

Editorial Style Guide

The way we express ourselves has a powerful effect on how our brand is perceived. This style guide provides an overview of basic rules that will help in the creation of clear, effective and consistent communications.

Following guidelines for better writing and common style—and making the commitment to follow those guidelines—ultimately conveys to our audience the quality of our work.

Contents

| | |
|---|----|
| Why Style Matters. | 2 |
| Elements of Successful Messaging. | 2 |
| Style Reference. | 3 |
| Brand Reference. | 4 |
| Legal Guidelines. | 5 |
| Editorial Style A to Z. | 6 |
| Typographic Style. | 18 |
| Writing Tips. | 20 |

Why Style Matters

Whether it's a brochure or an email, signage or a narrated video tour, every form of communication creates an impression about our institution.

It's no different than when we have a conversation with someone. Word choice and overall demeanor shape our sense of whether that person is indirect or honest, arrogant or approachable, aloof or friendly.

Our communication materials are vitally important to supporting our brand, building our reputation and helping to create the conditions for us to succeed.

When in doubt, think about writing in a way that suits our brand.

Our Brand Promise:

- We improve health.
- We discover cures and generate knowledge.
- We educate tomorrow's leading doctors and researchers.
- We provide exceptional patient experiences.
- We care as much as we cure.

Voice and Tone. The goal behind all our writing is to project a voice and tone that reflect the personality of our institution and brand. Our writing voice stems from the same core attributes of our brand personality.

Our core brand personality attributes:

- Compassionate
- Confident
- Leading
- Assertive

Whether writing for print or the website, or giving an oral presentation, our voice and tone should be consistent with these core attributes.

Our tone of voice should be compassionate, yet confident and derived from a standpoint of leadership. See tips on achieving this in the **Writing Tips** section of this guide.

Elements of Successful Messaging

In addition to reflecting our brand personality, successful communications are targeted, relevant, persuasive and strategic.

- **Targeted.** Identify the audience or audiences you are seeking to reach.
- **Relevant.** Address the issues or concerns of your target audience.
- **Persuasive.** Position Wake Forest Baptist Medical Center, Wake Forest Baptist Health, Wake Forest Innovations and Wake Forest School of Medicine as part of the solution.
- **Strategic.** Align your message with important or priority messages of Wake Forest Baptist Medical Center, Wake Forest Baptist Health, Wake Forest Innovations or Wake Forest School of Medicine.

Our Competitive Advantages. To inform your messaging, keep in mind our positioning and our competitive advantages:

- Wake Forest Baptist Medical Center and its faculty and staff hold some of the highest levels of accreditation and certification for a wide variety of programs.
- We are the region's only academic medical center.
- We are the largest specialty medical practice in the region.
- We are home to Brenner Children's Hospital, western North Carolina's premier comprehensive pediatric service and the first Level I pediatric trauma center in North Carolina.
- We have the region's only Level I trauma center, and are renowned for handling the most complex medical cases.
- We are a major research and innovation center making important contributions to biomedical and health science research nationally and internationally.
- Wake Forest Baptist Medical Center is a nationally recognized academic medical center with multiple locations near Winston-Salem, N.C., operating as an integrated enterprise including educational and research facilities, hospitals, clinics, diagnostic centers and other primary and specialty care facilities serving 24 counties in northwest North Carolina and southwest Virginia.

Style Reference

The basic style we follow depends upon our audience. Most of our written materials, however, follow either the **Associated Press (AP) Stylebook** or the **Chicago Manual of Style** reference guides.

The general rule is that AP style is followed in marketing and news media communications, while Chicago style is used in academic communications (although some medical publications require the use of American Medical Association [AMA] or American Psychological Association [APA] style).

Two supporting books we use are **Merriam-Webster's Collegiate Dictionary** for questions of spelling and word usage and **Stedman's Medical Dictionary** for medical terminology.

No matter the style, there are rules that we follow specific to Wake Forest Baptist Medical Center. Those rules can be found in the **A to Z** section beginning on page 6.

Different audiences, different styles

Promotional and Informational Materials: Refer to this guide; supplement with the *AP Stylebook*.

Email Guidelines: Keep emails to the point. Make sure to include a greeting and a clear description of your message, responding to all questions.

Email marketing messages must be approved by the Department of Communications, Marketing and Media (CM&M). Do not send any marketing communications via email without the express consent of CM&M.

News Releases: Refer to the *AP Stylebook*. For research press releases, list the full name of authors, co-authors and their institution. Do not include the co-authors' degrees or the city and state of their institutions: **Co-authors include John M. Smith, Sally Shoe, and Jane Doe, all of Wake Forest Baptist Medical Center; John Jay and Kat Jones, of Johns Hopkins Medical Center; and Peter P. Piper of University of Texas Medical School.**

Syndicated Stories: Follow the *AP Stylebook*. Use the byline "Wake Forest Baptist HealthWire." The contact for style and distribution via PR Newswire is Paula Faria, pfaria@wakehealth.edu, 336-716-1279.

Academic Materials: Research papers, academic journals, etc. may require different styles—Chicago, AMA, APA; writers should check with the publications involved to determine which style should be followed before submission.

Web Guidelines: When reading websites, people usually look for specific information and scan copy to find what they need. The average visit to a website can be as brief as 10 seconds. With this in mind, here are some ideas for creating content for the Web:

- Chunk information into short paragraphs and use bullets to make the copy more scannable.
- Get to the point. Web users spend seconds on a page. If they can't find what they're looking for, they leave the site.
- Keep titles short. Titles and headlines are useful navigation tools. Make your titles clear, so the person visiting the site can quickly find information.

For more information about writing for the Web, see the Web Conventions document at intranet.wakehealth.edu/Ektron/Web-Conventions.htm.

For More Information: If you can't find what you're looking for in these listed resources, or need help crafting messages that meet the needs of your audience, contact:

- **Advertising, Name Usage:** Robin Mims, rmims@wakehealth.edu, 336-716-7231
- **Development (Alumni/Donor Communications):** Eric Whittington, ewhittin@wakehealth.edu, 336-716-5318
- **Internal Communications:** Annette Porter, aporter@wakehealth.edu, 336-716-2416
- **News Releases:** Mac Ingraham, mingraha@wakehealth.edu, 336-716-3487
- **Web Content:** Mark Mistysyn, mmistysy@wakehealth.edu, 336-716-7119
- **Writing and Design:** Carrie O'Sullivan, Creative Communications, cosulliv@wakehealth.edu, 336-716-0995
- **Brand Champion:** Jean Wilhelmsen-Exter, jwtwilhelm@wakehealth.edu, 336-716-8133, or Les Gura, lgura@wakehealth.edu, 336-716-6362.

Brand Reference

Wake Forest Baptist Medical Center is our corporate name, as well as the name of our Winston-Salem campus. It is used for corporate functions, including development, and all news media communication. In addition, it is used for internal communications.

Wake Forest Baptist Health is the name of our integrated clinical structure. This is our dominant consumer brand and our public-facing name. This brand is used when communicating clinical information to a consumer audience.

Wake Forest Innovations promotes the commercialization of Wake Forest's research discoveries and operates Wake Forest Innovation Quarter, an urban research and business park in downtown Winston-Salem specializing in biotechnology, materials science and information technology.

Wake Forest School of Medicine is our education and research enterprise. This name is used for journal publications, research grants, and academic communications and events.

Other important branded names:

Wake Forest Baptist Health Brenner Children's Hospital

Wake Forest Baptist Health BestHealth

Wake Forest Baptist Health Lexington Medical Center

Wake Forest Baptist Health Davie Medical Center

These are our campuses and major entities. Only these entities have their own logos. How to treat other entities is explained on the Brand Center website. Also, see the entry under **A to Z** section for "Capitalization," which will address how to deal with many of our entities after the formal name is used.

Identity materials, including business cards, stationery, letterhead and email addresses should reflect the executive affiliations of the department in question.

The Creative Communications department serves as Brand Champion for brand implementation; brand questions can be addressed to brandchampion@wakehealth.edu. Our Brand Center website contains comprehensive brand information, downloadable logo files and more. The Brand Center is accessible through the intranet (under "About Us") or at WakeHealth.edu/brand-center. All materials involving the brand must be approved by Creative Communications; email materials to brandchampion@wakehealth.edu. Allow two days for approval review.

Our Brand Promise

- We improve health.
- We discover cures and generate knowledge.
- We educate tomorrow's leading doctors and researchers.
- We provide exceptional patient experiences.
- We care as much as we cure.

Our Vision

We are a preeminent, internationally recognized academic medical center of the highest quality with balanced excellence in patient care, research and education.

Our Mission

Our mission is to improve the health of the region, state and nation by:

- Generating and translating knowledge to prevent, diagnose and treat disease.
- Training leaders in health care and biomedical science.
- Serving as the premier health system in our region, with specific centers of excellence recognized as national and international care destinations.

Our Values

Excellence—Demonstrate the highest standards of patient-centered care, education, research and operational effectiveness.

Compassion—Respond to the physical, emotional, spiritual and intellectual needs of all.

Service—Cultivate selfless contribution for the greater good.

Integrity—Demonstrate fairness, honesty, sincerity and accountability.

Diversity—Honor individuality and protect the dignity of all.

Collegiality—Foster mutual respect, facilitate professional growth and mentorship, and reward teamwork and collaboration.

Innovation—Promote creativity to enhance discovery and the application of knowledge.

Our Patient and Family Promise

We will:

- Keep you safe.
- Care for you.
- Involve you and your family.
- Respect you and your time.

General Legal Guidelines

This section includes some top-line legal guidelines. For specific legal questions, contact Carter Cook at cookkc@wakehealth.edu, 336-758-5628.

Copyrights

Copyrights protect an expression of an idea. A copyright owner has the following exclusive rights:

- Reproduction of the work (copies)
- Distribution of the work and copies to the public
- Performances of the work in public
- Displays of the work in public
- Derivative works based on the original work

You may want to use works created by other companies in our marketing materials. Such materials might include charts, images, graphs or artwork. If other companies own the rights, you must either secure rights from the company or receive permission to reuse the materials. Websites such as getty.com have some royalty-free stock images that do not require usage fees.

Trademarks and Registered Marks

A trademark is a word, name, symbol and/or device that identifies and distinguishes the source of the goods of one party from those of others. A service mark is a word, name, symbol and/or device that identifies and distinguishes the source of a service of one party from those of others.

If a mark is federally registered and used in connection with the recited goods or services, the mark should be displayed with a circle "R" (®) or with the words "Registered in the U.S. Patent and Trademark Office" or "Reg. U.S. Pat. & Tm. Off." A trademark that is owned by a party but not federally registered should be shown with a superscript™. A service mark owned by a party but not federally registered may be shown with a superscript™ or superscriptSM. When a mark is used, the mark should not be modified or altered. Examples include:

- Wake Forest Baptist Health®
- Wake Forest School of Medicine®
- BestHealthSM
- Health On-Call®
- Physician's Access Line (PAL®)
- Brenner Physician's Access Line (BrennerPAL™)
- CompRehab®

Marking Documents and Media

Documents and presentations should be marked as property of Wake Forest Baptist Health or Wake Forest School of Medicine.

Classification labels include:

PUBLIC. Use this for any content that can be shared with internal and external audiences. Items in this category include press releases and marketing collateral.

CONFIDENTIAL. This designation should be used for any information that would typically require someone with a Wake Forest Baptist Health badge to access.

HIGHLY CONFIDENTIAL. In these cases, materials should only be shared by the person responsible for the content. Examples include employee information, strategic planning and security information.

HIPAA

The Health Insurance Portability and Accountability Act, commonly referred to as HIPAA, was created to ensure the availability and continuity of health insurance coverage. Sections of the law, however, were also aimed at improving the efficiency and effectiveness of the administration and operations of the health care system.

HIPAA compliance efforts include:

- Notice of Privacy Practices
- Privacy Policy
- Patient Rights and Privacy Practices
- Information Security
- Hybrid Entity
- Photography

For answers to questions about HIPAA, contact the Privacy Office at 336-713-HIPA or privacy@wakehealth.edu.

A to Z Guidelines

A

About—This is preferred over the word “approximately.”

Abbreviations—A shortened form of a word or phrase. A few universally recognized abbreviations are required in some circumstances. Others are acceptable depending on the context. But in general, avoid alphabet soup. Do not use abbreviations or acronyms that the reader would not quickly recognize.

Abbreviations of academic degrees—Do not use periods in academic degrees (differs from AP style): ***John Smith, MD, or John Smith, PhD***, unless the period is needed to indicate the end of a sentence. Note: in media communication we adhere to AP style and include the periods.

| | |
|-------|---|
| BA | Bachelor of Arts |
| BS | Bachelor of Science |
| CRN | Certified Registered Nurse |
| CRNA | Certified Registered Nurse Anesthetist |
| DO | Doctor of Osteopathic Medicine |
| DrPH | Doctor of Public Health |
| FACP | Fellow of the American College of Physicians |
| FACOG | Fellow of the American College of Obstetricians and Gynecologists |
| LPN | Licensed Practical Nurse |
| MACP | Master of the American College of Physicians |
| MB | Bachelor of Medicine (awarded by universities in various countries that follow the tradition of the United Kingdom) |
| MBBS | Bachelor of Medicine and Bachelor of Surgery (awarded by universities in various countries that follow the tradition of the United Kingdom) |
| MBA | Master of Business Administration |
| MD | Medicinae Doctor (Doctor of Medicine) |
| MPH | Master of Public Health |
| MS | Master of Science |
| MSN | Master of Science in Nursing |
| RN | Registered Nurse |
| PA-C | Certified Physician Assistant |
| PhD | Philosophiae Doctor (Doctor of Philosophy) |
| PhG | Graduate in Pharmacy |

For a full list of abbreviation titles, refer to section 15.21 of the *Chicago Manual of Style*.

Abbreviations of units of measurement—Unless otherwise noted, insert a space between the number and the unit of measurement.

| | |
|------|--|
| Bps | bits per second |
| Btu | British thermal unit |
| C | Celsius. No space. For instance 30°C |
| cc | cubic centimeters |
| cm | centimeter |
| F | Fahrenheit. No space. For instance 30°F |
| ft. | foot, feet. Use a period with this abbreviation. |
| g | gram |
| G | Giga |
| Gbps | gigabits per second |
| in. | inch, inches. Use a period with this abbreviation. |
| KB | Kilobyte |
| kg | kilogram |
| km | kilometer |
| lb. | pound. Use a period with this abbreviation. |
| M | mega |
| Mb | Megabit |
| Mbps | Megabits per second |
| MB | Megabyte |
| MBps | Megabytes per second |
| MHz | Megahertz |
| m | meter |
| mg | milligram |
| mm | millimeter |
| min | minute |
| n | nano |
| ns | nanosecond |

Abbreviations of state names—Use two-letter postal code abbreviations (NC, OH, FL) only when a full address is being used as a mailing address. Otherwise, spell out the state name when used alone: ***The Golden Gate Bridge is in California.*** In sentence usage, spell out the name of the city and state rather than abbreviate: ***The Golden Gate Bridge is in San Francisco, California.*** Note: *Chicago Manual of Style* uses postal codes in any use of city-state as well as addressing.

The following are state abbreviations, with postal code abbreviations in parentheses:

| | | | | |
|-------------|------------|------------|------|---|
| Ala. (AL) | Md. (MD) | N.D. (ND) | MD | Medicinae Doctor (Doctor of Medicine) |
| Ariz. (AZ) | Mass. (MA) | Okla. (OK) | MRI | Magnetic resonance imaging. Use magnetic resonance imaging on first reference, MRI upon second reference. |
| Ark. (AR) | Mich. (MI) | Ore. (OR) | MSN | Master of Science in Nursing |
| Calif. (CA) | Minn. (MN) | Pa. (PA) | PA | physician assistant (not physician's assistant) |
| Colo. (CO) | Miss. (MS) | R.I. (RI) | PA-C | physician assistant-certified |
| Conn. (CT) | Mo. (MO) | S.C. (SC) | PhD | Philosophiae Doctor (Doctor of Philosophy) |
| Del. (DE) | Mont. (MT) | S.D. (SD) | PhG | Graduate in Pharmacy |
| Fla. (FL) | Neb. (NE) | Tenn. (TN) | RN | Registered nurse |
| Ga. (GA) | Nev. (NV) | Vt. (VT) | | |
| Ill. (IL) | N.H. (NH) | Va. (VA) | | |
| Ind. (IN) | N.J. (NJ) | Wash. (WA) | | |
| Kan. (KS) | N.M. (NM) | W.Va. (WV) | | |
| Ky. (KY) | N.Y. (NY) | Wis. (WI) | | |
| La. (LA) | N.C. (NC) | Wyo. (WY) | | |

Acronyms—When using an acronym, spell out the full word in text and then follow with an acronym in parenthesis: *gigabits per second (Gbps)* or *Body Mass Index (BMI)*. Use the acronym by itself in subsequent uses within the same document or article.

If you are inserting an abbreviation or acronym in a table, space does not always permit spelling out. In this case, place an asterisk (*) after the abbreviation and then spell it out next to the asterisk below the table.

| | |
|----------|--|
| 3-D | Three-dimensional |
| 4-D | Four-dimensional |
| ADN | Associate degree in nursing; a two-year higher-education program of study commonly offered by a community college. Prepares students for entry-level practice. |
| AIDS | Acquired immune deficiency syndrome. Also acquired immunodeficiency syndrome. |
| BSN | Bachelor of science degree in nursing; a four- or five-year college- or university-based higher-education program of study that prepares students for entry-level professional practice. |
| CAT scan | Do not use; use CT scan. |
| CT scan | CT stands for computerized tomography. Previously known as CAT scan, for computerized axial tomography, a now outdated technology. The term CAT scan should no longer be used. |
| ECG, EKG | Both stand for electrocardiogram. ECG is preferred. |
| fMRI | Functional magnetic resonance imaging is a neuroimaging technique used to study activity in the brain, helping surgeons to pinpoint targeted areas. It shows which structures are active during particular mental operations. Images are shown and the researchers/clinicians are able to see areas of the brain responding. |
| HIPAA | Health Insurance Portability and Accountability Act |

Active versus passive voice—The active voice makes prose sharper and more engaging. The subject of a sentence using the active voice performs an action. In the passive voice, the person doing the acting is the object instead of the subject of the sentence. For example:

Active Voice: *Now you can manage your health care online with new, user-friendly tools.*

Passive Voice: *Health care can now be managed by you online with new, user-friendly tools.*

Generally speaking, avoid the passive voice except when you want to put particular emphasis on the result, rather than the subject, of the action. See **Writing Tips** for more information.

Addresses—Use the abbreviations Ave., Blvd. and St. only with a numbered address: *123 S. Main St.* Spell out addresses and capitalize when part of a formal street name without a number: *The car wash is on South Main Street.* Lowercase and spell out when used alone or with more than one street name: *Hawthorne and First streets.* All similar words (Alley, Drive, Road, Terrace) always are spelled out.

Use numerals for an address number: *9 Morningside St.* For certain types of communications, in particular invitations, addresses (including numbers) may be spelled out to create a more formal look: *Nine Morningside Street.*

Affect/effect—Affect as a verb means to produce a change in something: *Rainy weather affects my back.* Effect as a verb means to cause: *He will effect many changes on the staff.* Effect as a noun means result or bring about: *The effect of the medicine was predicted.*

Affiliate hospitals and centers of Wake Forest Baptist—The following are the formal names of our official affiliate hospitals and centers:

Brenner Children's Hospital: Do not use 'the' before the name. This is acceptable on second reference, as is *Brenner Children's*. The full formal name is now *Wake Forest Baptist Health Brenner Children's Hospital*.

Childress Institute for Pediatric Trauma: Second reference use *the Childress Institute*.

Maya Angelou Center for Health Equity: Second reference, use *the Angelou Center*.

J. Paul Sticht Center on Aging and Rehabilitation: Second reference, use *the Sticht Center*.

Wake Forest Innovation Quarter: Second reference, use *the Innovation Quarter*.

Wake Forest Institute for Regenerative Medicine: Second reference, use *the Institute* or *WFIRM*.

Wake Forest Baptist Health Davie Medical Center: When referring to a specific campus, it is: *Davie Medical Center–Mocksville* or *Davie Medical Center–Bermuda Run*.

Wake Forest Baptist Health Lexington Medical Center

African-American—Always hyphenate and capitalize. This is acceptable for an American person of African descent. The word “black” to denote race should not be capitalized, nor would “white.” (Caucasian would be capitalized.)

Ages—Ages are always numerals, even under 10. Always hyphenated as an adjective to modify a noun: *the 13-year-old boy*. As a “pure” noun, it is not hyphenated: *Jimmy is now 13 years old*. As a collective noun, it is hyphenated: *the program is intended for 12-year-olds*. On age uses, make the construction: *the program is for people age 21 and older*, or *the program is for people ages 21 to 25*. Never use the phrase “aged” when referring to years.

Already/all ready—Already is beforehand. All ready is 100 percent ready.

Alumnus, alumni, alumna, alumnae—“Alumnus” refers to a male graduate (plural: “alumni”). “Alumna” is a female graduate (plural: “alumnae”). Use “alumni” to refer to a group of mixed gender.

am—From midnight to 11:59 am. Lower case. Insert one space between numeral and am. Use *midnight* instead of 12 am. Avoid repetition: *The meeting will be held from 9 to 11 am*. Note: For media communications, include periods (a.m.) in compliance with AP style.

Ampersand—Unless part of a formal name, do not use in written material. Some departments use the ampersand in their name: *Physiology & Pharmacology*. Check in-house sources.

And/or—A construction that should be avoided. It can typically be better expressed as *XX or YY* or *both*.

Anesthesia, anesthetic—Anesthesia is a state; anesthetic is a substance that induces that state. An anesthetic is used to put a patient into anesthesia.

Anti—A modifier preceding a noun. The health care industry standard is not to use a hyphen: *anticancer agents*, *antiproliferative drugs*.

Apostrophes—use to indicate possession: *the doctor’s stethoscope*, *the nurse’s stethoscope*, or omitted letters or figures: *don’t*, *’50s*. Do not use to indicate plurals in numerals or acronyms: *1990s*, *HMOs*, *RNs*.

B

Bachelor of Science degree, Bachelor of Arts degree—Do not capitalize “degree”: *She earned a Bachelor of Science degree*. Use bachelor’s degree when referring to the general term: *She earned a bachelor’s degree*.

Backward, backwards—Always backward, never backwards.

Biographies—The objective of an author biography is to establish credibility, whether the biography is accompanying an article or is a blurb for a speaking engagement, trade show or other event.

Biographies should be written in the third person: *Marcela Bibby, RN, is a frequent speaker and recognized expert on children’s health*.

The length of a biography is determined by where it appears. Staff who speak frequently may want two versions of their bios—a long version that includes a thorough work and presentation history, and a short version of 50 words or less that includes salient details.

Include the author’s first and last name and up to three titles. Formatting of doctor’s titles depends on the audience. For informal content, insert the title before the name: *Dr. Mike Smith*. When writing more formal communications, omit the title before the name and add the degree after the name: *Mike Smith, MD*. When in doubt, use AP style. For a full list of abbreviation titles, refer to section 15.21 of the *Chicago Manual of Style*.

Board of directors—Lower case in most instances unless it is used as part of a formal title. Use of the word “board” in second reference should always be lower case: *Smith said he would have to take the issue before the board for consideration*. An exception would be a reference to a specific Wake Forest Baptist Medical Center entity.

Boilerplate—The following is a standard description of Wake Forest Medical Center that can be used for various types of publications. Longer versions are available in the 2014 Fact Book and from Creative Communications. Email brandchampion@wakehealth.edu if you need a more descriptive version:

Wake Forest Baptist Medical Center (wakehealth.edu) is a nationally recognized academic medical center in Winston-Salem, N.C., with an integrated enterprise including educational and research facilities, hospitals, clinics, diagnostic centers and other primary and specialty care facilities serving 24 counties in northwest North Carolina and southwest Virginia. Its divisions are Wake Forest Baptist Health, a regional clinical system with close to 175 locations, 900 physicians and 1,000 acute care beds; Wake Forest School of Medicine, an established leader in medical education and research; and Wake Forest Innovations, which promotes the commercialization of research discoveries and operates Wake Forest Innovation Quarter, an urban research and business park specializing in biotechnology, materials science and information technology. Wake Forest Baptist clinical, research and educational programs are annually ranked among the best in the country by U.S. News & World Report.

Book and magazine titles—Use italics for the titles of books, magazines, journals and other periodicals. Use quotation marks for the titles of magazine and journal articles, book chapters, movies, songs, lectures and speeches, exhibits and conferences.

Breastfeed, breastfeeding—One word, no hyphen.

Bullet style points—When bulleted items are just a short list, each item after the bullet can be lowercase, and no period is needed after each:

- *plums*
- *apples*
- *oranges*

However, if the bulleted item constitutes a sentence or near sentence, the items should each be capitalized, and there should be a period at the end of each. There is no need to put the word ‘and’ before the last item.

C

Call to action—In most communication pieces there is a “call to action” that includes a contact phone number, email, address, etc: *To make an appointment, call 336-716-WAKE (9253) or 800-716-WAKE (toll-free) or go to WakeHealth.edu*

Capitalization—Capitalize trademarks and proprietary names of drugs and brand names of manufactured equipment. Do not capitalize generic names or descriptive terms.

When used as a specific designation, with or without numerals, capitalize Table, Figures, etc.: *As shown in the Table; as illustrated in Figures 2 and 7.*

Capitalize *Medical Center* when referring to *Wake Forest Baptist Medical Center*. Capitalize the full, formal names of departments and divisions, as well as shortened or informal versions when they refer directly to Wake Forest School of Medicine departments: *the Department of Neuroscience*.

Capitalize major words and italicize book names, magazine names, movies, television shows and all periodicals.

Caregiver—One word, no hyphen.

Cesarean—Lowercase. Use cesarean birth, not “cesarean section” or “C section.”

Chair, chairman, chairwoman, chairperson—Chair is an academic title and refers to a person’s position. Capitalize as a formal title before a name: *Chairman John Smith, Chairwoman Jane Smith*. Lower case when the title comes after the name as a parenthetical: *John Smith, chairman of the finance committee,...* Lower case as a casual description: *The chair of the finance committee reports to the full board.*

Checkup, check up—One word when used as a noun: *Schedule a regular checkup*. Two words as a verb: *Check up on the patient*.

Chief—When considering referring to a person as a chief, confirm that is indeed accurate, but use of the official title is preferred. Same would hold for any informal word indicating stature, such as “boss” or “head.”

Clinician—A health professional engaged in the care of patients, as distinguished from a health professional working in other areas; not exclusive to physicians.

Commas—In a list of three or more items, do not use a comma (serial comma) before the word “and”: *red, white and blue*. When there is a compound list of things and the last part includes the word “and,” a comma is required: *The colors in the image were purple, orange, green, and white and gray mix*. Exception—use the serial comma when following Chicago, AMA or APA styles.

Commas are not used in names of people with Jr. and Sr.: *John Smith Jr.*

Commas should be used for any number containing four or more digits: *4,000, 10,000*. Instead of *\$1,200,000*, use: *\$1.2 million*, as the former forces the reader to do the work.

In a sentence that begins with a prepositional phrase, use a comma to separate the prepositional phrase from the rest of the sentence if the phrase is comprised of four or more words: *Outside of a few scientists who still question the methodology, the results of the study are widely embraced*. No comma needed when phrase is fewer than four words: *Outside you’ll find the equipment*.

Composition titles—See **Book and Magazine titles**.

Compound modifiers—In general, compound words that are adjectives and are joined to modify a noun are hyphenated, as in: “Smith always likes to try for a *three-point* shot before the buzzer.” For certain health terms, however, we choose not to hyphenate compound modifiers: *health care issues*, *heart attack victims*. Be consistent within a document or presentation and consult with experts when in doubt.

Contractions—Use contractions when writing is informal and conversational (*don’t* rather than *do not*; *we’ve* rather than *we have*). Academic articles, brochures or programs for formal events with donors (and any other piece that needs to communicate seriousness and formality) should use contractions sparingly.

Co-worker—Hyphenated.

Copayment, copay, coinsurance—One word, no hyphen.

Criteria, criterion—Criterion is singular; criteria is plural.

Curriculum—Curriculum is singular. It means a fixed series of required studies or all of the courses, collectively. The plural form is curricula.

D

Dash (—)—Use dashes to denote an abrupt change in thought in a sentence or an emphatic pause. Also used when a phrase that otherwise would be set off by commas contains a series of words that must be separated by commas. A smaller dash—an en dash—is used to replace the word ‘to’ when used in a date or time (*9–11 am*). See page 17 for proper use of hyphens, en dashes and em dashes.

Dates—Use the form May 14, 2012, or Oct. 31. Months that are abbreviated (only when a specific date is used) are: Jan., Feb., Aug., Sept., Oct., Nov. and Dec. When used in a sentence with a year, a comma follows the year in all cases: *The deadline was May 20, 2014, for the application.*

Day care—Two words in all uses, no hyphen.

Department and division names—Capitalize names when referring to the formal name or a specific department or division. When used in a general or informal sense, do not capitalize: *He is a professor in the Department of Pathology. She chose pathology as her specialization.* The same holds for offices, associations and other official bodies: *the Office of the President; the president’s office.*

When listing more than one division, department or college, the collective noun should be lowercase: *the divisions of Cardiovascular Medicine and Dermatology; the colleges of Dentistry and Pharmacy.*

Degrees—see **Abbreviations**; Do not capitalize academic degrees used in a general sense, but include the apostrophe for master’s degree, master’s programs: *bachelor’s, master’s, doctoral degree. He earned a master’s degree.*

Diseases—Do not capitalize arthritis, emphysema, leukemia, migraine, pneumonia, etc. When the disease is known by the name of a person identified with it, capitalize only the individual’s name: *Hodgkin’s disease, Alzheimer’s disease, Parkinson’s disease.*

Doctor—Use of doctor applies to those with MD or DO degrees only (not PhD). In most writing, the degree follows the name: *John Smith, MD.* Use “Dr.” for informal writing and second reference. Never use “Dr.” and MD together.

Double-check—Hyphenated.

Drugs and medications—A chemical name describes a drug in terms of its chemical nature. The generic name is its nonproprietary name, regardless of its manufacturer. The manufacturer’s name for a product is called a trademark. Use the generic name of the drug whenever possible followed by a trademarked name in parentheses. When no generic name exists, give the chemical name or formula or description of the names of the active ingredients. Be sure to include the trademark symbol when necessary: *dactinomycin (Cosmegen™).*

E

ECG, EKG—Both mean electrocardiogram. ECG is preferred.

E. coli—Acceptable in all references for *Escherichia coli* O157:H7 bacteria.

e.g., i.e.—e.g. means “for example” or “such as;” i.e. means “that is” and indicates an explanation is about to follow. Both e.g. and i.e. are always lowercase, followed by a comma (e.g., this example) and used in parentheses.

Ellipses (...)—An ellipsis indicates words left out. If they are in the middle of a sentence or thought, three dots with a space on either side is the preferred format. For between sentences, end the first sentence with a period, then insert a space, insert your three-period ellipsis, insert another space and start the new sentence. Use ellipses sparingly.

email—Electronic mail. One word, lower case.

email addresses—Do not capitalize any letters: *johndoe@wakehealth.edu* (unlike our website url).

Employees—The number of Wake Forest Baptist Medical Center employees as of late 2015 is: **about 12,500** and refers to the full WFBMC family including Lexington Medical Center, Davie Medical Center, community physicians, Hawthorne Inn, etc.

Ensure, insure—Ensure means to guarantee: *John Smith wants to ensure success of the program*. Insure should be used in references to insurance: *John Smith hopes to insure his home*.

F

Faculty—Singular or plural.

FaithHealthNC—This is the name of the organization started by the Division of FaithHealth (formerly Division of Faith and Health Ministries) that connects volunteer caregivers with people in need of assistance on their health care journey. Many of the volunteers come from congregations that have signed on to FaithHealthNC.

Fax—Not FAX.

FDA—U.S. Food and Drug Administration on first reference. FDA for subsequent references.

Fiscal year—Use **2014-15** when referring to a fiscal year. More formal documents frequently use full language: *Corporate Sponsorship Opportunities 2013-2014*.

Determine whether the period in question is a fiscal year or a two-year period. As written, the example would indicate a two-year period. To indicate one year and still have a formal look, try: *Corporate Sponsorship Opportunities Fiscal 2013-2014*.

Follow-up, follow up—Always hyphenated as noun or adjective: *A follow-up appointment is needed*. Two words, no hyphen as verb: *A nurse will call to follow up after surgery*.

Forward, forwards—Always forward, never forwards.

Fractions—Spell out amounts less than one in text, using hyphens between the words: *two-thirds, four-fifths, seven-sixteenths*. Use numerals for precise amounts larger than one, converting to decimals whenever practical: **2.5**.

Full-time, full time, part-time, part time—Two words when used as an adverb: *She works full time*. Hyphenate when used as an adjective: *She has a full-time job*.

Functional MRI (fMRI)—Functional magnetic resonance imaging is a neuroimaging technique used to study activity in the brain, helping surgeons pinpoint targeted areas. It shows which structures are active during particular mental operations. Images are shown and the researchers/clinicians are able to see areas of the brain responding.

Fundraising, fundraiser—One word in all cases.

G

Gastrointestinal—One word. Second reference is GI.

Gender neutrality—Gender neutrality is encouraged in all communications, but avoid using he/she and him/her constructions, which are clumsy. Sentences using “one” (such as, “One must always be aware of one’s conduct”) are too stiff. Use articles, whenever possible, over gender-specific pronouns. Original: *The nurse manages charts for her group*. Better alternative: *The nurse manages charts for the group*.

Going from a specific, singular construction to a general, plural construction also works better. Original: *Each doctor is responsible for his own schedule*. Better alternative: *Doctors are responsible for their own schedules*. See **He, she, they** entry below.

Genus, species—In scientific or biological names, capitalize the first, or generic, Latin name for the class of plant or animal and lowercase the species that follows: *Homo sapiens, Tyrannosaurus rex*. In second references, use the abbreviated form: *P. borealis, T. rex*. Note: AP does not italicize genus and species names (*Homo sapiens*), but the American Medical Association (AMA) generally does (there are highly specific rules), as do many journals.

H

He, she, they—Avoid the use of the generic “he.” Recast generic expressions in the plural or in the second person. If not possible, use “he or she” and “they” with a singular antecedent. Don’t write: *When a doctor hears his patient’s pleas, what is he to do?* Try: *When doctors hear their patients’ pleas, what are they to do?*

Health care—Two words, no hyphen whether used as noun or compound modifier adjective, unless part of an official name.

Health Insurance Portability and Accountability Act (HIPAA)—Spell out on first reference with the acronym in parentheses; use acronym on second reference.

Hispanic—Always capitalize.

Hyphen (-)—Hyphens are joiners. Use them to avoid ambiguity or to form a single idea from two or more words. As a compound modifier, use when two or more words that express a single concept precede a noun (use hyphens to link all the words in the compound): *a first-quarter analysis, a well-known physician, a well-qualified nurse, a know-it-all attitude*. The only exceptions are words that follow adverbs that end in “ly”: *an easily remembered rule*. Use to designate dual heritage: *Italian-American, African-American* (no hyphen for French Canadian or Latin American).

Please note that in headlines, only the first part of a hyphenated word is capitalized: *Well-qualified Nurses Should Apply or President-elect Smith Calls for Reform*.

I

i.e., e.g.—i.e. means “that is” and indicates an explanation is about to follow; e.g. means “for example” or “such as.” Both i.e. and e.g. are always lowercase, followed by a comma (i.e., this example) and used in parentheses.

Imaging terms—CT scan and MRI, which stand for computerized tomography and magnetic image resonance are both acceptable on first reference. Spell out Positive Emission Tomography on first reference and use PET scan on second reference. Ultrasound, also known as sonography, is a growing imaging field in both diagnostic and clinical use.

Impact—Use this word as a noun only: *had an impact on* not a verb: *this will impact students*. Impact as a verb is not a synonym for “affect” or “influence.” It means “to strike forcefully.”

Information technology—IT on second reference.

Inpatient, outpatient—Both one word, no hyphen.

Intensive care unit—ICU on second reference. Not hyphenated as a compound modifier (like health care).

Internet, intranet—Capitalize *Internet*; lower case *intranet*; see also **Technology terms**.

Italics—Italicized words should be avoided if possible. Italicize foreign words and *cum laude, summa cum laude,*

magna cum laude. Do not italicize words that have been assimilated into the English language, such as *alma mater* or *ex-officio*. See also **Book and Magazine titles**.

L

Lead, led—Lead is present tense. Led is past tense. You lead a discussion. After it has occurred, you led the discussion.

Leader, leadership—Leader and leadership are singular. Leadership can be plural.

Lifestyle—One word.

Life-threatening—This word is hyphenated as an adjective, as in *a life-threatening illness*. It is not hyphenated when used as a noun: *The illness may be life threatening*.

Login, logon, logoff—One word, no hyphen when used as a noun or adjective.

Log in, log on, log off—Two words, no hyphen when a verb.

Lowercase—One word.

M

Magazine titles—Use initial capitals and italicize the name but do not place it in quotes: *Sports Illustrated magazine*. Lowercase the word “magazine” unless it is part of the publication’s formal title: *Time Magazine*.

Managed care—Two words as a noun: *Many employers choose managed care*. Hyphenated as a compound modifier: *A managed-care option*. Note: differs from *day care, health care* and *intensive care*.

Managed-care organization—An insurance company or other organization that markets managed-care plans. Second reference: *MCO*.

Master of Science—Not Master’s of Science. Use: *Master of Science degree*. Do not capitalize when using it generically; use: *master’s degree*. The same holds true for bachelor’s degree.

MD—No periods except in press releases (use AP style) and any materials following Chicago and AMA style.

Medical procedures—Lowercase the names of medical procedures unless listed in *Stedman’s Medical Dictionary*.

Mission Statement—Our mission is to improve the health of the region, state and nation by:

- Generating and translating knowledge to prevent, diagnose and treat disease.
- Training leaders in health care and biomedical science.
- Serving as the premier health system in our region, with specific centers of excellence recognized as national and international care destinations.

Months—These are the months of the year with abbreviations for those that take them: January, Jan.; February, Feb.; March; April; May; June; July; August, Aug.; September, Sept.; October, Oct.; November, Nov.; December, Dec. Please note that months are always spelled out in full when no specific date is given. *The event will be held in December 2015.* Or *The event will be held on Dec. 1, 2015.* In many formal communications, such as invites and announcements, the date and month are fully spelled out as a matter of style.

Morbidity rate—Morbidity rate is the proportion of patients with a particular disease during a given year per given unit of population.

Mortality, mortality rate—Mortality denotes the number of deaths per unit of time. Mortality rate is the number of deaths per number of persons at risk, such as infant mortality rate.

MRI—Magnetic resonance imaging. Use full name on first reference and MRI for subsequent references.

Multi—A prefix that in nearly every use is one word, no hyphen.

Multidisciplinary—One word, no hyphen.

Multidisciplinary vs. interdisciplinary—Multidisciplinary refers to the combining of many disciplines or branches of learning or research, while interdisciplinary refers to the involving or joining of two disciplines or branches of learning or research.

N

National Institutes of Health—On second reference use NIH. Note the word is Institutes, not Institute. There are 19 institutes within the NIH.

Nauseated, nauseous—A person is nauseated, not nauseous. Nauseous means causing nausea.

Neonatal Intensive Care Unit—Second reference: *NICU*.

Noninvasive—One word, no hyphen.

Northwest AHEC—Northwest Area Health Education Center. First reference: *Northwest Area Health Education Center (AHEC)*. Second reference: *Northwest AHEC*.

Numerals—A numeral is a symbol or figure used to represent a number. Spell out one to nine in text; write 10 and higher as numerals in most cases. Exceptions:

- Ages: *5 years old*
- Million: *5 million*
- Percent: *5 percent*
- Dimensions: *A yard is 3 feet long; pour me 6 cups of sugar.*
- Addresses: *The house at 4 Mockingbird Lane.*
- Time: *She gave birth at 3 am.*

Commas should be used for any number containing four or more digits: *4,000, 10,000*. Use: *\$1.2 million* rather than \$1,200,000.

For decimals, put a zero in front of a number less than one: *0.15*, and never go more than two decimal places without a specific need.

Do not use the abbreviation “no.” for number.

Do not begin a sentence with a number, except a year.

If two numbers appear next to each other, spell out the first one and use a number for the second one: *forty-two 5-digit codes*.

See AP or Chicago style manuals for additional style points.

Nurse practitioner—An RN who functions in a state-regulated advanced-practice role and has completed advanced education (a minimum of a master’s degree) in the diagnosis and management of common medical conditions. Most NPs specialize in a particular field of medical care. NPs work collaboratively with physicians. Second reference and credential following name: *NP*.

O

Ob-Gyn—Preferred abbreviation for Obstetrics and Gynecology. Do not use all caps: *The Ob-Gyn Department at Wake Forest Baptist Medical Center...*

Off campus/off-campus—Two words when it follows the noun it modifies: *The event was held off campus*. Hyphenated when it precedes the noun it modifies: *The group decided to hold an off-campus event*.

On-site—Hyphenate as noun or adjective.

Orthopaedic—Use *orthopedic* only when writing for Web (to enhance Web searches).

Orthopedist—Not orthopod, per *Stedman's Medical Dictionary*.

Outpatient, inpatient—Both one word, no hyphen.

Over—This word is now acceptable in all uses when the meaning is “more than.”

P

Patient- and Family-centered Care

Patient and Family Promise—This is the formal promise adapted by Wake Forest Baptist Medical Center and is used on many types of communication materials. It reads: We will:

- Keep you safe.
- Care for you.
- Involve you and your family.
- Respect you and your time.

Payer—Not payor

Percent—One word, spelled out, except for Web writing: *NIH research funding grew by more than 13 percent last year*. All numbers, even those less than 10, are numerals when used with the word percent: *The increase was more than 5 percent*. The % symbol typically should only be used in tables, charts or when copy is full of percentage numbers and entirely about percents.

PhD—Do not use periods. See **Abbreviations**. (This is an exception to AP style.)

Physician assistant—Health-care professional licensed by the state to practice medicine with physician supervision. Not physician's assistant. Second reference and credential following name: **PA**. A certified PA title is **PA-C**.

pm—From noon to 11:59 pm. Lower case. Insert one space between numeral and pm. Use **Noon** instead of 12 pm. Avoid repetition of “pm.” *The meeting will be held from 2 to 4 pm*. Note: For news releases, include periods (p.m.) in compliance with AP style. Also note that we rarely use the **2–4 pm** construction in copy, preferring **2 to 4 pm**, although there are exceptions, such as on signs and directional materials.

Postdoctoral—Study beyond the MD or PhD degree. One word, no hyphen.

Postgraduate—Study after earning a first degree in an area. One word, no hyphen.

Post-mortem—After death. Hyphenated.

Postoperative—After an operation. One word, no hyphen.

Preeminent—One word, no hyphen.

Preferred provider organization—No hyphen. Second reference: **PPO**.

Prefixes—As a general rule, do not use hyphens after prefixes if the base word starts with a consonant: *premedical, anticoagulant*. If the prefix ends in a vowel and the word that follows begins with the same vowel, a hyphen is required. Exceptions are: *preeminent, cooperate, coordinate*. Use a hyphen if the base word is capitalized. See *Merriam-Webster's Collegiate Dictionary* for specific spellings.

Premenstrual—One word, no hyphen.

Prenatal—One word, no hyphen.

Preoperative—One word, no hyphen.

Prepositional phrases— See **Commas**.

Preventive—Not preventative.

Professor—Always lowercase after the name: *Emily Smith, professor*; Usually lowercase before the name as well, unless it is a specific title: *Professor Emeritus of Biology James Jones*.

Q

Quotation marks—Use double quotation marks to enclose passages in a speech or text. Periods and commas should be inside quotation marks in every use, even when the quotation marks are being used to highlight the name of something. Dashes, colons, question marks, exclamation points and semicolons go inside the quotation mark when they apply to the quoted matter only; in all other cases, they should be placed outside of quotation marks. For a quote within a quote, bookend the internal quotation within single quotation marks (' '): *“I always pass on the left because, as my father used to say, ‘You shouldn't get careless on a highway.’”*

If a quote extends through more than one paragraph, place quotation marks at the beginning of each paragraph and closing quotation marks at the end of the last paragraph. Close quotes at the end of intervening paragraphs are not necessary.

Put names of book chapters and magazine articles in quotation marks, as opposed to the names of the books and magazines themselves, which are in italics.

R

Residency—A period of at least one year, and often three or four years, of on-the-job training that is part of the formal educational program for health professionals.

Resident—Residents are physicians or surgeons who continue their clinical training for one to four years within a medical or surgical specialty in a clinical department after graduation from medical school. Residents care for patients under the direction and responsibility of attending physicians (faculty). For publication to outside audiences, use: **Resident physician**. For internal publications, use **Resident**. The phrase “house staff” is the same as resident.

RN—Registered nurse; state-licensed nursing position that requires completion of a state-approved education program. Second reference and credential following name: **RN**.

S

Says—Use this present tense rather than “said” in verb forms unless the usage is linked to a specific date or time in the past (such as an announcement, event or dedication): *“This is the best care I’ve ever received,” Miller says.*

Second person—Although it shouldn’t be overused, the second person “you” is a good way to create immediacy for the reader. Be consistent. Do not mix 2nd and 3rd person in a single communication. See **Writing Tips**.

Second reference—The second and subsequent times a name appears in the same text. See individual entries for second reference style. First mention: **Wake Forest Baptist Medical Center**; use **Medical Center** on second reference.

Semicolons—Use in a sentence to separate two complete and related thoughts: **Dr. Smith went to New York; it was her first visit there.** A semicolon is also used to clarify a series: **The team was made up of Dr. Jones, who has been with the hospital many years; and Dr. Johnson, who just transferred from New York last month.** Use to separate names in photo captions: **John Jones, MD, PhD; Jane Johnson, MD, JD; Jane Doe, PA-C; John Doe, MSN.**

Sentence spacing—Put only a single space after a period at the end of a sentence.

Start-up—Always hyphenated as a noun or adjective.

State abbreviations—See **Abbreviations**.

Superlatives—Superlatives such as “best” should be avoided unless the claim can be easily substantiated or backed by an official ranking.

T

Tagline—Approved copy that can be used, when appropriate, in advertising and marketing material: **A mission to care. A mission to cure.**

Technology terms—The following is an AP style list of common terms.

Bluetooth: Uppercase, one word

download: One word. Also, upload.

cellphone: Lowercase, one word.

click-throughs: Lowercase, hyphenated.

cyberspace: Lowercase, one word.

domain name: Lowercase, two words.

email: Lowercase, one word.

e-book: Lowercase, hyphenated; also, e-reader.

end use, end-user: Two words as noun, hyphenated as adjective.

fan, follow, friend: Acceptable as both nouns and verbs.

Google, Googling, Googled: Uppercase.

handheld, hand-held: One word as noun; hyphenated as adjective.

home page: Lowercase, two words.

hyperlink: Lowercase, one word; also, hypertext.

Internet: Always capitalize.

intranet: Always lowercase.

iPod, iPad, iPhone: One word begins with lowercase ‘i’, then uppercase ‘P’.

IP address: Internet Protocol address. Uppercase the acronym.

JPEG, JPG: Uppercase acronym.

login, logon, logoff: Lowercase, no hyphen as noun; two words as a verb: **log in.**

liveblog: Lowercase, one word.

microsite: Lowercase, one word.

online: One word, no hyphen.

plug-in: Hyphenate.

search engine: Lowercase, two words.

smartphone: Lowercase, one word.

unfriend: Lowercase, one word.

URL: Uppercase acronym.

World Wide Web or Web: Always capitalize.

website: Lowercase, one word.

Telephone numbers—Include the area code with phone number in nearly all uses except when the audience is completely within the WFBMC campus; in those cases, use 716-1234 and 713-1234. Do not include the “1” before area codes or 800 numbers. Do not use parentheses around area codes—use a hyphen between groups of numbers. On certain types of identity materials (e.g., business cards, stationery, email signatures, Wake Forest Innovations communication materials) the format of 336.716.1234 is preferred.

That vs. which—The difference between these words has to do with essential vs. non-essential clauses and people vs. inanimate objects. The quickest way to remember which word is correct is that when you use “which” as a non-essential clause, it is preceded by a comma: *Smith always went to the hospital pharmacy, which was easier than going to the one in his neighborhood.*”

Time—Use am and pm without periods (differs from AP style) with numerals for all hours: *4 am; 9 pm*. Avoid repetition: *4 to 6 pm*. Use *Noon*, not *12 pm*. Do not use *:00*.

Timeout—One word (AP style—an exception to the dictionary).

Titles—Capitalize a title before a name: *School of Medicine Dean Edward Abraham*; use lower case and set off with commas after a name: *Edward Abraham, MD, dean of the School of Medicine*.

Titles—How many should be listed? As an academic medical center staffed by exceptional and exceptionally well-educated individuals, there are a lot of different titles and accreditations. Some of our people have a long list of titles, each of which they are justifiably proud.

As a matter of practicality, however, we should limit the number of titles on marketing materials. List only academic titles (i.e., omit named fellowships, board certifications or accreditations). If such a title is relevant to the article, include it in an explanatory sentence: *Dr. Jones is also a Charles L. Spurr Professor*.

In formal contexts, such as academic journals or official directories, every title the individual possesses or wishes to publish, should be listed.

Toll-free—Hyphenated as both adjective and adverb: *Call the toll-free number at...* or *Go ahead and make the call toll-free*.

Toward, towards—Always toward, never towards.

Trademarks—The ® and ™ symbols need only appear on the first and most prominent use on a single page if there are multiple uses.

U

Under—This word is now acceptable in all uses when the meaning is “less than.”

Underway—One word in all uses: *The project is underway*.

Units of measurement—See **Abbreviations**.

V

Values—

Excellence—Demonstrate the highest standards of patient-centered care, education, research and operational effectiveness.

Compassion—Respond to the physical, emotional, spiritual and intellectual needs of all.

Service—Cultivate selfless contribution for the greater good.

Integrity—Demonstrate fairness, honesty, sincerity and accountability.

Diversity—Honor individuality and protect the dignity of all.

Collegiality—Foster mutual respect, facilitate professional growth and mentorship, and reward teamwork and collaboration.

Innovation—Promote creativity to enhance discovery and the application of knowledge.

Vision—We are a preeminent, internationally recognized academic medical center of the highest quality with balanced excellence in patient care, research and education.

W

Wake Forest Baptist Health—The name of our integrated clinical structure. This is our dominant consumer brand and our public-facing name. Our clinical brand identity leverages the powerful academic reputation of Wake Forest, honors the hospital’s Baptist heritage of quality and

compassionate care, and captures the Medical Center's health-focused mission, encompassing not just clinical treatments but the discoveries of tomorrow.

Wake Forest Baptist Medical Center—The name of our main campus and our corporation. It is the brand used for corporate functions, business communication, media relations and internal communications at the Medical Center. Wake Forest Baptist Medical Center is the name associated with our Vision and Mission statements, as well as the Values that typically follow publication of those two statements. *Wake Forest Baptist* is acceptable on second reference for either Wake Forest Baptist Medical Center or Wake Forest Baptist Health. When referring specifically to the corporate entity or the hospital's main campus, *Medical Center* also is acceptable on second reference.

Wake Forest Innovations—The name of the enterprise that establishes and manages new businesses and partnerships based on the ideas, discoveries and scientific research assets of Wake Forest Baptist Medical Center and, in some cases, Wake Forest University.

Wake Forest Innovation Quarter—This is a growing hub for innovation in downtown Winston-Salem focusing on biotechnology, materials science and information technology. It is owned by Wake Forest Baptist Medical Center. On second reference, it should be referred to as *the Innovation Quarter*.

Wake Forest School of Medicine—Our academic enterprise (education and research). This brand is used for journal publications, research grants and academic communications and events. *School of Medicine* is the preferred second reference.

Web, website—Web, short for World Wide Web, is acceptable on all reference and is upper case; website is one word, not hyphenated, and lower case.

websites/URLs—Capitalize the W and H when using the WakeHealth.edu website URL for promotional materials. Do not use http:// or www. Follow appropriate style for academic materials, using www.WakeHealth.edu if required. Do not capitalize the W and H in an email address: *johndoe@wakehealth.edu*.

Well-being—Hyphenated.

Work-up—Hyphenated.

X

X-ray—Uppercase X; hyphenated. Not x-ray.

Z

ZIP code—Capitalize ZIP (Zone Improvement Program); lower case code. Do not put a comma between the state name and the ZIP code; use two spaces between the state name and the code: Winston-Salem, NC 27157.

Typographic Style

Typography is the balance and interplay of letterforms on the page. It helps the reader absorb the substance of the page content. To achieve a balance between good design and efficient readability, there are certain typographic principles used by graphic designers. In order to make our publications look professional and sophisticated, which in turn supports the credibility of the Medical Center, all materials we produce for the public should consistently follow these principles.

The following guidelines should be used for final products only. *If your Word document will be given to a graphic designer*, it is the designer's responsibility to produce a typographically correct product.

If you have the responsibility of proofing a designer's work, use the following guidelines to assist you.

If your work will be seen by the public either internally or externally, follow these guidelines.

Wake Forest Baptist Medical Center style

guidelines—Our primary, corporate font is Avenir. Use Avenir Light for body copy and Avenir Heavy for emphasis, when creating communication materials for external audiences. Arial may be substituted for Avenir when materials produced are intended for internal audiences. Make linespacing proportions 3/4 (e.g., 9 point type should use 12 points of line spacing. Use flush left text alignment. See the Brand Center for additional style guidelines: wakehealth.edu/brand-center.

Spaces after periods—In the English language, use only one space after periods, colons, exclamation points, question marks, quotation marks—any punctuation that separates two sentences.

Apostrophes—Typographical apostrophes are ‘curly,’ not foot marks (') or prime symbols ('). Conversely, do not use an apostrophe where a foot mark is appropriate (use type Glyphs or Symbols for prime marks).

Quotation marks—Typographical quote marks are “curly quotes,” not inch marks (") or double prime symbols ("). Conversely, do not use a quotation mark where an inch mark is needed (use type Glyphs or Symbols for prime marks).

Dashes—Never use two hyphens instead of a dash. Use hyphens, en dashes and em dashes appropriately:

Hyphen (-) is used for hyphenating words or line breaks; it is used to join words together.

“Typewriter quotation marks are the single most visible sign of unprofessional type.”

—Robin Williams
The Mac is not a Typewriter

En dash (–) is used between words that indicate a duration, or to replace the word “to”: *3–5 years old, Oct.–Dec.* It is also used between a compound adjective when one of the elements is made of two words or a hyphenated word: *pre–Gulf War period, high–stress–high–energy lifestyle;*

Em dash (—) is used to indicate abrupt change of thought or to indicate an emphatic pause: *We will fly to Paris in June—if I get a raise;* in a series within a phrase: *He listed the qualities—intelligence, humor, independence—that he liked in an executive.*

Some fonts have very long em dashes. If the em dash is distracting, use an en dash instead, or use the Horizontal Scale tool to shorten the em dash.

Note: Editorial guidelines indicate using a space before and after the en and em dashes. Following proper typographical rules, however, spaces are not used before and after these dashes, although these dashes should not touch the neighboring text. Professional desk-top publishing programs have narrow spaces that can be inserted to accomplish this (on a Mac using InDesign, simultaneously press: Shift, Option, Command, M).

Ellipses (...)—Use the keystroke for an ellipses (on Mac, option;).

Underlining—Do not use underline. Underlining is for typewriter or Web links. Use a bold font (preferred) or an italicized font for emphasis.

Capitals—Use all caps sparingly and almost never in body copy. It is difficult to read them in normal text because we recognize words by their groups and shapes.

Kerning—Kerning is the process of removing small bits of space between letters. The larger the letters, the more important it is to adjust letter spacing (as the font size enlarges, so too does the space between letters). Some letter combinations (W and A) may need manual kerning.

Tabs and indents—Use tabs and first-line indents regularly. Never use the space bar to align text. If using paragraph indents, do not use additional line spacing between paragraphs.

Widows and orphans—A widow: leaving fewer than seven characters (letters) on the last line at the end of the paragraph. An orphan: a small part of a sentence left in the next column or on the next page when the last line of the paragraph is too long.

Avoid both widows and orphans by adjusting word spacing, widening text boxes slightly or editing the text.

Hyphenations and line breaks—Avoid more than two hyphenations in a row or too many in a paragraph. Avoid hyphenations that may lead to confusion: *the-rapist* (therapist), or if the pronunciation of a word will change because of the word break): *pre-positional phrase*.

Never hyphenate a word in a heading. Try to have three characters before and after the hyphen.

Line spacing (leading)—Keep line spacing consistent. Be aware that in some programs, auto leading may create uneven line spacing.

Paragraph spacing—Do not use double returns after paragraphs. The optimum spacing between paragraphs is 50 to 60 percent of the paragraph's leading. For example, if using 9 point type with 12 points of leading, the space between the paragraphs would be 6 pts. Do not use paragraph indents and paragraph spacing together—use one or the other. If using paragraph indents, the first paragraph after headlines and subheads should not indent.

Justified text—If using justified text, make sure that the text is long enough to avoid random spaces and gaps (too many gaps = harder to read). Rule of thumb is the line length in picas should be about twice the point size of the type. For example, if the text is 12 point, the line width should be at least 24 picas (4").

Hanging punctuation—In order to align text, sometimes a quotation mark or a period needs to hang off, so it doesn't look indented.

*“When I get a little money,
I buy books.”*

This is not practical in running copy.

Serif and sans serif—

T—serif type has tips on the ends of the letter. It is generally easier to read than sans serif type when the text is long.

T—sans serif type does not have tips. It is slightly harder to read but is more legible at a glance than serif type and is typically used for headlines.

Ligatures—Some letter combinations consistently overlap, leaving an unattractive and distracting splotch within the text. Avoid this by using ligatures: **fi = fi** and **fl = fl**.

Using multiple typefaces—If you are going to combine typefaces, contrast with strength and boldness. Avoid using two serif fonts on the same page and two sans serif fonts on the same page.

Miscellaneous—

- Use italic and bold only occasionally.
- Do not be afraid of white space. The area on the page that does not have text or graphics on it is just as important as the area that does. It affects the overall design of the page as much as other graphic design elements. A professional is not afraid to leave white space.
- Do not crowd text inside a box; try to have the same amount of space on all four sides.
- Make a conscious effort to be consistent.
- Avoid abbreviations whenever possible.
- In headlines, reduce the punctuation approximately two point sizes.
- Select the space before an italicized word as italicized, not after.
- Set paragraph indents approximately one em space wide.

These guidelines are excerpted from *The PC is Not a Typewriter* and *The Mac is Not a Typewriter*, by Robin Williams. These manuals are excellent resources and are highly recommended.

An excellent guide for creating effective PowerPoint presentations is *The Non-Designer's Presentation Book*, also by Robin Williams.

Writing Tips

Use personal pronouns. Written materials should reflect our brand personality attributes of compassion, confidence, leadership and assertiveness. Written materials should offer a personal, rather than institutional voice. Simple touches to achieve this include, for example, the use of **personal pronouns**. Consider the brochure language below about a diabetes program. In writing to diabetes patients about our services, we might write:

Version 1: *The mission of the Diabetes Care Center (DCC) is to provide and promote education and care for all patients with diabetes and their families through the implementation of the American Diabetes Association Recognition Standards and the Medical Center key values of excellence.*

However, a better way to express what we want to say, would be:

Version 2: *The mission of the Diabetes Care Center (DCC) is providing and promoting education and care for you and your family. Our key Medical Center values of excellence, compassion, innovation and integrity are on the minds of our doctors and nurses at all times as we work with you to develop a treatment plan.*

This second version is less institutional and more patient-friendly. On the other hand, if the target audience was not patients, but providers, the first version might be perfectly acceptable.

Use active voice. Another means of making our printed materials more inviting is by using the **active, rather than passive voice**. Active voice and active verbs help create a sense of urgency. Version 2 above is written in passive voice, as the subject is the mission of the DCC and the verbs are “is providing and promoting.” Forms of the verb “to be” tend to weaken written material. Version 3 below uses an active voice:

Version 3: *The Diabetes Care Center (DCC) educates and cares for you and your family. Our doctors and nurses work with you from the moment you arrive to develop a treatment plan, using our Medical Center values of excellence, compassion, innovation and integrity.*

Use of present tense in writing helps to convey a feeling of “now” and “important” more than past tense. When possible, use present tense in narrative writing.

Choosing the right words. The general rule of thumb in good writing is that if a word is not typically used in conversation, it should not be used in writing. Media and other sources of the everyday written word have brought bad habits and poor word choices into use. In many cases,

they come about because people invent new word forms or use nouns as verbs. For example, using the phrase “we need to dialogue about an issue” is incorrect. “Dialogue” is not a verb; it’s a noun. Proper language would read, “we need to talk about an issue.”

The following section includes examples of regularly used words in print that are usually poor choices (along with alternatives).

Words Worth Checking for Alternatives:

| | |
|----------------------------|--|
| Facility | Buildings, grounds, plant |
| Funding | Money (or some form of that word) |
| Infrastructure | Sewers, utilities, roads |
| Due to | Because of (library books are due) |
| Impact | Effect (impact as a verb implies a physical collision) |
| Responded | Went to, arrived (respond to an answer is acceptable) |
| Implement | Put into effect, do |
| Hammered out | Reached agreement (among others) |
| Sparked | Led to (among others) |
| Prompted | Led to |
| Prior to | Before |
| Finalize | Complete |
| Get under way | Begin |
| Upscale | Expensive |
| Closure | Ended |
| Each and every one | Each or every |
| Dialogue | Talk, conversation |
| Unveiled | Revealed, showed (among others) |
| Approximately | About |
| Roughly | About |
| Around | About |
| Players (for non-athletes) | People involved, members |
| Utilize | Use |
| Following | After |
| Initiative | Plan, program (something more specific) |
| Airlifted | Flown |
| Solicit | Ask |
| Arguably | It can be argued, perhaps |
| Reportedly | Is reported to have |

| | |
|---|---|
| Allegedly | Is alleged to have |
| Hopefully | It is hoped |
| Upcoming | Future, forthcoming |
| Birth (as a verb) | Give birth to |
| Birthing (as a noun) | Having a baby |
| Parenting | Parenthood, being parents |
| Relocate | Move |
| Opt | Pick, choose |
| Convince to | Persuade to, convince of or that |
| Host (as a verb) | Be the host of, play host to |
| More (or most) importantly | More (or most) important |
| Address (an issue) | Deal with, cope with |
| Stance | Attitude, position, philosophy |
| Event | Be specific about the activity involved (the speech, the reunion) |
| Transported | Taken to |
| Boost (unless being stolen or physically lifted) | Increase or strengthen |
| Mount (unless a horse) | Grow or increase |
| Soar (unless a bird of prey or glider) | Increase sharply |
| Kick off (unless a football) | Begin, start |
| Jump-start (unless a car) | Revive, start |
| Launch (unless a rocket) | Begin, start |
| Duo, trio | Two, three |
| Brand new | New |
| Irregardless | Regardless |

Additional Tips:

- Use of italics for emphasis rarely works. “They’d like to *think* they can have a strong effect, but they can’t.” Individually italicized words tend to appear more as a misprint, making the reader pause, because they have to think about the meaning. Reading should flow seamlessly and smoothly from beginning to end. Anything that causes the reader to stop (unusual word choice, grammar, italics, etc.) weakens the message.
- Although the second person “you” is a good way to create immediacy, don’t overuse it. Writing should be consistent—do not mix present and past tense in a piece, or second and third person.
- Use the word “dozen” only in a general sense, as in “dozens of ideas” vs. a dozen people. Likewise, a “decade” is not just any 10 year period— it is a period of

ten years beginning with a year whose last digit is zero: ***the decade of the 1980s.***

- Do not use “as well as” when there is already an “and” or an “also” in the sentence.
- Between XX to XXX is not the correct use. Use ***between XX and YY***, or ***from XX to YY***.
- Use ***centered on***; not ***centered around***.
- When there are more than two people or things involved, use “among”—not “between”: ***Among red, white and blue, more people prefer blue.***
- ***Apparently, potentially, possibly*** and any other qualifying words should be avoided; always try for specific and concrete. On the other hand, things are rarely the “first” or “only.” Use the proper background material to eliminate so-called qualifiers.
- When the phrase “so-called” is used, do not put quotes around the following phrase. Hence, ***so-called “health food”*** is incorrect. It does not need quotes. It’s either ***“health food”*** with quotes, or ***so-called health food*** without quotes.
- It is redundant to say “4 am this morning.” Use ***4 am*** or ***4 this morning***.
- It is redundant to say something is “free and open to the public.” Use ***free to the public***. Or, in most cases, simply ***the program is free***.
- The “rule of three” is a good rule to follow in writing: Two is not enough, four is too many, three is perfect. This applies to lists (red, white and blue), examples (three bullets) and paragraphs grouped in copy, to give three examples.
- Temperatures go up and down. The weather, not the temperature, should be described as hot, cold, warm, freezing or some other variation.
- Do not use the phrase “look to do” something. You can hope or try to do something, but not “look” to do it.
- Do not use the word “while” when you really mean “although.” While implies a time element: ***while this was happening, that occurred***.
- Avoid euphemisms. People die; they do not need to pass, pass away, go to meet the Lord, etc. Likewise, people are poor. They do not need to be “at-risk,” “underprivileged” or “low-income.” Likewise, you should not refer to an “urban area” or “inner city” if you are intending to indicate a poor section of town.
- Watch your subject-verb agreement. The company, the board of directors and the council are all “it.” ***The Board of Directors voted against a fee increase, saying it did not want to burden people.*** Too often, we want to turn bodies or agencies into “they.”

- Properly use homonyms; computer spelling and grammar checks will not correct “its” when you meant “it’s.” Quick reminder—“its” is possessive, “it’s” is a contraction for “it is.” ***The company got back its money. It’s now won two consecutive lawsuits.*** Or “they’re” when “there” or “their” is meant. ***They’re not going to get their share of food unless they go there right away.*** Or “whose” vs. “who’s.” ***No matter whose turn it is, no one is sure who’s going to win.***
- Be sure to properly use words that are similar but different, as in “then, than” and “affect, effect.”
- “Or not” is not needed after the word “whether.” ***They’re trying to decide whether to go to the store.***
- There is a difference between using the words “such as” or “like.” If the list or example that follows includes the item that starts it, use “such as.” ***Corporation X hasn’t had a problem working with vendors such as Sheet Metal Buildings R Us.*** If there is a strict comparison or metaphor, use “like.” ***Corporation X may have a problem if it ever decides to hire an outside vendor like Lowe’s because its in-house crew objects.*** (Because this is a theoretical example, and Lowe’s is just being used to stand for any outside vendor, “like” is the correct word.)
- Don’t use the preposition “after” when you really mean and need the adverb “afterward.” ***We met for dinner and went out for drinks afterward.***