

Prepared by Marketing and Communications | 513-636-4420

# Cincinnati Children's Editorial Style Guide



## TABLE OF CONTENTS

Introduction.....	1
Organizational, Departmental and Divisional Names.....	2
How to Refer to the Organization.....	2
How to Refer to Departments, Divisions and Centers .....	3
How to Refer to Institutes .....	4
How to Refer to Neighborhood Locations .....	5
Industry Terms .....	6
Preferred Spellings .....	7
Acronyms .....	8
States and Countries .....	9
Capitalization .....	10
Organizations and Institutions.....	10
Directions and Regions.....	10
Seasons .....	10
Common Nouns .....	11
Proper Nouns and Trade Names.....	11
Other Capitalization Rules.....	11
When in Doubt. . . ..	11
Professional Titles.....	12
In Text.....	12
On Business Cards and Letterheads .....	12
For Academic Degrees, Licensures and Certifications .....	13
Academic Titles.....	13
Individual Titles .....	13
Middle Initials .....	13
Post-Titles .....	13
Dates and Times .....	14
Time .....	14
Time Zones .....	14
Dates .....	14
Days.....	15
Months .....	15

Years.....	15
Italics.....	16
Correspondence .....	17
Brochures, Presentations and Web Content.....	19
Presentation Titles, Headlines and Subheads .....	19
Trademark and Registered Trademark Symbols.....	19
Copyright Information.....	20
Netiquette.....	21
Preferred Spellings and Capitalization for Internet Jargon.....	21
Email .....	21
Other Web Issues.....	21
Writing for the Web.....	22
Numbers.....	23
Punctuation.....	25
Apostrophes.....	25
Commas .....	26
Dashes .....	27
Periods.....	27
Exclamation Points .....	27
Hyphens .....	27
Quotation Marks .....	28
Semicolons and Colons.....	29
Slash Marks .....	30
Underlining .....	30
Bullets.....	30
Other Rules of Usage.....	32
Clichés and Misused and Redundant Terms.....	34
State Abbreviations.....	36
Department, Division and Center Naming Structure .....	37
Department of Pediatrics.....	37
Department of Pediatrics, continued.....	38
Department of Surgical Services.....	39
Department of Anesthesia.....	39

Department of Radiology and Medical Imaging .....	39
Institutes.....	39
Department of Patient Services .....	40
Inpatient Units .....	40
Department of Human Resources.....	42
Department of Finance.....	42
Department of Clinical Care Delivery Systems .....	43
Office of President and CEO .....	43
Campus and Building Names.....	44
Burnet Campus Naming Conventions.....	44
Mail Location Codes .....	45

## INTRODUCTION

---

At Cincinnati Children’s Hospital Medical Center, one aspect of meeting our vision to be the leader in improving child health is to communicate a consistent voice to our patients, their families, our community and our colleagues. Any document you write for internal or external use represents the medical center and its people.

This editorial guide is designed to help you follow a uniform style in the organization’s written materials. Following the guidelines in this manual will help ensure clarity and consistency in any type of document you write, including:

- Letters
- Memos
- Newsletter articles
- Marketing brochures
- Training materials
- Presentations
- Email
- Web content
- Any other business documents

Establishing an editorial style involves reviewing manuals currently in use in the profession, determining the various arenas in which our written materials will appear, and balancing all variables to create a style that suits our needs. This manual takes relevant approaches and recommendations from respected and widely used guidebooks and references in the field, including:

- *American Medical Association Guide*
- *American Psychology Association Guide*
- *The Associated Press Stylebook and Libel Manual*
- *The Chicago Manual of Style, 14th Edition*
- *Effective Business Writing*
- *The Elements of Style, Third Edition*
- *The Gregg Reference Manual*
- *Merriam Webster’s Collegiate Dictionary, Eleventh Edition*
- *New York Times Manual of Style*
- *On Writing Well*
- *Scientific English: A Guide for Scientists and Other Professionals*
- US Postal Service (USPS)

For items not covered in this style guide, the default document is *The Associated Press Stylebook and Libel Manual*. If you’re not sure how to capitalize, punctuate or refer to someone, or if you have other questions about editorial style, call the Department of Marketing and Communications at 513-636-4420. We are available to help you find a solution.

Please note that when you write for academic or professional publications, your document should reflect the editorial style preferred by the publication.

## ORGANIZATIONAL, DEPARTMENTAL AND DIVISIONAL NAMES

---

### How to Refer to the Organization

- Spell out the full name of the medical center on first mention. Use the shorter version or acronym when the name is mentioned again.

First reference                      *Cincinnati Children’s Hospital Medical Center*

Second reference                      *Cincinnati Children’s*

For internal purposes only                      *CCHMC*

Web only: On the Cincinnati Children’s internet site, never use *CCHMC*.

- Spell out the full name of the Research Foundation on first mention. It is acceptable, but not necessary, to use the shorter version or acronym when the name is mentioned again.

First reference                      *Cincinnati Children’s Research Foundation*

Second reference                      *Research Foundation*

For internal purposes only                      *CCRF*

Web only: On the Cincinnati Children’s internet site, never use *CCRF*.

- Do not use the following phrases or acronyms when referring to the organization:

*Children’s Hospital Medical Center of Cincinnati*

*CHMCC*

- Avoid using Cincinnati Children’s as a possessive.

WRONG: *Cincinnati Children’s vision is to be the leader in improving child health...*

Instead, reconstruct the phrase:

*Our vision is to be the leader...*

or

*The vision of Cincinnati Children’s is...*

WRONG: *Cincinnati Children’s patients’ rooms...*

Instead, reconstruct the phrase:

*The patients’ rooms at Cincinnati Children’s*

or

*Our patients’ rooms...*

- Refer to Cincinnati Children’s as a *not-for-profit* organization. Do not use *nonprofit*. (*Not-for-profit* is used when profits are reinvested into the organization, while *nonprofit* is used to indicate that no profits are made.)

*Cincinnati Children’s is a full-service, not-for-profit pediatric academic medical center.*

## **How to Refer to Departments, Divisions and Centers**

- All academic and nonacademic medical functions and business functions are organized by the following hierarchy:

*Departments*

*Divisions*

- *Centers*
- *Programs*
- *Services*

### **Academic Functions**

- The largest medical entities are *departments*.
- Clinical, research and surgical areas within a department are *divisions*.
- Groups that offer services from more than one division within a department or across other departments are *centers*.

For example:

*Department of Pediatrics*

*Division of Hematology/Oncology*

*Comprehensive Sickle Cell Center*

### **Nonacademic Functions**

- Business functions that contain divisions or directly report to a vice president or above are *departments*.
- Functions under a nonacademic department should maintain current self-defining names and are called *divisions* when a noun is needed for reference.

For example:

*Human Resources or Department of Human Resources*

*Protective Services*

*Patient Services or Department of Patient Services*

*Division of Nursing*

*Pediatric Intensive Care Unit (PICU)*

*Dialysis Unit*

- Capitalize specific names of departments, divisions and centers. Use lowercase when the

department, division or center is referenced without its formal name.

<i>Department of Pediatrics</i>	<i>department</i>
<i>Division of Gastroenterology, Hepatology and Nutrition</i>	<i>division</i>
<i>The Nutrition and Intestinal Care Center</i>	<i>center</i>

*The Nutrition and Intestinal Care Center’s small bowel transplant program is the first such program in Ohio. Experts in the center treat patients with complex intestinal disorders and specialized needs.*

*The Department of Pediatrics has been recognized as one of the top in the country for its teaching program. The department is chaired by Arnold Strauss, MD.*

- Use the full names of departments and divisions (Department of Pediatrics, Division of Neonatology) in academic publications. For publications that are more consumer-oriented, it is acceptable to drop “Division of” or “Department of.”

### How to Refer to Institutes

- Institutes are interdisciplinary organizational units with an integrated structure and an emphasis on collaboration. They bring together clinical care; basic, clinical and translational research; and educational programs under one umbrella. As such, they function somewhat differently – and, editorially, should be treated somewhat differently – than our typical department/division structure.

NOTE: Institutes are new to our organization and their structure will evolve over time. These guidelines are meant to be flexible and we anticipate that they, too, will evolve over time.

- The overarching entity is the *institute*. *Divisions* fall under the institute.

For example:

*The Heart Institute*

*Division of Cardiology*

*Division of Pediatric Cardiothoracic Surgery*

*Division of Molecular Cardiovascular Biology*

- Use the full name of the institute on first reference. It is acceptable, but not necessary, to use the shorter version of the name when it is mentioned again.

First reference

*the Cincinnati Children’s Heart Institute*

Second reference

*the Heart Institute*

*the institute*

- We often refer to our faculty and staff as members of a particular department or division. To capitalize on our institutes’ integrated approach to care, avoid mentioning a relationship to a

*Peter Manning, MD, is a cardiothoracic surgeon in the Cincinnati Children's Heart Institute. The Heart Institute is a series of interdisciplinary units that bring together clinical care, basic and clinical research, and education programs to advance comprehensive care for children with heart disease.*

### **How to Refer to Neighborhood Locations**

- When referring to multiple neighborhood locations in a narrative form, it is not necessary to repeat the leading “Cincinnati Children’s” with every instance.

*Auditory brain stem response (ABR) tests and other audiology services are offered at our neighborhood locations in Eastgate, Harrison and Mason.*

- When paired with “Cincinnati Children’s,” use uppercase for Neighborhood Locations. When not paired with “Cincinnati Children’s” and in more general terms, use lowercase.

*Cincinnati Children's Neighborhood Locations offer diagnostic testing, pediatric specialty clinics, outpatient surgery and dental services.*

*At Cincinnati Children's, we're committed to bringing care close to you with our neighborhood locations.*

A list of departments, divisions and centers can be found on page 37.

## INDUSTRY TERMS

---

- Some organizations write *health care*, others *health-care*, and still others, *healthcare*. Our style is to write it as two words: *health care*.

*Cincinnati Children's is committed to delivering quality health care to children.*

Follow an organization's spelling if it differs from our standard.

*Institute for Healthcare Improvement*

- Here are examples of our style on other health care industry terms:

*co-pay, co-payment*

*health maintenance organizations* – Use *HMOs* on second reference.

*long-term care* (Note the hyphen)

*managed care* – Hyphenate only if the phrase is used as an adjective: *the managed-care industry*.

*payor* – Although some organizations prefer *payer*, Cincinnati Children's uses this widely accepted industry spelling.

*rehabilitation therapy* – The term *rehab therapy* may be used for variety, but only after the full term has appeared at least once.

*At Cincinnati Children's Drake, patients, families and physicians find a new level of pediatric therapy and rehabilitative care. The center is designed to handle the specialized rehab needs of infants through young adults.*

*subspecialty, subspecialist* (no hyphen)

- Use the following style when referring to *U.S. News & World Report* in print:

First reference

*U.S. News & World Report*

Second reference

*U.S. News*

(See also: Italics, page 16.)

- Use the following style when referring to the Quest for Quality Prize awarded to Cincinnati Children's in 2006:

*American Hospital Association-McKesson Quest for Quality Prize™*

or

*AHA-McKesson Quest for Quality Prize™*

NOTE: Drop the leading "AHA-" if using a variation where it is stated that "Cincinnati Children's won the McKesson Quest for Quality Prize™ from the American Hospital Association."

## PREFERRED SPELLINGS

---

- There are often several correct ways to spell a word. Please use the spellings shown below to maintain consistency in medical center documents.

*anti-inflammatory*

*caregiver, caregiving*

*checkup* (noun), *check up* (verb)

*chickenpox*

*child care* (preferred term over *daycare* or *day care*)

*co-pay, co-payment*

*co-worker*

*dietitian*

*email* (not *E-mail*, *e-mail* or *Email*. However, *Email* should be used at the beginning of a sentence.)

*e-newsletter* (*E-newsletter* at the beginning of a sentence)

*Epic*

*evidence-based*

*family-centered care*

*flyer* (not *flier*)

*fundraising; fundraiser*

*Greater Cincinnati*

*go-live* (noun, adj.), *go live* (verb)

*handout* (one word)

*health care* (see also: Industry Terms, page 6)

*in-house*

*inpatient*

*interdisciplinary*

*internet and intranet* (both lowercase)

*kickoff* (noun), *kick off* (verb)

*multidisciplinary*

*nonprofit, not-for-profit* (see also: How to Refer to the Organization, page 2)

*online*

*on-site*

*orthopaedics*

*outpatient*

*patient-care provider, patient-care setting*

*patient-centered*

*payor*

*preoperative, postoperative*

*preprinted* (one word, no hyphen)

*rollout* (noun), *roll out* (verb)

*stepdown unit* (not *step down* or *step-down*)

*subspecialty, subspecialist* (no hyphen)

*teenager*

*Tristate*

*up-to-date* (as an adjective before a noun, *up to date* elsewhere in a sentence)

*web site* (not *Web site* or *website*)

*well child care*

*X-ray* (not *x-ray* or *X ray*)

See also: Industry Terms, page 6.

## ACRONYMS

---

- Like any industry, the health care field has its own peculiar alphabet soup. Spell out the full name on first reference, followed by the acronym in parentheses. After that, use the acronym alone.

*Highlights from fiscal year 2007 include \$92 million in National Institutes of Health (NIH) research grant funding, making Cincinnati Children's the second highest recipient of NIH funding among comprehensive pediatric centers.*

- Below are the full names and acronyms of some organizations you may mention in documents you write:

*American Academy of Pediatrics (AAP)*

*American Heart Association (AHA)*

*Centers for Disease Control and Prevention (CDC)*

*Child Health Corporation of America (CHCA)*

*Cincinnati Pediatric Society (CPS)*

*Commission on Accreditation of Rehabilitation Facilities (CARF) – The commission prefers to use the acronym alone, with a tag line: CARF . . . The Rehabilitation Accreditation Commission.*

*Centers for Medicare and Medicaid Services (CMS), formerly Health Care Finance Administration (HCFA)*

*Joint Commission on Accreditation of Healthcare Organizations (JCAHO) – This may also be shortened on second reference to the Joint Commission.*

*National Association of Children's Hospitals and Related Institutions (NACHRI)*

*National Institutes of Health (NIH)*

NOTE: Do not use periods in acronyms.

Web only: In general, try to avoid using acronyms on the web. Only use an acronym on second reference if it's well known (for example, HMO, JCAHO).

## STATES AND COUNTRIES

---

- In narrative text, such as reports, web content, news stories or letters, spell out the state's name, which supports a more narrative tone:

*Kansas*

*Mississippi*

*New Mexico*

*Oklahoma*

*Texas*

(See also: Correspondence, page 17.)

- In nonnarrative text, such as resumes and mailing addresses, use the US Postal Service (USPS) two-letter abbreviations for states. See the complete list of USPS styles of state abbreviations on page 36.
- Abbreviate *United States* and the *United Kingdom* only when used as adjectives. Do not use periods in the abbreviations.

*Cincinnati Children's Hospital Medical Center treats patients in the United Kingdom. The UK market is very different from its US counterpart. For example, in the United States, the health care industry is more regulated.*

## CAPITALIZATION

---

### Organizations and Institutions

- Capitalize the full names of organizations, institutions and groups.

*American Medical Association*  
*American Red Cross*  
*Board of Trustees of Cincinnati Children's*  
*Cincinnati Pediatric Society*  
*Council on Scientific Affairs*  
*Division of Cardiothoracic Surgery*  
*University of Cincinnati*

- Use lowercase when the organization, institution or group is referenced without the formal name.

*the board of trustees or the board or the trustees*  
*the association*  
*the society*  
*the council*  
*the division*  
*the university*

*The American Medical Association is one of the most widely recognized associations in the health care industry. Members of the association include physicians who are dedicated to the health of America.*

*The University of Cincinnati is one of the top academic institutions in Ohio. The university attracts students from around the state.*

### Directions and Regions

- Lowercase north, south, northeast, northern and so on, when they indicate compass direction.

*He drove east to get to I-71.*  
*She lives in southern Atlanta.*  
*He dreamed of visiting the western United States.*

- Capitalize these words when they refer to specific geographic regions.

*Our services include the only Level 1 pediatric trauma center in Southwestern Ohio, Northern Kentucky and Southeastern Indiana, as designated by the American College of Surgeons.*  
*Cincinnati Children's is located in the Midwest.*

### Seasons

- Lowercase spring, summer, fall and winter unless part of a formal name.

*He leaves in spring 2002.*  
*The Winter Ball sponsored by Cincinnati Children's was a big success.*

## Common Nouns

- Capitalize common nouns when they are part of the full name for a person, place or thing. Use lowercase when these nouns are used alone.

*In 1948, the Democratic Party nominated Harry Truman for president of the United States. That year, both parties held national conventions.*

*The Mississippi River handles a large volume of cargo ships. The river flows into the Gulf of Mexico.*

## Proper Nouns and Trade Names

- Capitalize proper nouns, formal names and adjectives, and words used as proper nouns.

*Down syndrome*

*Fanconi anemia*

*Freudian slip*

- Proper nouns that have acquired a common meaning are not capitalized.

*eustachian tube*

*cesarean section*

## Other Capitalization Rules

- Do not use all uppercase letters except in acronyms.
- Do not use uppercase letters in URLs or email addresses.

WRONG: *www.CincinnatiChildrens.org*

RIGHT: *www.cincinnatichildrens.org*

WRONG: *Joe.Smith@cchmc.org*

RIGHT: *joe.smith@cchmc.org*

## When in Doubt...

- It's safer to use lowercase when you're unsure about whether a word should be capitalized.

## PROFESSIONAL TITLES

---

### In Text

- People's job titles should be lowercase in text. This follows contemporary style and avoids pileups of capital letters.

*In her eight years with the organization, she had worked as a nurse and as a nurse coordinator.*

*One of the speakers was Ronald B. McKinley, PhD, vice president of Human Resources.*

*Dr. Smith is professor of biology at the University of Cincinnati.*

NOTE: In narrative text, do not separate the title from the department area with a comma. Instead, use *of*.

*Robert H. Beekman III, MD, director of the Division of Cardiology*

not

*Robert H. Beekman III, MD, director, Division of Cardiology*

Acceptable designations for James M. Anderson include:

*president and CEO*

*president and chief executive officer*

NOTE: The term CEO has become so common that it has an entry in the dictionary. It is the best choice in an informal context: *Dressed in jeans and cowboy boots, she didn't fit the stereotype of a CEO.*

- When identifying an elected official, use lowercase for the title except when it directly precedes his or her name.

*Abraham Lincoln, the president of the United States, was from Illinois. Before entering politics, President Lincoln was an attorney.*

*Of all the senators in Congress, Senator Bill Frist of Tennessee is the only physician.*

### On Business Cards and Letterheads

- Capitalize a title when it appears under a name, such as on a business card or in an address.

*James M. Anderson*

*President and CEO*

*Cincinnati Children's Hospital Medical Center*

### **For Academic Degrees, Licensures and Certifications**

- Write academic degrees, professional licensures and certifications in capital letters without periods.

*MD, RN, CNA, PhD, BS, BA, MS, MBA, MPH, SLP, RPh, DDS, DO*

- Use the degree, licensure or certification in the first reference. Use the courtesy title (with periods) in subsequent references.

*Joe Padilla, MD, studied at Harvard. Dr. Padilla is one of the best doctors in the state.*

NOTE: Do not use the redundant *Dr. Joe Padilla, MD*.

- In cases where you are writing out the degree, write *Master of Science* or *master's degree*.

### **Academic Titles**

- Named professorships and chairs are capitalized.

*William F. Balestreri, MD, Dorothy M.M. Kersten Professor of Pediatric Gastroenterology*

### **Individual Titles**

- Individual titles for physicians should be treated in the following manner:

First reference	<i>Daniel I. Choo, MD</i>
Second reference	<i>Dr. Choo</i>

- Individual titles for other health care professionals, such as nurses, should be treated in the following manner:

First reference	<i>Mary Stephens, RN</i>
Second reference	<i>Ms. Stephens</i> (last name with courtesy title)

NOTE: First names may be used on second reference depending upon the context, the target audience and the overall desired tone of the written piece.

### **Middle Initials**

- Use the middle initial for formal name; omit when using informal name.

*James M. Anderson*  
*Jim Anderson*

### **Post-Titles**

- In personal names, no comma is used to set off elements that follow the name, such as Jr., Sr., III, etc.

*John Greinwald Jr., MD*  
*James Lawrence III*

## DATES AND TIMES

---

### Time

- Use figures except for noon and midnight. Do not put a 12 in front of noon or midnight.

*3:30 pm*

*They placed the call at midnight. (not 12 midnight)*

- Use lowercase letters and do not use periods in *am* and *pm*. Use a space in between the number and *am* or *pm*.

*5:30 pm (not 5:30 p.m., 5:30pm, or 5:30 PM)*

- Use a colon to separate hours from minutes. For time “on the hour,” do not use zeroes to denote minutes.

*1:30 pm*

*11 am, 2 pm (not 11:00 am, 2:00 pm)*

- When listing a range of times, use a hyphen in between the times. Do not include a space before or after the hyphen. When referring to a range of times in narrative form, spell out the word “to” in place of the hyphen. (It is acceptable to use a hyphen in narrative form if the text needs to be easily scanned.)

*5-9 pm*

*The Adult, Child and Infant CPR class will run from 5 to 9 pm on July 19.*

(See also: Dates, below.)

### Time Zones

- Use the abbreviation only if it is linked with a clock reading.

*New Mexico is on Mountain Standard Time. The marathon begins at 7 am MST.*

### Dates

- Use figures, without st, nd, rd or th.

*The meeting is scheduled for May 15. (not May 15th)*

- When listing a range of dates, use a hyphen in between the dates. Do not include a space before or after the hyphen. When referring to a range of dates in narrative form, spell out the word “to” or “through” in place of the hyphen. (It is acceptable to use a hyphen in narrative form if the text needs to be easily scanned.)

*October 20-21*

*May 22-June 1*

*Cincinnati Children’s will co-host a High School and Collegiate Sports Medicine Conference Friday, July 22, through Sunday, July 24.*

(See also: Time, above.)

## Days

- Capitalize days of the week and do not abbreviate.  
*The party on Saturday, July 4, was a huge success.*

## Months

- Certain months are spelled out in all cases: March, April, May, June, July. The remaining months may be abbreviated (Jan., Feb., Aug., Sept., Oct., Nov., Dec.) only when they are used with a specific date.

*Columbus sighted land on Oct. 12, 1492.*

*Thanksgiving will fall on Nov. 28 this year.*

- Spell out all names of months when they stand alone or appear only with a year.

*It's a long time from May to December.*

*January 1972 was a cold month.*

NOTE: When a month and year are used without a specific date, they are not separated by a comma.

- When a phrase refers to a month, day and year, use commas to separate the year.

*February 14, 1991, was the target date.*

## Years

- Use an *s* without an apostrophe to indicate spans of decades or centuries.

*the 1920s*

*the 1800s*

(See also: Apostrophes, page 25.)

## ITALICS

---

- Use italics for words and figures that are to be emphasized.  
There *was* another way out of the cave; they just didn't know it.
- Use italics for titles of books, magazines, newspapers, plays, long poems, movies, paintings, sculpture and long musical compositions.  
*National Geographic*  
the movie *Titanic*  
Mozart's *Don Giovanni*  
*Journal of Pediatrics*  
*Cincinnati Enquirer*
- Use quotation marks to designate titles of chapters, short stories, or magazine or journal articles.  
His article titled "Appropriate Medication for Pediatric Patients" appeared in the *Journal of Pediatrics* last month.
- Use italics for foreign words and phrases not listed in English-language dictionaries.  
*c'est la vie*

## CORRESPONDENCE

---

- Most style guidelines apply to writing letters, but correspondence has a few special rules of its own. The general format is standard: The writer's address goes at the top (omit this when using letterhead), followed by the date; then come the addressee's name, title and address. The writer's name and title go at the bottom, below the signature.

*January 20, 2002*

*Sarah Smith, MD  
Greater Atlanta Health Associates  
1000 Peachtree Avenue  
Atlanta, GA 30303*

*Dear Dr. Smith:*

*[text of letter]*

*Sincerely,*

*[signature]*

*John Doe  
Manager  
Department of Human Resources*

*Enclosures:*

- Notice the following in the above example:

Most place names in addresses are spelled out within a letter. One exception would be a directional abbreviation such as NE. (See page 10 for more information on guidelines for capitalizing directions and regions.) Generally, a letter should use a more formal and gracious style than other types of documents. Therefore, avoid most abbreviations.

In the address block, use a comma to separate the person's full name from his or her academic degree (Margaret Lane, MD). The courtesy title (Dr.) is used in the salutation, with the last name

only (Dear Dr. Lane). Use formal salutations, with courtesy title and last name, unless you are already on a first-name basis with the person.

NOTE: When in doubt about a woman's preference and she doesn't have a title such as Dr. or Senator in front of her name, use Ms. instead of Mrs. or Miss.

A colon should come after the salutation in a business letter or other formal correspondence. In a personal letter or note, use a comma.

*Dear Sarah,*

## **BROCHURES, PRESENTATIONS AND WEB CONTENT**

---

Brochures, presentations and web content that are developed outside of the Department of Marketing and Communications should be written and designed using the Cincinnati Children's Identity Guidelines manual and this editorial style guide. (PDFs of both publications can be found at [www.cincinnatichildrens.org/brand](http://www.cincinnatichildrens.org/brand)). In addition, the editorial styles listed below should be followed.

### **Presentation Titles, Headlines and Subheads**

- Presentation titles, headlines, subheads and other similar treatments should be treated in upper/lowercase, never in all capital letters.

*Top 10 Recommended Health Care Web Sites*  
*Family-Centered Care*

- Capitalize all words with four or more letters. Also capitalize words with fewer than four letters except short prepositions (such as *at, by, for, in, of, off, on, out, to* and *up*), short conjunctions (such as *and, as, but, if, or* and *nor*) and articles (such as *the, a* and *an*).

*Learning to Live With ADHD*  
*Planning for Surgery*

NOTE: Be sure to capitalize short verb forms such as *Is* and *Be*.

- When hyphenated words are in a heading or title, capitalize all the elements except articles, short prepositions and short conjunctions. (See also: Hyphens, page 27.)

*Fine-Tuning the Focus on Autism*  
*Addressing Anxiety Build-up*

- When referring to the title of a work, use *titled* rather than *entitled*, which means having a right to do or have something.

*The article was titled "Thoracic Injury in Children."*  
*He was entitled to receive the refund.*

- When referring to a survey, use the survey's formal name. In general, use title case to capitalize the name of the survey; quotation marks are not necessary.

*Cincinnati Children's has again been named among the 10 best pediatric hospitals in the United States, according to the U.S. News & World Report annual America's Best Hospitals survey.*

### **Trademark and Registered Trademark Symbols**

- Products or services that are trademarked or have registered trademarks should be identified with a trademark symbol (™) or registered trademark symbol (®) at the first mention of the product or service and once on each page where the product or service appears. In an article or story, use the symbol on first reference.

- If possible, use a generic term rather than a brand name.

*acetaminophen* versus *Tylenol*®  
*tissue* versus *Kleenex*®

**Copyright Information**

- Publications, presentations, pamphlets, brochures or other similar proprietary materials should include a copyright symbol (©), the year of the copyright and the name of the organization within the document, usually on the back of a printed piece or in the footer of a presentation.

*©2008 Cincinnati Children's Hospital Medical Center*

## NETIQUETTE

---

### Preferred Spellings and Capitalization for Internet Jargon

- These common electronic media terms should be spelled and capitalized as follows:

*CenterLink*

*CenterNews*

*download*

*email* (not *E-mail*, *Email* or *E-mail*. However, *Email* should be used at the beginning of a sentence.)

*e-newsletter* (*E-newsletter* at the beginning of a sentence)

*home page*

*internet*

*intranet*

*online*

URL

*Webmaster*

*web site* (not *Web site* or *website*)

*World Wide Web*

### Email

- It is not appropriate to write an email using all capital letters.
- Format your email address with `firstname.lastname@cchmc.org` using all lowercase letters. (Do not include your userID as part of your email address.)  
*john.doe@cchmc.org*
- Include `www.cincinnatichildrens.org` as part of your formal signature when using email.

### Other Web Issues

- If an internet address falls at the end of a sentence, end the sentence with a period.
- The official internet address for Cincinnati Children's is `www.cincinnatichildrens.org`.
- The official intranet (CenterLink) address for Cincinnati Children's is `http://centerlink`.
- Include "www" when referring to URLs in print.  
*Call 513-636-4366 or visit `www.cincinnatichildrens.org/sportsmed` for more information.*

NOTE: This rule may not apply to advertising.

- Refer to a section of `www.cincinnatichildrens.org` (for example, a division or program's area of the site) as an online resource, not as a web site, particularly in articles or press releases.

## Writing for the Web

- Make sure to cover who, what, when, where, how and why at the beginning of the text.
- Be brief and to the point when writing for the web; don't use "fluff." Avoid unnecessary words.
- Avoid directional references, such as:
  - Click here*
  - Below*
  - To the right*
  - The graphic on the left*
  - This page*
  - This chapter*
- Web pages should contain a minimum of 150 to 250 words (for search engines) and should focus on one topic. Avoid long pages.
- Each paragraph should contain no more than five sentences (no more than 20 words in a sentence); try to keep the sentences fairly short. Break up the text using bullets, subheads, etc.
- Try to get the key search words in the beginning of paragraphs and at the top part of the page. (See *Search Optimization Guidelines* available in the Marketing and Communications section of CenterLink for more details.)

## NUMBERS

---

- Spell out numbers from one to nine. Use figures for 10 and above. Exceptions to this rule are ages, addresses, percentages and dimensions/measurements (i.e. *5 inches, the 5-foot 6-inch man*) which always use figures.

*She has visited 41 states and will tour the other nine this fall.*

*At age 8, he had his concert debut in Carnegie Hall.*

*In the last election, 5 percent of the students did not vote.*

*They lived at 9 Chickweed Lane.*

- Spell out *percent* in narrative copy; use the % symbol in charts and tables.

NOTE: It is acceptable to use the % symbol in narrative copy when the desired result is a quick, easy-to-skim piece (i.e., in a sidebar).

- Web only: For percentages used in statistical and scientific information, use numerals and follow with the % symbol rather than spelling out *percent*.

*8% rather than 8 percent*

- Do not start a sentence with a numeral, except for years.

*Six hundred people volunteer their time at Cincinnati Children's each year.*

*1976 was a very good year.*

- Spell out fractions less than one in text, using hyphens between the words. Use numerals for a fraction combined with a whole number, and use numerals in charts and tables.

*two-thirds of the student body, four-fifths of every dollar*

*5 1/2 or 5-1/2 (but spell out if the figure comes at the beginning of a sentence: Five and one-half...)*

- Hyphenate telephone area codes. Include a "1" before toll-free numbers.

*203-222-0000; 1-800-222-0000*

- Format the Cincinnati Children's toll-free number using hyphens and all numbers. Do not use the letters "CHMC" in place of the last four digits in the phone number.

*1-800-344-2462 ext. 6-0000 or 3-0000 (where 0000 reflects the appropriate extension)*

- Write out first through ninth; use numerals thereafter.

*That is your fifth slice of pie.*

*This is the festival's 23rd year.*

- In legal documents, write out numbers; follow with numerals in parentheses.

*twenty (20)*

- When writing dollar amounts, do not use decimals or zeros for whole dollar amounts.

*\$45 (not \$45.00)*

*\$39.87*

- Use a comma where appropriate in large numbers.

*1,509*

*48,964*

## PUNCTUATION

---

### Apostrophes

- Apostrophes are used to show possession. Most singular nouns take a simple 's.  
*the girl's dress*  
*the president's speech*
- Also add 's for possession if a singular common noun ends in s. The exception is if the next word also starts with an s.  
*The judge didn't allow the witness's testimony.*  
*The jury didn't believe the witness' story.*
- In the case of proper nouns ending in s, use only an apostrophe.  
*Achilles' heel*  
*Moses' law*  
*Tennessee Williams' play*
- With plural nouns ending in s, add only an apostrophe.  
*Water ruined the girls' drawings.*
- With plural nouns not ending in s, add 's:  
*I hope you're in favor of women's rights.*  
*We care for children at Cincinnati Children's Hospital Medical Center.*
- Pronouns need no apostrophes in the possessive form: hers, theirs, yours, ours, its.  
*After signing the agreement, the house was theirs.*  
  
NOTE: *It's* is a contraction meaning "it is." Do not use an apostrophe when you are writing about something that belongs to "it."  
*She put the book back in its place. It's on the third shelf.*
- Apostrophes are not used with figures, with plurals of acronyms or with multiple letters.  
*Interest rates were high in the 1980s.*  
*The airline has two 747s.*  
*Temperatures will be in the 60s.*  
*She knows her ABCs.*  
  
NOTE: Use an apostrophe when omitting the first two figures in a year.  
*in the '40s*  
*the class of '08*
- However, apostrophes are used with the plural of single letters.  
*The Oakland A's won the pennant.*  
*She brought home four A's and two B's.*

- In print, use “smart” or “curly” – rather than straight – apostrophes.  
WRONG: *Cincinnati Children's*  
RIGHT: *Cincinnati Children's*

## Commas

- Use commas to create slight pauses in sentences or set apart parenthetical thoughts.  
*Her mother, however, didn't agree.*  
*The company, as you may have heard, plans to sponsor the marathon.*
- Use commas to separate elements in a series, but do not put a comma before *and* or *or* in a simple series.  
*The flag is red, white and blue. (NOT: The flag is red, white, and blue.)*  
*He would nominate Tom, Dick or Harry. (NOT: He would nominate Tom, Dick, or Harry.)*
- However, put a comma before the concluding *and* or *or* in a series if a key element of the series uses *and* or *or*.  
*I had orange juice, ham and eggs, and toast for breakfast.*
- Also use a comma before the concluding phrase in a complex series of phrases.  
*The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.*
- Use commas to separate a series of adjectives equal in importance. If the commas could be replaced by the word *and* without changing the meaning, the adjectives are equal.  
*a thoughtful, precise manner (a thoughtful and precise manner)*  
*a dark, dangerous street (a dark and dangerous street)*
- Do not use a comma when the adjective immediately before the noun is an integral element of a noun phrase, and therefore the equivalent of a single noun.  
*a fake fur coat (“fur coat” could be considered a noun phrase)*
- Do not use a comma to set an essential phrase off from the rest of the sentence. An essential phrase is a word or group of words critical to the reader’s understanding of what the writer means.  
*They ate lunch with their friend Julie.*  
(NOT: *their friend, Julie.* Because they have more than one friend, Julie’s name is critical to the reader’s understanding. Therefore, *friend* and *Julie* should not be separated by a comma.)
- Use commas to set off nonessential phrases. A nonessential phrase provides additional information. Although it may be helpful to the reader’s comprehension, the reader would not be misled if the information were not there.  
*You can see Roy Rogers’ famous horse, Trigger, in a museum.*  
(NOT: *horse Trigger.* Because Roy Rogers had only one famous horse, its name is not essential to the meaning of the sentence.)

## Dashes

- Use dashes with a space before and after to denote an abrupt change in thought or an emphatic pause.  
*We will fly to France in July – if we have enough money.*  
*Johnson offered a plan – it was unprecedented – to reform the health care system.*
- When a phrase that otherwise would be set off by commas contains a series of words that must be separated by commas, use dashes to set off the full phrase.  
*He listed the qualities – intelligence, education, experience – that he looks for in employees.*

Web only: Use two hyphens for a dash, with a space before and a space after the set of hyphens.

*He listed the qualities -- intelligence, education, experience -- that he looks for in employees.*

## Periods

- Use one space after a period at the end of a sentence for web content and for designed print items such as brochures, newsletters, etc.
- Use two spaces after a period at the end of a sentence when typing a letter, memo, etc.

## Exclamation Points

- Limit the use of exclamation points. A strong, precise word should be powerful enough by itself. Save exclamation points for genuinely emphatic expressions that convey strong emotions.  
*Wow!*  
*The officer barked out his command: “Halt!”*
- Do not use a comma or period immediately after an exclamation mark.  
*“What a fabulous show!” she cried.*  
(NOT: *“What a fabulous show!,” she cried.*  
See also: Quotation Marks, page 28.)

## Hyphens

- Hyphens are joiners. Use them to avoid confusion or to form a single idea from two or more words.  
*well-being*
- *Within a sentence*, capitalize only those elements of a hyphenated word that are proper nouns or proper adjectives. *At the beginning of a sentence*, capitalize the first element in the hyphenated word but not other elements unless they are proper nouns or adjectives. *In a heading or title*, capitalize all the elements except articles, short prepositions, and short conjunctions.  
*Within a sentence: up-to-date*  
*A child or teen was killed in a firearm-related accident or suicide every eight hours in 2001.*  
*At the beginning of a sentence: Up-to-date*  
*High-risk newborns benefit when they receive care at specialized hospitals.*  
*In a headline or subhead: Up-to-Date*  
*Teach Problem-Solving*

- When a compound modifier – two or more words that express a single concept – precedes a noun, use hyphens to link the words in the modifier.

*a full-time job*  
*a well-known woman*  
*a know-it-all attitude*

Some combinations of words are commonly read as a unit. When these combinations come into common use, the hyphen tends to be omitted. Examples include:

<i>bone marrow transplant</i>	<i>open heart surgery</i>
<i>health care system</i>	<i>primary care physician</i>
<i>inner ear disorder</i>	<i>public health officials</i>
<i>medical school students</i>	<i>urinary tract infection</i>

- Exceptions include the word **very** and all words ending in **-ly**:

*a very good time*  
*an easily remembered rule*  
*a wholly owned subsidiary*

- Most words that begin with common prefixes are not hyphenated.

*nonaffiliated, nonbinding, prenatal, pretax, subcommittee, subdivision, multidisciplinary, interdisciplinary*

- Use hyphens with prefixes only in certain cases, such as when the word that follows the prefix is capitalized, or when the prefix ends in a vowel and the word that follows begins with the same vowel.

*pre-Columbian, sub-Saharan*  
*pre-election, pre-empt, co-opt*

(Of course, there are exceptions. *Cooperate* and *coordinate* do not take hyphens.)

NOTE: When in doubt, consult *Merriam Webster's Collegiate Dictionary, Eleventh Edition*, which has extensive word listings under each prefix.

- When a URL (web address or internet address) appears in a printed piece, avoid hyphenating the URL at the end of a line break. Rework the sentence to eliminate the break. If that is not possible, break the URL after a period or a slash. If the URL must wrap to a second line, do not use a hyphen at the end of the line break.

WEAK:

*For more information, visit [www.cincinnatichildrens.org/adhd](http://www.cincinnatichildrens.org/adhd) or call 513-636-8107.*

STRONGER:

*For more information, call 513-636-8107 or visit [www.cincinnatichildrens.org/adhd](http://www.cincinnatichildrens.org/adhd).*

## Quotation Marks

- Use quotation marks to set off dialogue and unusual phrases. Periods and commas belong **inside** quotation marks.

*"I'm going to see a movie," she said.*  
*She was having what she called "a case of the blahs."*

- Other punctuation marks such as question marks, exclamation points and semicolons go **inside** quotation marks when they apply **only** to the quoted material, not the entire sentence.  
*I asked her, “Why didn’t you like the movie?”*  
*“Oklahoma!” was a Broadway play and a movie.*
- Question marks, exclamation points and semicolons go **outside** the quotation marks when they apply to the **entire sentence**.  
*I was astounded when he bragged about having “the right stuff”!*  
*My answer is still “no”; the situation remains unchanged.*
- For a quote within a quote, use single quotation marks.  
*“I think ‘My dog ate it’ is a poor excuse for failing to turn in the assignment,” she replied.*  
*“And when he said it was ‘in the bag,’ I knew I had the job,” said Jarrett.*
- Avoid setting apart ordinary phrases with quotation marks.  
WRONG: *He pleaded “innocent.”*  
RIGHT: *When he entered his plea of innocence, he claimed he was “100 percent not guilty.” (That’s a direct quote worth reporting.)*
- In print, use “smart” or “curly” – rather than straight – quotation marks.  
WRONG: *“We have made great strides in caring for young heart patients,” says Dr. Meyer.*  
RIGHT: *“We have made great strides in caring for young heart patients,” says Dr. Meyer.*

### Semicolons and Colons

- Use a semicolon when the thoughts are closely related and you want less emphasis than a period. Semicolons separate independent clauses that are not joined by a conjunction such as *and* or *but*.  
*The package was mailed before Christmas; it didn’t arrive until Easter.*  
  
That’s a little more dramatic than the alternatives, though there would be nothing wrong with either of these:  
*The package was mailed before Christmas, but it didn’t arrive until Easter.*  
*The package was mailed before Christmas. It didn’t arrive until Easter.*
- The most common use for a colon is to introduce a list at the end of a sentence. Usually the listed items are separated by commas.  
*The relief group needs many essential supplies: bottled water, cooking fuel, canned food, clothes and blankets.*  
  
If the listed items are phrases, separate each item with a semicolon.  
*The relief group needs many essential supplies: purified water that can be trucked in; fuel for cooking, transportation and heating; canned and boxed foods; and clothing of all sizes.*
- Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence. Otherwise, use lowercase.  
*One trend is clear: Our earnings are increasing dramatically.*  
*He had only one hobby: eating.*

- When typing, use two spaces after a colon; use one space after a semi-colon.

Web only: Use one space after a colon and one space after a semicolon.

- Avoid using colons at the end of section headings/subheads.

WRONG: *Overview:*

RIGHT: *Overview*

### Slash Marks

- Web only: Use a space before and after slash marks that separate two words.

*and / or*

*faculty / staff*

### Underlining

- Web only: Do not underline text on the web. Only hyperlinks should be underlined.

### Bullets

- Capitalize the first words in bulleted lists.
- Do not use periods at the end of a bulleted list of items or a bulleted list of phrases unless the bulleted item is a full sentence.

Example of a list of bulleted items:

*The Division of Pediatric Orthopaedic Surgery treats the following:*

- *Fractures*
- *Hip disorders*
- *Instability problems associated with dwarfism and dysplasia*

Example of a bulleted list of phrases:

*The Division of Pediatric Orthopaedic Surgery offers a wide range of care, including:*

- *The Bone Tumors Clinic for care and management of benign and malignant tumors in children's bones*
- *The Cerebral Palsy Clinic for treatment by a developmental pediatrician, physical therapist, nutrition consultant and orthopaedic surgeon*
- *The Fracture Clinic for treatment of fractured bones or injured ligaments and resulting complications*

Example of a bulleted list of complete sentences:

*The Division of Pediatric Orthopaedic Surgery offers a wide range of care, including the following:*

- *The Bone Tumors Clinic provides care and management of benign and malignant tumors in children's bones.*
- *The Cerebral Palsy Clinic offers a developmental pediatrician, physical therapist, nutrition consultant and orthopaedic surgeon to children with cerebral palsy.*
- *The Fracture Clinic treats children for fractured bones or injured ligaments and resulting complications.*

Example of a bulleted list that forms a complete sentence:

*An individualized treatment and therapy program will help to:*

- *Maximize motor function*
- *Promote increased signals to the brain*
- *Minimize development of deformity*

## OTHER RULES OF USAGE

---

### Singular subjects take singular verbs; plural subjects take plural verbs.

- Use a singular verb with a singular subject.

*The bittersweet flavor of youth – its trials, joys, adventures, challenges – is not soon forgotten.*  
The subject, *flavor*, takes a singular verb, *is*.

*Many children in this village have never seen a physician or received any immunizations.*  
The subject, *children*, takes the plural verb, *have seen*. *In this village* is a prepositional phrase; *village* should not be confused as the subject.

- When matching subject and verb of a sentence, don't be confused by prepositional phrases. A prepositional phrase is a phrase that modifies the sentence subject.

WRONG: *The herd of palomino horses **were** rounded up.*

RIGHT: *The herd of palomino horses **was** rounded up.*

In this example, the prepositional phrase *of palomino horses* modifies the subject *herd*, which takes a singular verb. Removing the prepositional phrase makes it easier to choose the correct verb form.

*The herd **was** rounded up.*

WRONG: *He is one of the fastest runners who **have** joined the team.*

RIGHT: *He is one of the fastest runners who **has** joined the team.*

The subject of the sentence is one man, not many, so the verb is singular.

*He is one who **has** joined the team.*

- Certain words are singular and require singular verbs: each, either, neither, none, everyone, everybody, nobody, someone.

*Neither watch **keeps** good time.*

*None of the students **is** perfect for the job.*

### Use the correct case of pronoun.

- Personal pronouns change depending on whether they are the subject or object in a sentence.

WRONG: *The ranger offered Shirley and **I** advice on campsites.*

RIGHT: *The ranger offered Shirley and **me** advice on campsites.*

WRONG: *Shirley and **me** got advice on campsites from the ranger.*

RIGHT: *Shirley and **I** got advice on campsites from the ranger.*

When in doubt, test yourself by leaving out the other party.

***I** got advice...The ranger offered **me** advice...*

- Use the simple personal pronoun as subject.

WRONG: *Blake and myself stayed home.*

RIGHT: *Blake and I stayed home.*

### Use descriptive phrases correctly in sentences.

- When a sentence begins with a descriptive phrase, that phrase must refer to the subject of the sentence. In this type of sentence, the subject immediately follows the comma.

WRONG: *Young and inexperienced, the task seemed easy to Bill.*

*(Young and inexperienced incorrectly describes task.)*

RIGHT: *Young and inexperienced, Bill thought the task seemed easy.*

*(Young and inexperienced correctly describes Bill.)*

WRONG: *Tired from working on her feet all day, it was time for her to relax.*

*(Tired from working on her feet all day incorrectly describes it.)*

RIGHT: *Tired from working on her feet all day, she needed to relax.*

*(Tired from working on her feet all day correctly describes she.)*

### Clarify the reference when using “them,” “those” and other indefinite referents.

- These words always refer to the noun that most immediately precedes it. Using the referent incorrectly changes the meaning of the sentence.

WRONG: *Meals get cold when people eat slowly. Reheating makes them tastier.*

RIGHT: *Meals get cold when people eat slowly. Reheating makes the meals tastier.* OR

*When people eat slowly, meals get cold. Reheating makes them tastier.*

*(In the first example, them refers to people, so the sentence means Reheating makes people tastier.)*

### Use the active voice whenever possible.

- In the active voice, the subject of the sentence undertakes the action of the verb.

PASSIVE: *The residents were presented with gift baskets by the staff.*

ACTIVE: *The staff presented gift baskets to the residents.*

### Do not end a sentence with a preposition.

- Prepositions include *for, with, of, to, by, over*. It may be necessary to rewrite your sentence to avoid awkward usage.

WRONG: *This is the list of people to send the letter to.*

AWKWARD: *This is the list of people to whom to send the letter.*

RIGHT: *Send the letter to the people on this list.*

### Avoid using abbreviations.

WRONG: *Dept. of Radiology and Medical Imaging*

RIGHT: *Department of Radiology and Medical Imaging*

## CLICHÉS AND MISUSED AND REDUNDANT TERMS

---

- Before you use that cliché, think about whether or not it makes sense. Often you can find a simpler, more direct way to say what you mean. Among clichés to avoid:

*each and every one of us* (all of us)

*at this point in time* (now)

- Be aware of these commonly misused and redundant terms:

**Accept, except** – *Accept* means “to receive with consent”; *except* means “to exclude; to object.”

*We do not **accept** out-of-state checks.*

*No one outside the organization **except** you knows about the takeover.*

**Affect, effect** – *Affect* means “to have an influence on”; *effect* means “to make; to bring about.”

*Large pay increases throughout the country will **affect** the rate of inflation.*

*Rising costs of raw materials will **effect** large price increases in May.*

**Along with** – Redundant. Just use *with*.

**Anybody** – One word. *Any body* means “any corpse.” The same goes for *nobody*, *everybody* and *somebody*.

**As yet** – *Yet* alone is almost always better.

**Can, may** – *Can* means “is able to”; *may* means “is allowed to.”

*Just because you **can** access my computer files doesn’t mean you **may** read my private correspondence.*

**Care** – Avoid using in the same sentence as both a noun and a verb. *We give quality **care** because we **care** about those we take **care** of in our facilities* is repetitive and confusing.

**Disinterested, uninterested** – *Disinterested* means “impartial.” *Uninterested* means “not interested in.”

**Farther, further** – Use *farther* to specify physical distance and *further* to indicate time or degree. You chase a ball farther; you study a subject further.

**Internet, intranet** – The *internet* is the electronic communications network that connects computer networks and facilities around the world. *Intranet* refers to an internal web site that is available only to employees or members of a specific organization.

**Interact** – Avoid this overused word. Use descriptive terms such as *communicate* or *share ideas* as appropriate.

**Irregardless** – This is not a word. Use *regardless*.

**Literal, literally** – Use only when you mean it. *She was literally dead on her feet* means her heart had stopped beating but she was still standing up.

**Medium, media** – *Medium* is singular; *media* is plural.

*The **medium** of radio has spawned numerous talk-show personalities.*

*The news **media** are resisting attempts to limit their freedom.*

**Obviously** – Use only if something is truly obvious to the reader.

**Principal, principle** – *Principal* is “most important or influential; or person with controlling authority”; *principle* is “a basic truth or belief.”

*She is the **principal** investigator.*

*It’s a matter of **principles**.*

**Staff, faculty** – These words take a singular verb when used to refer to the group as a whole.

*The staff is having a party.*

They take a plural verb when used to refer to members of the group.

*Staff are arriving at the facility. or Members of the staff are arriving at the facility.*

**That, which** – *That* defines or restricts what you’re talking about.

*The car that broke down is in the garage.* (Not just any car.)

*The book that she wrote is a bestseller.* (Not just any book.)

Often, as in this example, “that” can be eliminated to simplify the sentence.

*Which* describes what you’re talking about. When the sentence includes *which*, use commas to set off the descriptive phrase.

*The car, which broke down last week, is in the garage.*

*The book, which she wrote while on vacation, is a bestseller.*

In these examples, the descriptive phrase beginning with *which* gives you more information about the book and the car.

**Unique** – Avoid overuse. Either something is unique – without like or equal – or it isn’t. Do not say “more unique” or “very unique.”

- Write in English and avoid using Latin abbreviations or terms.

**Instead of using:**

etc.

re:

i.e.

e.g.

**Use:**

and so on

about *or* subject

that is

for example

- Phrases such as *beginning to*, *striving to*, *seeking to* and *in order to* dilute sentence strength. Avoid them when possible.

WEAK: *The department is beginning to implement a cost-savings program.*

STRONGER: *The department is implementing a cost-savings program.*

WEAK: *We need your full cooperation in order to meet the deadline.*

STRONGER: *We need your full cooperation to meet the deadline.*

## STATE ABBREVIATIONS

---

Use US Postal Service (USPS) abbreviations with full addresses, including ZIP code.

Alabama	AL	Montana	MT
Alaska	AK	Nebraska	NE
Arizona	AZ	Nevada	NV
Arkansas	AR	New Hampshire	NH
California	CA	New Jersey	NJ
Colorado	CO	New Mexico	NM
Connecticut	CT	New York	NY
Delaware	DE	North Carolina	NC
District of Columbia	DC	North Dakota	ND
Florida	FL	Ohio	OH
Georgia	GA	Oklahoma	OK
Hawaii	HI	Oregon	OR
Idaho	ID	Pennsylvania	PA
Illinois	IL	Rhode Island	RI
Indiana	IN	South Carolina	SC
Iowa	IA	South Dakota	SD
Kansas	KS	Tennessee	TN
Kentucky	KY	Texas	TX
Louisiana	LA	Utah	UT
Maine	ME	Vermont	VT
Maryland	MD	Virginia	VA
Massachusetts	MA	Washington	WA
Michigan	MI	West Virginia	WV
Minnesota	MN	Wisconsin	WI
Mississippi	MS	Wyoming	WY
Missouri	MO		

## DEPARTMENT, DIVISION AND CENTER NAMING STRUCTURE

---

### Department of Pediatrics

Division of Adolescent Medicine
Division of Allergy and Clinical Immunology
Division of Behavioral Medicine and Clinical Psychology
Division of Cardiology
Division of Child and Adolescent Psychiatry
Psychiatric Intake Response Center
Division of Critical Care Medicine
Division of Dermatology
Epidermolysis Bullosa Center
Division of Developmental and Behavioral Pediatrics
Center for Infants and Children With Special Needs
Kelly O'Leary Center for Autism Spectrum Disorders
Jane and Richard Thomas Center for Down Syndrome
Division of Emergency Medicine
Division of Endocrinology
Abnormal Weight Gain Clinic
Diabetes Center
Division of Gastroenterology, Hepatology and Nutrition
Nutrition and Intestinal Care Center
Pediatric Liver Care Center
Schubert-Martin Inflammatory Bowel Disease Center
Steatohepatitis Center
Division of General and Community Pediatrics
Center for Breastfeeding Medicine
Center for Pediatric Ethics
Pediatric Primary Care Center (PPC)
Division of Hematology/Oncology
ATP Long-Term Follow-Up Clinic
Blood Disease Center
Comprehensive Sickle Cell Center
Fanconi Anemia Comprehensive Care Center
Hemophilia and Thrombosis Center
Musculoskeletal Tumor Center
Division of Human Genetics
Diagnostic Center for Heritable Immunodeficiencies
Genetic Pharmacology Service
Lysosomal Disease Center
Division of Infectious Diseases
Division of Neonatology
Division of Nephrology and Hypertension
Division of Neurology
Headache Center
Neuromuscular Comprehensive Care Center
Division of Pathology and Laboratory Medicine
Division of Pediatric Dentistry
Division of Pediatric Physical Medicine and Rehabilitation

## Department of Pediatrics, continued

Division of Pulmonary Medicine
Cystic Fibrosis Center
Division of Rheumatology

<i>Multidisciplinary Centers</i>
Aaron W. Perlman Center for Children
Brachial Plexus Center
Cincinnati Center for Eosinophilic Disorders
Comprehensive Weight Management Center
Craniofacial Center
Drug and Poison Information Center
Every Child Succeeds
General Clinical Research Center
HealthWorks!
International Adoption Center
Mayerson Center for Safe and Healthy Children
Sleep Disorders Center
Sports Medicine at Cincinnati Children's

<i>Research Divisions</i>
Division of Biomedical Informatics
Division of Biostatistics and Epidemiology
Division of Clinical Pharmacology
Division of Developmental Biology
Division of Experimental Hematology and Cancer Biology
Division of Health Policy and Clinical Effectiveness
Center for Health Care Quality
Child Policy Research Center
Division of Immunobiology
Division of Molecular Cardiovascular Biology
Division of Molecular Immunology
Division of Pulmonary Biology
Center for Technology Commercialization
Mass Spectrometry Laboratory
Office of Research Compliance and Regulatory Affairs
Pediatric Pharmacology Research Center
Section of Neonatology, Perinatal and Pulmonary Biology
Division of Neonatology
Division of Perinatology
Division of Pulmonary Biology
Skin Sciences Institute
Veterinary Services

## Department of Surgical Services

Division of Pediatric Cardiothoracic Surgery
Division of Pediatric General and Thoracic Surgery
Division of Pediatric Neurosurgery
Division of Pediatric Ophthalmology
Division of Pediatric Oral/Maxillofacial Surgery
Division of Pediatric Orthopaedic Surgery
Limb Reconstruction Center
Spine Center
Division of Pediatric Otolaryngology/Head and Neck Surgery
Ear and Hearing Center
Division of Pediatric Urology
Voiding Dysfunction Center
Division of Plastic Surgery

<i>Multidisciplinary Centers</i>
Aerodigestive and Sleep Center
Colorectal Center for Children
Fetal Care Center of Cincinnati
Hemangioma and Vascular Malformation Center
Surgical Weight Loss Program for Teens

## Department of Anesthesia

Division of Pain Management
Anesthesia Imaging

## Department of Radiology and Medical Imaging

Body Imaging
Interventional Radiology
Musculoskeletal Imaging
Neuroradiology
Nuclear Medicine
Radiology and Fluoroscopy
Thoracic Imaging
Ultrasound

## Institutes

The Heart Institute
Division of Cardiology
Division of Pediatric Cardiothoracic Surgery
Division of Molecular Cardiovascular Biology

## Department of Patient Services

Division of Audiology
Division of Child Life and Recreational Therapy
Division of Nursing
Integrative Care and Holistic Health
Division of Nutrition Therapy
Division of Occupational Therapy and Physical Therapy
Division of Pharmacy
Division of Respiratory Care
Division of Social Services
Division of Speech Pathology
<i>Patient Support Services</i>
Division of Family Relations
Family Resource Center
Interpreter Services
Disability Services/Project SEARCH
Educational Services
Guest Services
Volunteer Services

## Inpatient Units

Cardiac Intensive Care Unit
Clinical Research Center
Emergency Department
Trauma Services
Hematology/Oncology/BMT
Medical/Surgical Nursing
Outpatient Department
Pediatric Intensive Care Unit
Perioperative Services
Psychiatry
RCNIC (Regional Center for Newborn Intensive Care)
Transport Team

## Department of Planning and Business Development

Business Development
Business Analysis/Planning
Child Advocacy and Government Relations
Continuing Medical Education
Department of Payor Relations
Child Health Administrative Services, LLC (CHAS)
PHO – Tri State Child Health Services, Inc.
Utilization Review
Division of Home Care Services
Home Care Pharmacy
Home Health Care
Home Medical Equipment
Private Duty Nursing
Rehabilitation Equipment
StarShine Hospice
Drug and Poison Information Center
Medical Staff Services
Credentialing
Physician Priority Link
Telephone Operators
Neighborhood Locations
Children’s Health Care (Batesville and Greensburg, IN)
Cincinnati Children’s Anderson
Cincinnati Children’s Drake
Cincinnati Children’s Eastgate
Cincinnati Children’s Fairfield
Cincinnati Children’s Harrison
Cincinnati Children’s Hopple
Cincinnati Children’s Kenwood
Cincinnati Children’s Liberty Campus
Cincinnati Children’s Mason Campus
Children’s Outpatient Northern Kentucky
Physician Services
Children’s After Hours
Strategic Planning
Telemedicine

## Department of Human Resources

Children's for Children
Children's for Children - P&G
Employee Health and Safety
Human Resource Management Services
Direct Client Services
Expert Services
HR Operations
Strategic Services
Office of Diversity and Multicultural Affairs
Protective Services
Grounds and Transportation
Security

## Department of Finance

Accounting and Financial Reporting
Accounting
Accounts Payable
Endowments and Affiliates
Grant Accounting
Payroll
Purchasing
Children's Medical Center Federal Credit Union <i>or</i> Credit Union
CHIP (Children's Health Insurance Program)
Decision Support
Budgeting and Reimbursement
Cost Accounting
Cost Reporting and Indirect
Financial Systems
Department of Facilities Management
Clinical Engineering
Construction Services
Parking Facilities
Plant Engineering
Utility Plant
Hospital Business Office
Cash Management
Hospital Billing
Hospital Billing Compliance
Hospital Credit
Legal
Compliance
Claims Management
Insurance
Medical Operations Issues
Real Estate
Risk Management
Professional Business Services
Customer Services (Billing)
Profess Billing Compliance
Professional Billing Services
Registration/The Scheduling Center

Strategic Initiatives
Business Unit Support
GME Reporting
Special Projects

## Department of Clinical Care Delivery Systems

Clinical Support Services
Food Services
Environmental Services
Health Information Management
Space Planning
Quality and Transformation
Accreditation Services
Performance Improvement

## Office of President and CEO

Development <i>or</i> Department of Development
General Counsel <i>or</i> Department of General Counsel
Information Services <i>or</i> Department of Information Services
Marketing and Communications <i>or</i> Department of Marketing and Communications
Pastoral Care <i>or</i> Department of Pastoral Care

- These lists are not comprehensive. For departments, divisions and centers not listed in this chapter, refer to the *Cincinnati Children's Directory for Referring Physicians* and the *Cincinnati Children's Research Foundation Annual Report*.

## CAMPUS AND BUILDING NAMES

---

<b>Cincinnati Children's College Hill Campus</b>
<b>Cincinnati Children's Lincoln</b>
<b>Cincinnati Children's Burnet Campus</b>
Location A
Location B
Location C
Location D
Fifth Third Bank Auditorium
prefunction area
Location E
Location R
Research Auditorium
Location S
3244 Burnet (open August 2008; at the corner of Burnet Avenue and Kasota Street)
<b>Cincinnati Children's Oak Campus</b>
MERC (Medical Education and Resource Center)
MERC Auditorium
2800 Winslow
2850 Winslow
619 Oak
<b>Cincinnati Children's Vernon</b>
<b>Gateway</b>
<b>Neighborhood Locations</b>
Children's Health Care (Batesville and Greensburg, IN)
Cincinnati Children's Anderson
Cincinnati Children's Drake
Cincinnati Children's Eastgate
Cincinnati Children's Fairfield
Cincinnati Children's Harrison
Cincinnati Children's Hopple
Cincinnati Children's Kenwood
Cincinnati Children's Liberty Campus
Cincinnati Children's Mason Campus
Children's Outpatient Northern Kentucky

### Burnet Campus Naming Conventions

- For Burnet Campus building names, use *Location* with a capital *L* followed by the location letter. *The Division of Neonatology is located on the fourth floor of Location R at the Cincinnati Children's Burnet Campus.*

- Floor names within buildings should be referred to as *floors*, not as *levels*. Use uppercase letters for signage. Use lowercase letters in narrative text.

*B4 Floor – Clinical Laboratories, Pathology, Regional Center for Newborn Intensive Care*

*The fourth floor of Location B houses Clinical Laboratories, Pathology and the Regional Center for Newborn Intensive Care.*

- Refer to room numbers using the location letter, immediately followed by the floor number, followed by a period, and then the room number.

*D2.22 (refers to Location D, second floor, room number 22)*

*A5.230 (refers to Location A, fifth floor, room number 230)*

NOTE: It is acceptable to adjust this convention depending on the audience (for example, when directing non-employees or visitors to a meeting room).

*D2, Room 22*

*Location D2, Room 22*

### **Mail Location Codes**

- Include a four-digit mail location code (MLC) in all Cincinnati Children’s addresses. Do not place the mail location code on the same line with the Burnet Avenue address. Appropriate locations for the MLC within an address are as follows:

Cincinnati Children’s Hospital Medical Center  
 Division/Department Name  
 MLC xxxx  
 3333 Burnet Avenue  
 Cincinnati, OH 45229-3039

Cincinnati Children’s Hospital Medical Center  
 Division/Department Name, MLC xxxx  
 3333 Burnet Avenue  
 Cincinnati, OH 45229-3039