

# UMC Style Guide

**Last updated 3/14/2022**

This style guide provides a reference to common words and terms used by UMC Health System in copy, whether print or digital, and information on style issues particular to the health system. It is not intended to be a comprehensive manual of grammar and style.

As a rule, UMC follows AP (Associated Press) style. Please see the *AP Stylebook*, or use the online [AP style-checking tool](#), for detailed grammar and style issues not mentioned in this style guide.

## About UMC

At UMC, our passion is your well-being. So, whether you are managing a chronic condition, dealing with an unexpected illness, or simply working to stay healthy throughout your life, our focus is on providing a wide range of clinical expertise along with an exceptional healthcare experience. *Our Passion is You.*

During the last 40+ years UMC-- a public hospital for the citizens of Lubbock County-- has become a health system we can be proud of and a great investment for Lubbock County taxpayers. Together with UMC Physicians, UMC has seen an increase in market share, demand for service, and growth in reputation. Even during difficult economic times, sound financial planning has allowed the system to thrive.

UMC is proud to partner with two outstanding health care organizations: UMC Physicians and the Texas Tech University Health Sciences Center. This partnership provides the West Texas and Eastern New Mexico regions with the best in care—from hometown clinics to intensive care units. UMC has helped Texas Tech train over 10,000 healthcare professionals and counting.

## UMC Brand Promise

*For internal use only.* Can be used to inspire external copy.

Everyone has a passion; something they truly enjoy and focus their energy on. At UMC Health System, we believe that you are a person, not a condition; and health and wellness is a passion, not a business. Our passion is your well-being. So, whether you are managing a chronic condition, dealing with an unexpected illness, or simply working to stay healthy throughout your life, our focus is on providing a wide range of clinical expertise along with an exceptional healthcare experience. This passion attracts and nurtures the best and brightest minds to practice medicine the way it was intended – personal and focused on you. And it is a passion for providing the latest technology and most advanced care available. All with the goal to provide you with the absolute best in healthcare throughout your life. Whatever your passion in life, ours is helping you live it fully.

## General Writing Best Practices

- The average American reads at a 7<sup>th</sup>-8<sup>th</sup> grade reading level. Remember this when writing anything public-facing. We want our audience to understand what we are saying.
- Tense: The majority of content is to be written in present tense. However, some items we write will be in past and future tense, as well. Just use your judgement on what suits best.

- Voice: Most writing should be in active voice. Again, use your best judgement, and if passive voice seems acceptable in certain instances, do use it.
  - Example: UMC provides great care (active) vs. The great care is provided by UMC (passive)
- Point of view: In most instances, write about UMC in first-person perspective. We aren't afraid of talking positively about ourselves and take ownership of our own accomplishments!
  - Example: We are excited to announce that UMC IT has earned the 2020 Digital Health Most Wired recognition from the College of Healthcare Information Management Executives (CHIME)! This means UMC IT has shown great performance on applying core technologies to improve care in our community.
- Avoid the overuse of acronyms in writing, they just confuse people
  - UMCP, RAPP, etc.
- Only ONE space between a period and the next sentence. The use of two spaces is an outdated practice

### Other UMC-specific style items

- **References to UMC:**
  - UMC Health System or UMC
- **UMC Physicians**
  - Always refer as UMC Physicians in external copy.
  - Secondary references can use the acronym UMCP in internal copy *only*.
- **UMC's Motto:** Service is our Passion (capital S and P in every instance)
  - Only referenced in *internal copy*
  - Secondary references can be shortened to the acronym SIOP
- **UMC's External Tagline:** Our Passion is You
- **UMC Partnerships:**
  - Texas Tech University Health Sciences Center, TTUHSC acceptable in subsequent references
  - Texas Tech Physicians
  - South Plains Rehabilitation Hospital, an affiliate of UMC and Encompass Health
  - UMC Home Health & Hospice, an Amedisys partner
- **UMC Patient Care Units/departments:** Refer to units/ departments by their full names, especially in any external-facing copy
  - 3 East
  - 3 West
  - 4 East
  - 4 West
  - 5 West Observation Unit
  - Anesthesiology
  - Burn Intensive Care Unit
    - Burn ICU acceptable in secondary references
  - Case Management
  - Cath Lab

- Cardiovascular Intensive Care Unit
  - Cardiovascular ICU acceptable in secondary references
- Cardiac Intensive Care Unit
  - Cardiac ICU acceptable in secondary references
- Intermediate Critical Care Unit
- Family Care Unit
- Geriatric Trauma
- Infection Prevention & Control
- Medical Intensive Care Unit
  - Medical ICU acceptable in secondary references
- Neonatal Intensive Care Unit
  - NICU is also acceptable in most references as it's widely known by the public
- Nuclear Medicine
- Operating Room
- Outpatient Surgery
- Patient Placement Center
- Pediatric Intensive Care Unit
  - Pediatric ICU acceptable in secondary references
- Pediatrics
- Inpatient Pharmacy
- Phlebotomy
- Physical Medicine & Rehabilitation
  - Cardiac Rehab
  - Pulmonary Rehab
  - Occupational Therapy
  - Pelvic Floor Physical Therapy
  - Physical Therapy
  - Physical Therapy Burn & Wound Care
  - Speech-Language Pathology
  - Team Rehab
- Post-Anesthesia Care Unit
- Radiation Therapy
- Radiology
- UMC EMS
- Respiratory Therapy
- Social Services
- STAR
- Supportive Care Unit
- Telemetry
- Transplant Services
- Trauma and Surgical ICU

- **UMC Clinic Names:** UMC Clinics *must* be referenced as the below ***official clinic names*** in all written items to maintain consistency
  - UMC Family Medicine at I-27 Medical Center
  - UMC Family Medicine—Craig Barker, M.D.
  - UMC Express Care at South Plains Mall
  - UMC Family Medicine at Freedom Clinic
  - UMC Family Medicine at Garza County Health Clinic
  - UMC Family Medicine at Idalou Clinic
  - UMC Internal Medicine at Medical Office Plaza I
  - UMC Urgent Care at KingsPark
  - UMC Children’s at KingsPark
  - UMC Family Medicine at Lakeridge
  - UMC Family Medicine at Milwaukee
  - UMC Family Medicine at Orchard Park
  - Pediatric Associates of Lubbock (PALs)
  - UMC Family Medicine at Southwest Medical
  - UMC Internal Medicine at Southwest Medical
  - UMC Family Medicine at Slaton Clinic
  - UMC Internal Medicine at Medical Office Plaza II
  - UMC Children’s Northwest
  - UMC Urgent Care at Medical Office Plaza II, A Department of UMC Hospital
  - UMC Family Medicine at West Wind
  - UMC Family and Children’s at Wolfforth Clinic
  - UMC Southwest Medical
  
- **Specialty Clinics/areas of the hospital**
  - UMC Breast Imaging Center
  - UMC Cancer Center
    - Breast Center of Excellence
    - Adult Oncology Symptom Management Clinic
    - Lung Cancer Center of Excellence
    - Risk Assessment and Prevention Program
    - Pediatric Oncology & Hematology
  - UMC Children’s Emergency Center
  - UMC Children’s Gastroenterology
  - UMC Children’s Hospital
  - UMC Emergency Center
  - UMC Endoscopy Center
  - UMC Family Birth Center
  - UMC Gastroenterology at Medical Office Plaza I, Suite 240

- UMC Gastroenterology at 102<sup>nd</sup> and Quaker
  - UMC GI & Outpatient Services
  - UMC Heart Center
  - UMC Lab
  - UMC Level 1 Trauma Center
  - UMC Neurosurgery
  - UMC Obstetrics & Gynecology—Amber Coon, M.D.
  - UMC Obstetrics & Gynecology at Medical Office Plaza II
  - UMC Southwest Medical
  - UMC Team Rehab Center
  - UMC Timothy J. Harnar Burn Center
  - West Texas Heart
- **Other UMC Departments**
    - Accounting
    - Accountable Care Organization
    - Admissions
    - Central Stores
    - Construction Management
    - Copy Shop
    - Corporate Compliance
    - Decision Support
    - Education Resources
    - Employee Health
    - Environmental Services, can be referred to as EVS in secondary references internally
    - Facilities Services
    - Food & Nutrition
    - Foundation
    - Grounds Maintenance
    - Health Information Management, can be referred to as HIM in secondary references
    - Healthplan Operations
    - Hospital Renovations
    - Human Resources
    - Internal Audit
    - IT
      - IT Administration
      - IT Analytics
      - IT Clinical Informatics
      - IT Infrastructure
      - IT Project Management
      - IT Security
    - Mail Room

- Marketing
- McInturff Conference Center
- Nurse Recruitment
- Office of General Counsel
- Pastoral Care
- Performance Improvement
- Purchasing
- Regional Health Partnership
- Resource Assistance
- Outpatient Pharmacy
- Security
- Seniors Are Special
- Service Development & Regional Outreach
- Utilities Management
- Volunteer Services
- **Time:**
  - Formatted with all-caps AM and PM, no space between letters and numbers
    - **8AM**
  - Lapsed time formatted with a dash, spaces buffering the dash
    - 8AM – 5PM
- **Dates:** follow AP Stylebook
  - Fully spell out all months and place a comma at the end of all dates, unless they are at the end of a sentence
    - UMC and Encompass Health to hold grand opening celebration on **May 15, 2020**, for new rehabilitation hospital
- **Days:** spell out, don't abbreviate
  - Monday, Tuesday
- **Phone numbers:** periods separating numbers, *always* include area code, no parenthesis around area code
  - 806.775.8200
- **Addresses:** abbreviate street, avenue, etc. with a period. Don't abbreviate names of buildings or suite numbers
  - 808 Joliet Ave., Suite 320
  - Medical Office Plaza I
  - Medical Office Plaza II
- **Physician Titles:** No periods between letters
  - MD
  - DO
- **Nurse Titles:** typically don't have any periods between the letters
  - RN
  - LVN
- **Advanced Practice Professional-** refer to as professionals not providers.
  - **Titles:** don't have any periods between the letters

- FNP-C
  - PA
  - NP
- **Primary Care Provider (PCP)**
  - Because UMC has both physicians and advanced practice professionals who act as primary care providers, we use the phrase **Primary Care Provider**, rather than Primary Care Physician.
  - Each first reference should be Primary Care Provider, subsequent references PCP abbreviation is acceptable
- **UMC Leadership**
  - Mark Funderburk  
*President and Chief Executive Officer*
  - Phillip Waldmann  
*Executive Vice President of Operations and Chief Operating Officer*
  - Nick Skeen  
*Executive Vice President, Service Line Development and Chief Operating Officer*
  - Tammy Williams  
*Executive Vice President and Chief Nursing Officer*
  - Jeff Dane  
*Executive Vice President, Administrator and Chief Financial Officer*
  - Bill Eubanks  
*Executive Vice President and Integration Officer*
  - Mike Ragain, MD  
*Executive Vice President and Chief Medical Officer*
  - Brian Payne, MD  
*Chief Medical Officer, UMC Children's Hospital*
  - Kristi Duske  
*Senior Vice President and Chief Legal Officer*
  - Tim Howell  
*Senior Vice President Patient Care Services, Surgery and Trauma*
  - Terrell Thrasher  
*Senior Vice President Finance*
  - Brent King  
*Senior Vice President and Chief Business Development Officer*
  - Jeff Hill  
*Senior Vice President Support Services and Government Relations*
  - Shane Terrell  
*Vice President I.T. Operations*
  - Heather Martinez  
*Vice President ICU Services*
  - Betty Cornell  
*Vice President Med-Surg Services*

- Colleen Leclair-Smith  
*Vice President Nursing Excellence*
- Bobbye Hrnccirik  
*Vice President Supplemental Funding Programs and Government Relations*
- John Lowe  
*Vice President Support Services*
- Jodene Satterwhite  
*Chief Compliance Officer*
- Aaron Davis  
*Chief Experience Officer*
- Britt Pharris  
*Chief Philanthropy Officer*
- Glen Frick  
*Executive Vice President and UMCP Executive Officer*
- Reyes Jimenez  
*Chief Operating Officer UMCP*
- Steven Maddux  
*Chief Financial Officer UMCP*
- Board of Managers
  - Carlos Garcia
  - Jolyn Wilkins
  - Gary Greenstreet
  - Curtis Griffith
  - Mike McDougal
  - Gladys Whitten, DMD
  - Laura Vinson
  - Steven Berk, M.D.