus periodicals, use italics on first reference for all but the most familiar and follow (if needed) with an English translation of the word or phrase in parenthesis: "*Asante sana [thank you] for the many exciting experiences I had in Africa as part of the University Honors Program,*" *the student wrote in a letter to her professor.*

forgo, forego

- "Forgo" means to abstain from and is the preferred spelling when meaning "to overlook or neglect" or "to do without or give up:" *He decided to forgo his senior year of eligibility.*
- "Forego" means to go before: *a foregone conclusion*

formal titles

- Formal titles generally denote a scope of authority, professional activity or academic accomplishment so specific that the designation becomes almost as much an integral part of an individual's identity as a proper name itself. Capitalize when they appear before a name: *The session was led by President George Bush.*

fractions

- Spell out when fractions are smaller than the whole number, one, and used in text; use numerals for amounts larger than one: *1.5, 10.5*
- Use numerals in charts
- For fractions and percentages, the verb should agree with the noun following the "of": *Three-fourths of the students were English majors. Three-fourths of the project is completed.*

from

- In a construction indicating range or extent, do not use a hyphen if the word "from" has been used: *He served as head of the department from 1995 to 1997. The lecture is scheduled 2:30-5 p.m.*

front line, front-line

- "Front line" is a noun: *He is a nurse on the front line.*
- "Front-line" is an adjective: *Amelia is a front-line nurse for UofL Health – Medical Center Northeast.*

full time, full-time

- Hyphenate when used as a compound modifier: *She is a full-time employee of the university. She works full time at the university.*

fundraiser, fundraising

- One word in all cases

G

Glassroom

- Event space at UofL Health – UofL Hospital

go live

- Not go-live

gratis faculty

- The title of "gratis" is bestowed on some retired faculty, or those physicians who are active and provide medical services to UofL Physicians without compensation. These faculty are not employees of UofL Physicians and should not be included in internal or external publications. If a gratis faculty member must be referenced, include gratis in his or her title.

Groundbreaking, ground-breaking

- "Groundbreaking" is a noun: *UofL Health – South Hospital groundbreaking is set for Dec. 15, 2021.*
- "Ground-breaking" is an adjective: *UofL Health – Brown Cancer Center is providing ground-breaking treatments for its patients.*

H

health care

- Always two words (no hyphen), except when part of a formal name: *Advancing health care is a very important part of the university's Challenge for Excellence agenda; Norton Healthcare.*

headlines

- The main headline should be title case. This means the first letter of each major word is capitalized. Minor words (to, the, and, etc.) are lowercase.
- Sub-heads should be sentence case. Capitalize the first word and pronouns.

HIPAA

- Acronym for the "Health Insurance Portability and Accountability Act." Always use the official name on first reference. On second reference in informal usage, HIPAA is acceptable if the meaning will be clear to readers. If you intend to use the acronym on second reference, let readers know this by setting it off in parentheses directly after the first official reference.

his/her

- Do not use this construction when trying to be gender sensitive in an article. Instead, alternate between using "his" and "her."

homepage

- The "front" page of a particular website: *The employee intranet homepage on UofLHealth-Now.org is beautifully designed.*

hospital units

- When referencing units within a hospital, *6 South* or *5 Towers* is appropriate.

HSC

- Acronym for the "Health Sciences Campus." Always use the official name on first reference. On second reference in informal usage, HSC is acceptable if the meaning will be clear to readers. If you intend to use the acronym on second reference, let readers know this by setting it off in parentheses directly after the first official reference.

hyphen

- Use a hyphen to avoid ambiguity: *He was a small-business man.*
- Use a hyphen with other e- terms: *e-book, e-reader, e-commerce.*
- Time and date intervals should be separated using a hyphen: *8 a.m.-5 p.m.; Oct. 3-5*

- Hyphenate modifiers that follow forms of the verb "to be": *The cancer program is world-renowned for its innovative treatments.*
- Hyphenate compound modifiers except when the compound modifier follows the noun: *She is a part-time worker. She works part time.*
- **Exceptions:** No hyphen is needed for compound modifiers using the adverb "very" and all adverbs ending in -ly: *She was a very qualified candidate. This is not such an easily remembered rule.*
- However, note that when "family" (which, of course, is not an adverb) is part of a compound modifier, the modifier is hyphenated: *family-owned business.*

I

Inc.

- Abbreviate when part of a name; do not set off with commas: *Rock Island Line Inc.*

inpatient, outpatient

- One word

Institutes

- Uppercase on first and formal references. Note that some institutes are in fact academic departments within a school or college, while most are independent of academic affiliation or multidisciplinary.

internet

- A decentralized, worldwide network of computers and other devices that can communicate with each other; lowercase in most cases

intranet

- A private network inside a company or organization only for internal use: *UofL Health's intranet is UofLHealthNow.org.*

IT

- Jargon abbreviation for "information technology"; do not use in normal text.

italics

- Do not use italics in any case. Italics are used in this guide to distinguish examples but should not be used in normal text. For titles of plays, television shows, artworks, movies, books, journals, magazines, newspapers, newsletters, long poems published as books, and gallery and museum exhibitions, use quotation marks.
- **Exception:** When denoting UofL Health – Urgent Care *Plus*, the "Plus" should always be in italics.
- Use quotation marks for foreign language words and phrases if they are likely to be unfamiliar to readers.

it's, its

- "Its" is the possessive form of the pronoun "it": *The group decided that its rules were too strict.*
- "It's" is a contraction for "it is" or "it has": *It's easy to make this mistake.*
- **Hint:** Read the sentence, inserting "it is" in place of it's or "its" to determine if it still makes sense.

J

jargon

- Avoid at all times.

K

Kentuckiana

- A term used to describe the Louisville metropolitan area, including eight counties in Kentucky (Jefferson, Oldham, Bullitt, Meade, Shelby, Trimble, Henry and Spencer) and five counties in Southern Indiana (Clark, Floyd, Harrison, Scott and Washington).

Knowledge Hub

- Knowledge Hub on first reference and KNOW can be used on second reference.

L

lectures

- Put the full titles of lectures in quotation marks: *The subject of his lecture is "The World of Ambrose Bierce."*
- Capitalize lecture titles and lecture series titles; do not capitalize preceding adjectives: *She delivered the fourth annual Holmes-Hunter Lecture.*

less, fewer

- "Less" refers to an uncountable bulk or quantity: *Less than half of the blood supply was usable.*
- Use "fewer" when referring to items that can be counted: *He said that fewer than 10 responses would not provide an adequate sample for his survey.*

login, logon, logoff

- Use as two words in verb form: *I log in to my computer.*

M

magazine names

- Set the names of magazines in quotation marks: *Mandi sent an article from "Newsweek" to the team.*
- Lowercase "magazine" unless it is part of the formal title: *Harper's Magazine; Time magazine.*

Medically Underserved Areas

- According to Health Resources & Services Administration, Medically Underserved Areas/Populations are:
 - "Areas or populations designated by HRSA as having too few primary care providers, high infant mortality, high poverty or a high elderly population."
- Medically Underserved Areas should be capitalized in all instances

more than, over

- These words are not interchangeable.
- Do not use "over" unless you are referring to a spatial relationship: *Her plane flew over Belknap*

Campus on her way home.

- "More than" should be used when referring to figures and amounts: *The number of students taking his class rose to more than 200 after the article appeared.*

multi

- In general, no hyphen when used as a prefix: *multispecialty, multidisciplinary.*

N

National Doctors' Day

- Celebrated on March 30

National Nurses Week

- Celebrated May 6-12, International Nurses Day is observed on May 12

newspapers

- Use quotation marks to indicate a newspaper's name: "*Courier-Journal*;" "*New York Times*"
- Capitalize the definite article if that is the way the publication prefers to be known: *Courier- Journal.*
- However, do not capitalize the definite article in a story that mentions several papers where some papers use "the" as part of their name and others do not: the "*Cincinnati Enquirer*", the "*Courier-Journal*" and the "*New York Times.*"
- Where location is needed but is not part of a newspaper's name, use parentheses: "*The (Cleveland) Plain Dealer.*"

NIH

- Acronym for the "National Institutes of Health."
- Always use the official name on first reference. On second reference in informal publications, NIH may be used if the meaning will be clear to readers.

If you intend to use the acronym on second reference, let readers know this by setting it off in parentheses directly after the first official reference.

non

- In general, no hyphen when used as a prefix: *nonprofit; nonentity.*
- **Exceptions:** Use a hyphen before proper nouns and in awkward constructions: *non-English speaking people; non-nuclear submarine.*

numbers

- Spell out those less than nine; use numerals for 10 and above.
- Always spell out numbers at the beginning of a sentence, except for calendar years: *Ten years ago today, she graduated from Speed Scientific School. 1998 marked the beginning of the Challenge for Excellence plan. (Avoid this construction when possible. Instead: *The Challenge for Excellence plan began in 1998.*)*
- Always use numerals for credit hours, ages, parts of a book: *3 credit hours; 2 years old; More information can be found in Chapter 2.*

- For more information on age, please visit the “A” section
- Hospital units: When referencing units within a hospital, *6 South* or *9 West* is appropriate.
- For information on percentages, please visit the “P” section

O

Office

Software package made by Microsoft Corp. The main components include:

- Word
- Excel
- Outlook
- OneNote
- Publisher
- SharePoint
- Teams
- OneDrive

OneHealth Plan

- A community-based solution to combat rising health care costs and is powered by UofL Hospital, Jewish Hospital, Frazier Rehabilitation Institute, Mary & Elizabeth Hospital, Peace Hospital and Shelbyville Hospital as well as UofL Physicians and other local independent primary and specialty practices, and a national wrap network, to allow plan participants to seek care at a provider of their own choice.

online

- One word.

open enrollment

Orthopedics

- UofL Health uses the term “orthopedics”
- University of Louisville School of Medicine’s Department of Orthopaedic Surgery uses the academic and British spelling

over, more than

- These words are not interchangeable.
- Do not use "over" unless you are referring to a spatial relationship: *Her plane flew over Belknap Campus on her way home.*
- "More than" should be used when referring to figures and amounts: *The number of students taking his class rose to more than 200 after the article appeared.*

P

Patient portals at UofL Health

- MyChart
 - UofL Health – UofL Physicians uses the Epic electronic health record. The accompanying patient portal is MyChart.
- MyHealthNow

- UofL Health uses the Cerner electronic health record. The accompanying patient portal is MyHealthNow.

Percent

- Use the percent sign (%) when paired with a numeral, with no space, in most cases: *Average hourly pay rose 3.1% from a year ago; her mortgage rate is 4.75%; about 60% of Americans agreed; he won 56.2% of the vote. Use figures: 1%, 4 percentage points.*
- For amounts less than 1%, precede the decimal with a zero: *The cost of living rose 0.6%*
- In casual uses, use words rather than figures and numbers: *She said he has a zero percent chance of winning.*
- At the start of a sentence, try to avoid using this construction. If it's necessary to start a sentence with a percentage, spell out both: *Eighty-nine percent of sentences don't have to begin with a number.*
- Use "percentage" rather than "percent" when not paired with a number: *The percentage of people agreeing is small.*

PolicyTech

- Policy management system for UofL Health.

possessives

- Follow AP style (some of the more commonly confused instances are noted here). While some style guides say that singular nouns ending in "s" sounds (such as x and z) may take either the apostrophe alone or 's, for consistency, AP style is to always use 's if the word does not end in the letter "s": *The fox's lair; Marx's theories.*
- **Exception:** Words that end in an s sound and are followed by a word that begins with s: *for appearance' sake; the appearance's cost.*
- **Singular Common Nouns Ending in "S":** Add apostrophe "s" (i.e. 's) unless the next word begins with "s": *The hostess's seat; the hostess' chair.*
- Singular Proper Nouns Ending in "S": Use an apostrophe only: *Kansas' school system; Hercules' labors.*
- **Exception:** *St. James's Palace*
- **Joint Possessives:** Use an apostrophe after the last word only: *Fred and Wilma's party.*
- UofL Physicians is a singular, proper noun. In most cases, it is not necessary to add an apostrophe to denote it as a possessive when the company is used as the subject of a sentence.
 - **Incorrect:** *UofL Physicians' clinics are not open on holidays.*
 - **Correct:** *UofL Physicians clinics are not open on holidays.*
- **For Clarification:** You can think of UofL Physicians as replaced by the word "company," i.e., *Company clinics are not open on holidays.* If the word "company" without an "s" makes sense in this context, don't use the possessive of UofL Physicians.

president

- Uppercase only before the name: *former UofL President Donald Swain; Jimmy Carter, former president of the United States.*

- When used without the name, always lowercase: *The president spoke before Congress.*

preventive

principal, principle

- "Principal" can be either a noun or an adjective: *She returned to her old high school last year as its principal. The principal reason she enjoys her job is because she gets to work with the children of her former classmates.*
- "Principle" is a noun only. It can mean a "truth, doctrine or rule of conduct" (*It compromised her principles.*), a scientific law (*the principle of cell division*) or an essential element or quality that produces a specific effect (*the active principle of a medicine*).

professor

- "Professor" should always be lowercase, even when preceding a name: *He is in professor Locke's class.*
- **Exception:** Full titles of endowed professorships are capitalized: *Ben A. Reid Professor of Surgery*

program

- Capitalize only when program is part of the formal name: *The department created a new scholar's program; Nursing Professional Development Program; Diabetes Management Program*

Q

quotation marks

- Periods and commas always go within the quotation marks; dashes, semicolons, question marks and exclamation points go within the quotes when they apply to the quoted matter and outside when they apply to the whole sentence.
- Use quotation marks for titles of plays, television shows, artworks, movies, books, journals, magazines, newspapers, newsletters, long poems published as books, and gallery and museum exhibitions
- Use quotation marks for foreign language words and phrases if they are likely to be unfamiliar to readers.
- For quotes within quotes, alternate between double and single quotation marks; use three marks together (with a space in between) if two quoted elements end at the same time: *"It was an atomic absorption spectrometer," Pierce recalls. "When I said that, the guy looked up from his notepad and went, 'Uh, yeah.'"*
- **Hint:** If working in Word, be aware that the program will automatically turn a closing double quotation mark (") into an opening one (") when it follows a single ending quote mark. To get around this, type the ending single and double quote marks with no space between them, then go back and insert the space.

R

range

- Constructions indicating a range (of time, for example, or other inclusive numbers), use a hyphen: *9-11 p.m.*

RN

- Use RN only when listing credentials or if it's part of an official name: *John Doe, RN, BSN; RN to BSN Program*
- In other cases, use the term “nurse.”

S

seasons

- Always lowercase, even when naming an issue of a publication: *The fall 2017 issue of “Fit Magazine.”*

semicolon

- Semicolons may be used to separate the elements of a series when the elements themselves include commas. Do not use semicolons in a series if commas will work.
 - **Note:** Using semicolons in this way does not dictate the use of a colon to introduce the series; conversely, using a colon does not dictate the use of semicolons.
- When semicolons are used, include one before the conjunction at the end of the series.
- Use a semicolon to connect two closely related sentences, thus avoiding comma splices or run-on sentences: *We set some lofty goals when we developed the Challenge for Excellence plan in the latter half of the 1990s; five years later, we've already accomplished many of them.*

spacing

- For all external and internal publications (including brochures, newsletters, patient forms, flyers), single space between sentences rather than double space.

state names

- The names of the 50 U.S. states should be spelled out when used in the body of a story, whether standing alone or in conjunction with a city, town, village or military base and is set off with commas: *She visited Louisville, Kentucky, earlier this week. The Derby is held in Kentucky each year.*
- No state name is necessary if it is the same as the dateline, a brief piece of text included in many news articles describing where and when the story was written or filed.
- Avoid using state abbreviations in headlines whenever possible.

T

task force

- If a task force has a formal name, capitalize it: *The University Task Force on the Environment will discuss several very interesting issues at its next meeting.*
- If the reference is general or generic, do not capitalize: *The university will appoint a task force to discuss environmental issues on campus.*

teamwork

- One word.

telephone numbers

- Use dashes to separate area codes and prefixes: *502-588-6000.*

- Do not use the numeral “1” before area codes, including 800 numbers: *The Red Cross phone number is 800-733-2767.*
- Parentheses are acceptable for UofL Health – Brown Cancer Center’s HOPE line or any phone number that denotes a phoneword: *502-562-HOPE (4673); 800-RED-CROSS (733-2767).*

tense

- Quote in the present tense for general internal publications: *"It's a great idea," he says.*
- Place the adjective describing the speech after the name of the person speaking
 - **Incorrect:** *"I work for UofL Health – Peace Hospital" said/explained Jane.*
 - **Correct:** *"I work for UofL Health – Peace Hospital" Jain said/explained.*
- Use past tense when a date or day within the story makes it logically necessary: *"I want to share several exciting discoveries with you," the doctor said during a presentation to the media last month where he announced the results of his research.*

that, which

- "That" is used to introduce an essential clause (one that cannot be eliminated without changing the meaning): *She signed up for the science course that she needed to complete her major.*
- "Which" is used to introduce a nonessential clause: *She took biology, which is a course that she needed to complete her major.*
- **For Clarification:** An essential clause must not be set off from the rest of the sentence by commas; a nonessential clause must.

that, who

- Use "that" when referring to inanimate objects and to animals without a name: *She works for the company that pioneered biomedicine. There goes the dog that bit me.*
- Use "who" when referring to people or to animals with a name: *She was the one who started the company. It was Lassie who bit me.*

the

- Do not capitalize "the" within a sentence unless there is also a change of typeface (e.g., to italics) or a quotation mark to cue the reader: *He attended the play last night. She requires her students to read "The Lottery" each year.*
- While many businesses and institutions capitalize "the" in their name in their print materials, we do not: *He owns stock in the PepsiCo company; The construction company is actively working on the UofL Health project.*
- Do not add “the” before University of Louisville: *UofL Health has a fully-funded tuition program to University of Louisville.*

time

- Use figures except for "noon" and "midnight."
- Use a colon to separate hours from minutes: *8:45 a.m.*
- Zeros are not needed for on-the-hour times; use 8 a.m. rather than 8:00 a.m.: *The class starts at 9 a.m.*

- Avoid redundancies in times: *10 a.m. this morning.*
- Avoid constructions using "o'clock."
- Use a colon to separate hours from minutes: *9:27 p.m.; 4:45 a.m.*
- Ranges in time should be separated using a hyphen: *9-11 a.m.; 8 a.m.-5 p.m.; 8 p.m.-midnight*
- If listing multiple times, separate each grouping of time with commas: *The classes options are 10 a.m.-1 p.m., 6-7 p.m. or 11 p.m.-midnight; We can eat lunch at 11 a.m., noon or 1 p.m.*

titles

- In general, capitalize formal or courtesy titles—President, Dean, Senator—before names of individuals and lowercase when they follow names. Lowercase descriptive or occupational titles: *editor John Doe, professor John Smith.*
- Use full names on first reference. On second and subsequent references, use only last names, without courtesy titles, for both men and women regardless of marital status.
- **Exception:** To distinguish between a husband and wife quoted in the same story, confusion often can be avoided by using first names: *John and Jane Smith collaborated on the study. "We reported our findings at the next conference," Jane said. "It was an interesting session," John adds.*
- **Job Titles:** Use lowercase for titles unless they are directly before a name and function as part of the name: *Dean Joe Jones met with President Brenda Smith to discuss several research issues. Jane Doe, dean of the medical school, also attended.*
- Do not capitalize titles in generic usage: *The deans met with the president.*
- As a general rule, titles containing more than four words should be placed after the name.
- **Titles of Events:** Capitalize, the full, formal titles of workshops, conferences, seminars, speeches and similar events: *A workshop titled The Use of the Library will be held next week.*
 - Use lowercase for subject matter: *Ekstrom Library will offer a workshop on library use.*
- **Courtesy Titles:** In a formal list (of participants or donors, for instance) "Mr.," "Mrs.," "Miss," and "Ms." should be omitted, except when a woman specifically requests to use her husband's name: *Mrs. Joseph Doe, Mr. and Mrs. John Doe.*

toward

- Not towards.

trademark

- UofL is a university trademark. Be aware that all university logos and marks are protected under federal trademark law. No version of the "UofL" lettermark may be used to replace the words UofL or University of Louisville in a sentence. The "UofL" lettermark may not be used separate from the UofL Health or UofL Physicians logo when referring to the UofL Physicians. The "UofL" lettermark is a registered trademark of the University of Louisville. See the UofL Health Graphic Standards Manual for more information.
- For other products, when possible, use the generic equivalents: *facial tissue*. If the trademarked name is necessary, capitalize the first letter only: *Kleenex not KLEENEX.*

U

UBM

- Acronym for "unit business manager."

under way

- Two words.

United States

- Use periods in the abbreviation, U.S., within texts: *There are more than two billion people in the U.S.*
- In headlines, it's US (no periods).

UofL Health

UofL Health OnePlan

- UofL Health's insurance plan option. This plan team members are able to use the UofL Health enhanced network of hospitals, medical offices, urgent care centers and physicians, as well as Norton Children's Hospital and certain pediatric providers.

UofL Hospital Auditorium

- Event space at UofL Health – UofL Hospital; Use full name on first mention and "auditorium" on second reference: *The event will be held in the UofL Health – UofL Hospital Auditorium. We have held the event in the auditorium before.*
- Lowercase the use of "auditorium" when using it as a common noun: *We have held the event in the auditorium before.*

UofL Physicians

- UofL Physicians is a singular, proper noun. In most cases, it is not necessary to add an apostrophe to denote it as a possessive when the company is used as the subject of a sentence.
 - **Incorrect:** *UofL Physicians' clinics are not open on holidays.*
 - **Correct:** *UofL Physicians clinics are not open on holidays.*
- For clarification, you can think of UofL Physicians as replaced by the word "company," i.e., *Company clinics are not open on holidays.* If the word "company" without an "s" makes sense in this context, don't use the possessive of UofL Physicians.
- Because it is a singular noun, verbs used should be singular as well, i.e., UofL Physicians is the largest multispecialty practice in the region.
- **Practice Names:** For branding purposes (website, collateral), all practices will be referred to using the proper company name followed by an em dash. Then, the most consumer-friendly specialty name that correlates with the department, division or section: *UofL Physicians – Cardiovascular Medicine; UofL Physicians – Eye Specialists.*

UofL

- Acceptable as a second reference for University of Louisville, both as an adjective and noun: *She graduated from UofL. He is attending UofL's Speed School.*

URL

- Acronym for "Universal Resource Locator." If possible, use a contrasting typeface to distinguish between the web address and the rest of the sentence: *Visit the UofL Health intranet at UofLHealthNow.org.*

- Never allow a web address to break over two lines with a hyphen; break, if necessary, using a required soft return following a slash or other mark of punctuation that is part of the address.

Urgent Care *Plus*

- UofL Health – Urgent Care *Plus* locations are no appointment locations where patients can be treated for life’s non-threatening ailments and injuries, including flu symptoms, stitches and workplace injuries.
- The “Plus” in Urgent Care *Plus* should always be italicized. Lowercase generic uses of urgent care: *She has an appointment at the urgent care next to her work. She has an appointment at UofL Health – Urgent Care Plus – Hurstbourne Corners.*
- The proper construction for naming an urgent care location on first mention should be UofL Health – Urgent Care *Plus* – [Location]: *UofL Health – Urgent Care Plus – Cedar Grove*
- **Exception:** When constructing the naming of the sports medicine urgent care, on first mention, use the construction UofL Health – Sports Medicine Urgent Care

V

vice president

- Do not hyphenate. Do not capitalize in text unless the title precedes the name: *Vice President Dan Hall; Dan Hall, vice president for university relations.*

W

web

- Short for World Wide Web. The web is not the same thing as the internet, but is a subset; other applications, such as email, exist on the internet.
- Do not add a space for the following web words: *website, webcam, webcast, webfeed, webmaster and webpage*
- Add as space between the following web words: *web address and web browser*

website

- When writing the name of our websites, write as follows in official communications: *UofLHealth.org, UofLHealthNow.org, UofLHealth.org/Services, UofLHealth-Now.org/Employee-Health*

well-being

Wellness Journey

- This is the name of the UofL Health wellness program.

WellRight

- WellRight is the online platform used for our wellness program, Wellness Journey.

which, that

- "Which" is used to introduce a nonessential clause: *She took biology, which is a course that she needed to complete her major.*
- "That" is used to introduce an essential clause (one that cannot be eliminated without changing the meaning): *She signed up for the science course that she needed to complete her major.*

- **For Clarification:** An essential clause must not be set off from the rest of the sentence by commas; a nonessential clause must.

who, that

- Use "who" when referring to people or to animals with a name: *She was the one who started the company. It was Lassie who bit me.*
- Use "that" when referring to inanimate objects and to animals without a name: *She works for the company that pioneered biomedicine. There goes the dog that bit me.*

who, whom

- In formal English "who" functions as a subject: *Who was that?*
- "Whom" functions as an object: *To whom was the package sent?* [object of to].

who's, whose

- "Who's" is a contraction of "who" and "is," and is not possessive: *Who's there?*
- "Whose" is possessive: *Whose book is that?*

Wi-Fi

Workday

X

X-ray

- Use for both the photographic process and the radiation particles themselves.

Z

Zoom

- A Zoom meeting, a Zoom class, a class conducted on (or via, or by) Zoom: *We used Zoom to meet with the team.*

Top 10 List for Writing Content

It is crucial that UofL Health's messaging is consistent across internal and external channels. To ensure the same message is being projected, UofL Health – Marketing & Communications has developed a top 10 list of guidelines to keep in mind when writing content.

If you have questions about this list, please email Marketing@UofLHealth.org or call 502-588-4917.

- Facilities are named correctly with en dashes
- UofL Health and UofL Physicians are spelled correctly
- Times are written appropriately without zeros and with the correct periods
- Dates are written without ordinal numbers and are abbreviated
- Emails are written Firstname.Lastname@UofLHealth.org or @Louisville.edu
- Phone numbers are written with hyphens
- Job titles are listed appropriately
- “Health care” is spelled as two words
- Oxford comma, comma used after the penultimate item in a list of three or more items before “and” or “or,” is removed
- Spell out numbers less than nine; use numerals for 10 and above