

HOUSTON METHODIST EDITORIAL STYLE GUIDE



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ABOUT THIS GUIDE

The *Houston Methodist Editorial Style Guide* is the standards manual for language usage and stylistic questions related to writing, publications and Web content produced across the entire Houston Methodist® system. It is designed to standardize the way language is used. This consistency reinforces our overall brand.

The guide has been created to assist in the development of the following:

- Articles
- Business documents and communications
- Emails
- Letters, memos and other stationery
- Marketing and training materials
- Presentations
- Signage
- Web content

For academic or technical writing, use the appropriate academic or technical guidelines and style preferred by the publication to which the manuscript is being submitted.

The primary references for this guide are the ***Associated Press Stylebook and Briefing on Media Law*** and the ***Merriam-Webster Dictionary***, which should be used when preparing written communications. The *Houston Methodist Editorial Style Guide* covers items either not covered in *Associated Press Stylebook* or *Merriam-Webster*, or it notes exceptions to those guidelines.

For medical terminology not found in either the Houston Methodist Editorial Style Guide, the Associated Press Stylebook or Merriam-Webster, please refer to **Stedman's Medical Dictionary** or refer to **Merriam-Webster Medical Dictionary**.

Formal invitations may use **The Emily Post Institute** guidelines for items, such as addressing envelopes and courtesy title usage.

Note: AP Stylebook and the Houston Methodist Editorial Style Guide may be updated periodically. Houston Methodist has a concurrent use license for the AP Stylebook website, which is available for use at any Houston Methodist location. Visit apstylebook.com/houstonmethodist_org to access the site. Since it is a shared site with a limited number of seats, please close the browser window when it is not in use.

Updates

This guide is updated periodically. Please email Creative Services at creative-approvals@houstonmethodist.org to submit a request for an update.

Houston Methodist's brand personality conveys our attitude, voice and tone in all forms of communication. It differentiates Houston Methodist from our competitors and communicates our values to patients, health care professionals and the global health community. In every communication, we strive to convey the essence of what is unmistakably Houston Methodist through a consistent style, voice and tone.

The Houston Methodist voice is confident, compassionate, knowledgeable and trustworthy. The tone is that of a leading expert — intelligent, professional and personable. As a leading, world-class health care organization, copy should be efficient, direct and informative. *Note: When communicating with patients and their families, we use conversational language. Copy may be written in first-person plural, when appropriate, and should avoid jargon and complex medical terminology when speaking to a broad audience.*

Overall, in every communication, we want to position Houston Methodist as a leading medical organization that understands patients and their needs completely. That's why we lead every facet of medicine, from the most innovative treatments and advanced technologies to world-class patient care and genuine compassion for our patients and their families. Above all, our leading medicine message comes from a place of integrity. Our clinical excellence, technological advancements and culture of innovation are always communicated with a deeper understanding of how and why they benefit our audience. That's the difference between practicing medicine and leading it.

THE HOUSTON METHODIST VOICE

The Houston Methodist voice is defined by four brand personality traits that should guide the style and tone of any written communication:

CONFIDENT

COMPASSIONATE

KNOWLEDGEABLE

TRUSTWORTHY

TRAIT NO. 1: CONFIDENT

- Remember: Houston Methodist is a self-assured leader.
- Communicate in a way that is reassuring, level-headed and certain.
- Be proud of our accomplishments and accolades, but avoid overpromising or bragging.
- We are confident in the services we provide our patients, but we don't need to exaggerate or use over-the-top language to describe our achievements.

**COMMUNICATE
WITH CONFIDENCE**

Be Reassuring.
Be Level-headed.
Be Certain.

Examples:

- **Off-brand:** At Houston Methodist, our goal is to improve your life. We use the absolute best technologies and surgeons to get you back on your feet and pain-free. Whatever your chronic pain problem, we can probably do something to fix it.

- **On-brand:** At Houston Methodist, our goal is to get you back to the life you had before chronic joint pain. Our experienced surgeons use the latest advancements, including minimally invasive procedures for faster recovery after joint replacement. And with comprehensive, individualized care from diagnosis through rehabilitation, our team of specialists has the expertise to put you on the path to fast healing.

TRAIT NO. 2: COMPASSIONATE

- Remember: Houston Methodist understands its patients.
- Be positive and sincere.
- Write with empathy, adopting a real, conversational and approachable style.
- Being compassionate means we relate to the concerns of everyday people, but avoid using soft or pandering language that could come across as patronizing.

**COMMUNICATE
WITH COMPASSION**
Be Positive.
Be Sincere.
Be Approachable.

Examples:

- **Off-brand:** As a woman, you should know that heart disease is the leading cause of death among women. That's why we offer heart scans so you can detect this potentially deadly disease as soon as possible. Call now – we can help reduce your risk and catch any sign of the disease before it becomes a problem.
- **On-brand:** As a woman, you understand that the first step to staying healthy is knowing your heart is healthy. At Houston Methodist we offer noninvasive heart scans to help with early detection of heart disease, the leading cause of death for women, because what we want most for your heart is for it to be healthy.

TRAIT NO. 3: KNOWLEDGEABLE

- Remember: Houston Methodist is a world-renowned leading medical institution.
- Write clearly using concise, accurate and precise words that are unambiguous. Always avoid jargon (technical or unfamiliar industry terms).
- A Houston Methodist communication should be compelling not only because of its content, but also because it is well crafted.
- Being knowledgeable means we are well informed, but we also know why it matters. Everything we learn is for the benefit of our patients.

**COMMUNICATE
WITH KNOWLEDGE**
Be Concise.
Be Accurate.
Be Well Informed.

Examples:

- **Off-brand:** Breast cancer affects too many women to count and the deadly disease can strike out of nowhere. Many lives have been saved thanks to early detection, which is why we tell all our female patients to get a mammogram ASAP. We offer mammograms at eight different locations.
- **On-brand:** One in eight women will develop breast cancer in her lifetime. And 85% of those women have no family history of the disease. At Houston Methodist, we know the statistics can be scary, but we also know that when detected early, breast cancer has a 90% survival rate. We encourage all women over 40 to talk with their doctor about scheduling a mammogram at one of our eight convenient locations.

TRAIT NO. 4: TRUSTWORTHY

- Remember: Houston Methodist is a leader with integrity.
- Be straightforward and honest in every communication. Say what you mean.
- Avoid attempts at broad humor, wit, being playful or cute, or using play on words.
- Being trustworthy means we are consistent and reliable. In some cases, we are asking patients to put their lives in our hands. Our communications should convey that we are deserving of that trust.

COMMUNICATE WITH INTEGRITY

Be Reliable.

Be Honest.

Be Straightforward.

Examples:

- **Off-brand:** Don't you want what's best for your body? Trust Houston Methodist's team of well-trained physicians to keep you healthy and address all your needs. We have the most advanced services around and we can fix problems before they arise. Do what's best. Do it for you. Do it today. We'll (literally) treat you like a queen.
- **On-brand:** Every woman has unique needs, especially when it comes to her health. Count on the women's specialists at Houston Methodist to offer personalized care for your complete well-being. We're dedicated to helping you live a full and healthy life by providing the preventive and wellness care you need — and when necessary, the most advanced technology and specialty services available.

PRACTICAL APPLICATIONS

In order to maintain a consistent brand voice across all published materials, we've established three tiers of communication, each with its own unique objectives and guidelines for copy.

BRAND BUILDING

Brand halo communications are the broadest form of brand materials, with the widest reach in audience. These materials are primarily focused on furthering our leading medicine message by promoting some of our most groundbreaking work and illustrating the achievements and advancements that differentiate Houston Methodist from other hospitals. These materials will often be the first things that come to mind when thinking of Houston Methodist, so the brand personality must come through most consistently in these communications.

Examples:

- Paralyzed from the waist down, powered by the neck up. The difference between practicing medicine and leading it.
- At Houston Methodist, we take on the greatest challenges in medicine, like giving paraplegics the ability to walk again. In a collaboration between Houston Methodist doctors and University of Houston engineers, we're developing an exoskeleton that's operated by a patient's brainwaves. Our latest clinical trials combine our advances in neurosciences with the REX walking device to enable a paralyzed patient to walk again simply by thinking it.

As demonstrated in the previous example, this copy is reserved for advertising with tested proof points to help validate the claims made in the copy. These proof points also further support messaging such as “the difference between practicing medicine and leading it.”

SERVICE LINES & PROCEDURES

These communications inform patients about specific services and procedures we offer, while providing a clear way for them to learn more or take action. The primary objective of these materials is to increase call volume and appointments. Like all Houston Methodist communications, the benefit to the reader must be compelling and insightful, which then leads to a straightforward call to action.

Examples:

- Treat your joint pain and get back to your active life.
- At Houston Methodist, our goal is to get you back to the life you had before chronic joint pain. Our experienced surgeons use the latest advancements, including minimally invasive procedures for faster recovery after joint replacement. And with comprehensive, individualized care from diagnosis through rehabilitation, our team of specialists has the expertise to put you on the path to fast healing.

EVENTS & TACTICAL MATERIALS

These communications are tactical and direct materials that provide information for hospital events and seminars. As with all hospital communications, these materials should provide a compelling benefit to the reader, followed by clear answers to “who?” “what?” “when?” “where?” and “why?” questions.

Example:

- Heart Screening and Seminar
Knowing your risk is the first step to heart health. Attend a heart screening and seminar to learn your 10-year risk for heart disease.
Texas Medical Center ▪ Baytown ▪ Clear Lake ▪ Cypress ▪ Katy-West Houston
▪ Sugar Land ▪ The Woodlands ▪ Willowbrook
For more information, visit houstonmethodist.org/events or call 832.667.5857.

Nomenclature is the way writers should refer to the entities, departments and buildings that make up Houston Methodist.

Note: HM acronyms and initialisms should only be used for internal communications between Houston Methodist staff and physicians. They should never be used in communications intended for, or visible to, external audiences unless otherwise indicated in this document.

Adhere to the capitalization conventions for all references. Note the use of lowercase on second and subsequent references and the appropriate use of the ampersand.

NOMENCLATURE – SYSTEM & HOSPITALS

First reference: Houston Methodist

Second reference: Houston Methodist

Subsequent references: Houston Methodist or the system

Initialism: HM

Note: The name of the system is Houston Methodist, not Houston Methodist Hospital System.

First reference: Houston Methodist Hospital

Second reference: Houston Methodist

Initialism: HMMH

Note: If a piece contains references to both Houston Methodist Hospital and Houston Methodist, “the system” and “the hospital” should be used as their second references, respectively.

Example: Houston Methodist is comprised of eight hospitals, including Houston Methodist Hospital, the system’s flagship hospital in the Texas Medical Center® in Houston, Texas. The hospital is a fully accredited, full-service hospital.

First reference: Houston Methodist Baytown Hospital

Second reference: Houston Methodist Baytown

Initialism: HMB

First reference: Houston Methodist Clear Lake Hospital

Second reference: Houston Methodist Clear Lake

Initialism: HMCL

First reference: Houston Methodist Continuing Care Hospital

Second reference: Houston Methodist Continuing Care

Initialism: HMCCH

First reference: Houston Methodist Cypress Hospital

Second reference: Houston Methodist Cypress

Initialism: HMCY

First reference: Houston Methodist Sugar Land Hospital
Second reference: Houston Methodist Sugar Land
Initialism: HMSL

First reference: Houston Methodist The Woodlands Hospital
Second reference: Houston Methodist The Woodlands
Initialism: HMTW

First reference: Houston Methodist West Hospital
Second reference: Houston Methodist West
Initialism: HMW

First reference: Houston Methodist Willowbrook Hospital
Second reference: Houston Methodist Willowbrook
Initialism: HMWB

NOMENCLATURE – FREESTANDING FACILITIES

Houston Methodist Comprehensive Care Centers

Initialism: HMCCC

First reference: Houston Methodist Comprehensive Care Center in Aliana
Second reference: Comprehensive Care Center

First reference: Houston Methodist Comprehensive Care Center in Conroe
Second reference: Comprehensive Care Center

First reference: Houston Methodist Comprehensive Care Center in Kings Harbor
Second reference: Comprehensive Care Center

First reference: Houston Methodist Comprehensive Care Center in Pearland
Second reference: Comprehensive Care Center

Houston Methodist Emergency Care Centers

Initialism: ECC

First reference: Houston Methodist Emergency Care Center at Kirby
Second reference: Emergency Care Center

First reference: Houston Methodist Emergency Care Center at Voss
Second reference: Emergency Care Center

First reference: Houston Methodist Emergency Care Center in Cinco Ranch
Second reference: Emergency Care Center

First reference: Houston Methodist Emergency Care Center in Cypress

Second reference: Emergency Care Center

First reference: Houston Methodist Emergency Care Center in Deer Park

Second reference: Emergency Care Center

First reference: Houston Methodist Emergency Care Center in League City

Second reference: Emergency Care Center

First reference: Houston Methodist Emergency Care Center in Magnolia

Second reference: Emergency Care Center

First reference: Houston Methodist Emergency Care Center in Pearland

Second reference: Emergency Care Center

First reference: Houston Methodist Emergency Care Center in Sienna

Second reference: Emergency Care Center

First reference: Houston Methodist Emergency Care Center in Spring

Second reference: Emergency Care Center

First reference: Houston Methodist Emergency Care Center in The Woodlands

Second reference: Emergency Care Center

Houston Methodist Imaging Centers

First reference: Houston Methodist Breast Care Center at Kirby

Second reference: Breast Care Center

Initialism: BCC

First reference: Houston Methodist Breast Imaging Center in Conroe

Second reference: Breast Imaging Center

First reference: Houston Methodist Breast Imaging Center in Pearland

Second reference: Breast Imaging Center

First reference: Houston Methodist Breast Imaging Center in Tomball

Second reference: Breast Imaging Center

First reference: Houston Methodist Breast Imaging Center in Towne Lake

Second reference: Breast Imaging Center

First reference: Houston Methodist Imaging Center in Bellaire
Second reference: Imaging Center

First reference: Houston Methodist Imaging Center in Conroe
Second reference: Imaging Center

First reference: Houston Methodist Imaging Center in Pearland
Second reference: Imaging Center

First reference: Houston Methodist Imaging Center in Spring Branch
Second reference: Imaging Center

First reference: Houston Methodist Imaging Center in Tomball
Second reference: Imaging Center

NOMENCLATURE – RELATED ENTITIES

First reference: Houston Methodist Academic Institute
Second reference: Academic Institute
Initialism: HMAI

First reference: Houston Methodist Coordinated Care
Second reference: Coordinated Care
Initialism: HMCC

Note: Although HMCC is approved for external use, the initialism's use should be limited, especially in consumer communications.

First reference: Houston Methodist Hospital Foundation
Second reference: Foundation
Initialism: HMHF

First reference: Houston Methodist Global Health Care Services
Second reference: Houston Methodist Global
Initialism: HMG

First reference: Houston Methodist Medical Office Buildings
Second reference: Medical Office Buildings
Initialism: MOB

Note: Capitalize only when referring to the entity. When referring to medical office buildings in general, put the phrase in lowercase letters. For information on how to reference buildings, see the Contact Information, Buildings & Locations section.

First reference: Houston Methodist Primary Care Group

Second reference: Primary Care Group

Initialism: HMPCG

First reference: Houston Methodist Specialty Physician Group

Second reference: Specialty Physician Group

Initialism: HMSPG

NOMENCLATURE – CENTERS OF EXCELLENCE

Capitalize the word center when the full, formal name of a center of excellence (COE) is used. When center is used without the full name, it should be lowercased. Note that COE names may use an ampersand instead of the word “and”.

Example:

The Houston Methodist Neal Cancer Center provides the best care.

The center has added several new services.

First reference: Houston Methodist DeBakey Heart & Vascular Center

Second reference: Heart & Vascular Center

Subsequent references: center

First reference: Houston Methodist Dr. Mary and Ron Neal Cancer Center

Approved shortened name for the first reference: Houston Methodist Neal Cancer Center

Second reference: Cancer Center or Neal Cancer Center*

Subsequent references: center

**Note: Neal Cancer Center may serve as a standalone name for signage based on location and context.*

First reference: Houston Methodist J.C. Walter Jr. Transplant Center

Second reference: Transplant Center

Subsequent references: center

First reference: Houston Methodist Lynda K. and David M. Underwood Center for Digestive Disorders

Approved shortened name for the first reference: Underwood Center for Digestive Disorders

Second reference: Underwood Center

Subsequent references: center

First reference: Houston Methodist Neurological Institute

Second reference: Neurological Institute

Subsequent references: institute

First reference: Houston Methodist Orthopedics & Sports Medicine

Second reference: Orthopedics & Sports Medicine

NOMENCLATURE – CENTERS, CLINICS, PROGRAMS AND SERVICES UNDER CENTERS OF EXCELLENCE

Note: The name of centers, clinics, programs and services should be followed by “at” and then the name of the center of excellence.

Examples:

- First reference: High Risk Program at Houston Methodist Neal Cancer Center
Second reference: High Risk Program
- First reference: Foregut Disease Program at Houston Methodist Lynda K. and David M. Underwood Center for Digestive Disorders
Second reference: Foregut Disease Program

Exceptions:

First reference: Houston Methodist DeBakey CV Education
Second reference: DeBakey CV Education

First reference: Houston Methodist Physical Therapy & Rehabilitation
Second reference: Physical Therapy & Rehabilitation

Note: The locator for these exceptions follow the nomenclature rules for centers, clinics, programs and services that do not fall under a center of excellence. For example, Physical Therapy & Rehabilitation falls under Houston Methodist Orthopedics & Sports Medicine, but to write the name with a hospital locator, the name would be written as Houston Methodist Physical Therapy & Rehabilitation at Cypress not Physical Therapy & Rehabilitation at Houston Methodist Orthopedics & Sports Medicine at Cypress.

NOMENCLATURE – CENTERS, CLINICS, PROGRAMS AND SERVICES, EXCLUDING THOSE UNDER CENTERS OF EXCELLENCE

Note: Houston Methodist should appear at the beginning of the name of centers, clinics, programs and services, unless they are part of a Houston Methodist Hospital center of excellence, and should be followed by a hospital locator. Houston Methodist Hospital doesn't get a locator, except when discussing multiple locations.

Examples:

- First reference: Houston Methodist Neuroscience & Spine Center at Sugar Land
Second reference: Neuroscience & Spine Center or center
- First reference: Houston Methodist Wound Care Program at Baytown
Second reference: Wound Care Program or program
- First reference: Houston Methodist Women's Health Services at The Woodlands
Second reference: Women's Health Services
- First reference: Houston Methodist Lung Center
Second reference: Lung Center

NOMENCLATURE – LOCATOR AND FOOTPRINT NAMES

Correct Inclusion of a Hospital as Locator

The term “hospital” should not be included when adding a hospital as a locator, except for Houston Methodist West Hospital. When using a locator, the word at should precede the locator (e.g., Houston Methodist Breast Care Center at <locator>).

Examples:

- Houston Methodist Neal Cancer Center at West Hospital
- Houston Methodist Orthopedics & Sports Medicine at Sugar Land
- Houston Methodist Sleep Center at Baytown
- Houston Methodist Surgical Associates at Clear Lake

HOSPITAL LOCATOR NAMES

The following are the approved locator names for each hospital.

HOSPITAL	LOCATOR NAME
Houston Methodist Hospital	Texas Medical Center
Houston Methodist Baytown Hospital	Baytown
Houston Methodist Clear Lake Hospital	Clear Lake
Houston Methodist Cypress Hospital	Cypress
Houston Methodist Sugar Land Hospital	Sugar Land
Houston Methodist The Woodlands Hospital	The Woodlands
Houston Methodist West Hospital	West Hospital
Houston Methodist Willowbrook Hospital	Willowbrook

Description of Location	Preposition	Example
Identified by the associated hospital or located on a hospital campus	at	Houston Methodist Orthopedics & Sports Medicine at Sugar Land
Identified by the street	at	Houston Methodist Emergency Care Center at Kirby
Identified by the neighborhood or city	in	Houston Methodist Comprehensive Care Center in Pearland

Usage of a Hospital Locator for Houston Methodist West Hospital

When using the hospital locator for Houston Methodist West Hospital, copy for ads, webpages and other collateral should use “at West Hospital” as its locator when the content doesn’t explain the area of town and there is no hospital logo present.

Example:

Houston Methodist Spine Center at West Hospital

In copy, when able, replace “at West Hospital” with “serving Katy and West Houston” in the body of the piece and a hospital logo is present. The footprint and map locator is Katy-West Houston, unless an ad or marketing piece is primarily targeting the Memorial City area, then West Houston will be listed before Katy in copy.

Example:

At Houston Methodist Orthopedics & Sports Medicine, our sports medicine specialists, serving Katy and West Houston, can help keep your body in motion.

FOOTPRINT LOCATORS

For systemized collateral promoting services that are available at multiple locations, the various locations for which the service is available may be identified by using locators.

Example:

Houston Methodist Orthopedics & Sports Medicine delivers exceptional care with convenient locations across the Greater Houston area:

Katy-West Houston	League City	Sienna	Texas Medical Center
18400 Katy Fwy. Suite 200 Houston, TX 77094	2220 E. League City Pkwy. Suite 100 League City, TX 77573	8330 Hwy. 6 Suite 110 Missouri City, TX 77459	6445 Main St. Suite 2500 Houston, TX 77030

NOMENCLATURE – DEPARTMENTS

First reference: Houston Methodist Sugar Land Hospital Department of Surgery or Department of Surgery at Houston Methodist Sugar Land Hospital

Second reference: Department of Surgery or surgery department

General uses should not be capitalized.

Example: the surgery department

NOMENCLATURE – DONOR-NAMED PROGRAMS

Donor-named departments, programs, centers or institutes precede the name of the next highest brand. The Houston Methodist Hospital Foundation maintains a list of donor-named departments, centers, institutes, laboratories, fellowships, awards and scholarships as well as endowed faculty positions. A [complete list](#) is available online.

Examples:

- Eddy Scurlock Stroke Center at Houston Methodist Neurological Institute
- Kenneth R. Peak Center for Brain and Pituitary Tumor Treatment and Research at Houston Methodist Hospital
Approved abridged name: Peak Center for Brain and Pituitary Tumors
- Sherrie and Alan Conover Center for Liver Disease and Transplantation at Houston Methodist J.C. Walter Jr. Transplant Center
- Stanley H. Appel Department of Neurology at Houston Methodist Neurological Institute
- Ting Tsung and Wei Fong Chao Center for BRAIN at Houston Methodist Research Institute

NOMENCLATURE – APPROVED ACRONYMS AND INITIALISMS FOR EXTERNAL USE

Only two Houston Methodist names are approved to use its acronym or and initialism externally: HMCC and MITIESM.

First reference: Houston Methodist Coordinated Care

Second reference: Coordinated Care or HMCC

First reference: Houston Methodist Health Education and Living at The Woodlands

Second reference: HEAL program

First reference: Houston Methodist Institute for Technology, Innovation & Education

Second reference: MITIESM

Subsequent references: MITIE or institute

NOMENCLATURE – ACADEMIC PARTNERSHIPS

First reference: Texas A&M University Intercollegiate School of Engineering Medicine

Second reference: EnMed

NOMENCLATURE – BUILDINGS

On first reference, use the full name of the facility. In general, if the word building is not an official part of a facility name, then it is not capitalized on first reference.

Examples:

- Houston Methodist Research Institute building
- Houston Methodist Sugar Land Hospital building
- Sweetwater Pavilion
- Medical Office Building 1

Second reference should be the abbreviated form of the descriptive name with building lowercased.

Example: research institute building

Subsequent references: Use a general descriptor.

Example: research facility or building

Boilerplates are the standard identity copy that summarizes what each organization does and represents. This text frequently goes at the end of press releases and at the beginning of brochures and marketing materials.

BOILERPLATES – SYSTEM & HOSPITALS

Houston Methodist

Houston Methodist is one of the nation's leading health systems and academic medical centers. The health system consists of seven hospitals: Houston Methodist Hospital, its flagship academic hospital in the Texas Medical Center, six community hospitals and one long-term acute care hospital throughout the Greater Houston metropolitan area. Houston Methodist also includes a research institute; a comprehensive residency program; international patient services; freestanding comprehensive care, emergency care and imaging centers; and outpatient facilities. Houston Methodist employs more than 32,000 people. In 2022, Houston Methodist had more than 1.9 million outpatient visits and more than 138,000 admissions.

Houston Methodist Hospital

Houston Methodist Hospital is recognized by *U.S. News & World Report* as the No. 1 hospital in Texas (two-way tie) and one of America's "Best Hospitals." As a full-service, acute-care hospital located in the Texas Medical Center and the flagship hospital of Houston Methodist, it has evolved into one of the nation's largest nonprofit teaching hospitals and a leader in innovative medical research with a comprehensive residency program. Two of Houston Methodist's primary academic affiliates are among the nation's leading health care organizations: Weill Cornell Medicine and NewYork-Presbyterian Hospital. Houston Methodist also has affiliations with Texas A&M University and the University of Houston. With 948 operating beds, 85 operating rooms and more than 8,400 employees, Houston Methodist Hospital offers unparalleled care for thousands of patients from around the world.

Houston Methodist Baytown Hospital

Houston Methodist Baytown Hospital brings the expertise and latest technology of Houston Methodist to Baytown and surrounding counties. The skilled and compassionate physicians, nurses and staff provide unsurpassed medical care in a close-to-home, state-of-the-art facility. Houston Methodist Baytown is committed to meeting the needs of its growing community through the ongoing facilities master plan expansion project, which includes a new, expanded emergency department, a five-story patient tower, outpatient center, renovated Cancer Center, neonatal intensive care unit and the addition of technologically advanced operating rooms.

Houston Methodist Clear Lake Hospital

Houston Methodist Clear Lake Hospital is committed to leading medicine in Clear Lake and surrounding communities by delivering the Houston Methodist standard of exceptional safety, quality, service and innovation. Houston Methodist Clear Lake provides a broad spectrum of adult, pediatric, medical and surgical care. It is an accredited chest pain center and acute stroke-ready designated through DNV. Houston Methodist Clear Lake offers advanced inpatient and outpatient services, including state-of-the-art imaging; childbirth center with a level II neonatal intensive care unit; minimally invasive surgery; cancer center; neurology and spine care; heart and vascular care; bariatric and digestive care; emergency care; primary care; rehabilitation services; and comprehensive orthopedics and sports medicine.

Houston Methodist Continuing Care Hospital

Houston Methodist Continuing Care Hospital is a long-term acute care hospital that proudly serves the Greater Houston area, focused on the needs of patients requiring extended hospitalization. Located in Katy, west of the Texas Medical Center, Houston Methodist Continuing Care is committed to providing patients with the Houston Methodist standard of unparalleled quality and safety, focusing on the patient and family. The facility offers both inpatient and outpatient services, including hemodialysis or peritoneal dialysis, infectious disease management, intensive care, pain management, postsurgical complication management, pulmonary care management, trauma and neurological injury management, and outpatient rehabilitation therapies.

Houston Methodist Sugar Land Hospital

Houston Methodist Sugar Land Hospital is committed to leading medicine by delivering the Houston Methodist standard of unparalleled quality, safety, service and innovation to patients in Fort Bend County and surrounding areas. With more than 1,300 affiliated physicians and 2,900 employees, Houston Methodist Sugar Land offers access to the most innovative care available, including comprehensive cancer care; neuroscience and spine care; orthopedics and sports medicine; heart and vascular care; women's services; childbirth center with level III NICU; bariatric and digestive care; and advanced imaging — all backed by our focus on healing people today and offering hope for tomorrow.

Houston Methodist The Woodlands Hospital

Houston Methodist The Woodlands Hospital opened in June 2017 as the eighth hospital in the Houston Methodist system. This 267-bed, 725,000-square-foot, full-service, acute-care hospital offers many of the same services as our flagship hospital in the Texas Medical Center. Also, on the beautiful hospital campus, located at the intersection of Interstate 45 and Texas State Highway 242, are two medical office buildings, which include a Breast Care Center; Cancer Center; infusion center; heart and vascular services; neurology; orthopedics and sports medicine; rehabilitation services; wellness services; an outpatient laboratory; and several other multispecialty physician practices. In January 2022, Houston Methodist The Woodlands opened Healing Tower — a \$250 million expansion project that added 106 beds, focused on medical-surgical and women's services, and provided nine operating rooms. The project also included the expansion of the endoscopy center, emergency department and diagnostic imaging department with an enhanced neurodiagnostic and interventional center.

Houston Methodist West Hospital

Houston Methodist West Hospital is committed to leading medicine in West Houston, Katy and surrounding communities by delivering the Houston Methodist standard of exceptional safety, quality, service and innovation. The growing campus offers 253 beds and access to the most innovative medical and surgical care available, including cardiology and cardiovascular surgery; neurology and neurosurgery; comprehensive cancer care; orthopedics and sports medicine; gastroenterology; bariatrics; childbirth center with level III NICU; emergency care; and advanced imaging.

Houston Methodist Willowbrook Hospital

Houston Methodist Willowbrook Hospital is a Magnet-recognized, not-for-profit, faith-based hospital that serves the growing Northwest Houston community. With 358 licensed beds, Houston Methodist Willowbrook is committed to providing quality, cost-effective health care in a compassionate environment for a full range of services, including emergency care, cardiology, orthopedics and sports medicine, comprehensive women's services, neurology and neurosurgery, oncology, and primary and general medicine.

BOILERPLATES – RELATED ENTITIES

Houston Methodist Academic Institute

Houston Methodist Academic Institute oversees the Education Institute and Research Institute, including 772 faculty and 56,250 learners. The Academic Institute aligns our research and education initiatives in service to the clinical mission, providing solutions that answer the call for new technologies and skills our clinicians need for patient care.

Houston Methodist Education Institute coordinates our primary academic affiliation with Weill Cornell Medicine and other joint programs, including the Engineering Medicine Program at Texas A&M University Intercollegiate School of Engineering Medicine. The Education Institute also oversees continuing medical education and graduate medical education, and supports more than 1,000 trainees in residence for medical, nursing, allied health and research education programs.

Houston Methodist Research Institute supports research programs and infrastructure that enable faculty across the system to bring new scientific discoveries to patients as rapidly as possible through the full cycle of a cure from conceptual bench research, to prototyping and development, to clinical trials and FDA approval. The Research Institute supports more than 1,387 clinical research protocols and \$70.3 million in extramurally funded translational research programs.

Houston Methodist Coordinated Care

Houston Methodist Coordinated Care (HMCC) Accountable Care Organization is a U.S. Centers for Medicare & Medicaid Services-enhanced track accountable care organization with over 250 primary care physicians, including Houston Methodist Primary Care Group and private primary care physicians (PCPs) in the Greater Houston area. HMCC provides care for 42,000 Medicare fee-for-service beneficiaries attributed by CMS to HMCC. In 2020, HMCC achieved one of the highest CMS ACO quality scores nationally at 99% and received over \$19 million in savings from CMS in its fourth year. HMCC was established to ensure well-coordinated, high-quality, patient-centered care and to be leaders in value-based care. As an ACO, HMCC supports physicians with individual and practice electronic health records as well as CMS claims data, clinical infrastructure and resources that empower PCPs to provide greater value to their CMS-attributed Medicare beneficiaries. The participating primary care providers are dedicated to improving health outcomes, enhancing the patient experience and reducing costs and utilization of care appropriately by ensuring that patients are engaged in their personal health care journey and get the right care at the right time and place.

Houston Methodist Global Health Care Services

Known for its clinical excellence, compassionate care and world-class physicians, Houston Methodist Global Health Services treats thousands of international patients from more than 60 countries. In addition to international patient care, Houston Methodist Global Health Care Services offers advisory services, and training and development to health care professionals and organizations around the world.

Houston Methodist Hospital Foundation

At Houston Methodist, philanthropy plays a critical role in investigating new treatments, fostering medical discoveries and leading medicine into the future. Houston Methodist Hospital Foundation is a separate 501(c)3 organization established to secure philanthropic support for Houston Methodist's excellence in research, education and patient care. The foundation accepts all contributions on behalf of Houston Methodist. Support from generous contributors is essential to fulfilling Houston Methodist's vision.

Houston Methodist Physicians Alliance for Quality

Houston Methodist Physicians' Alliance for Quality offers many benefits to support independent physicians in the Houston Methodist physician alignment model. The Physicians' Alliance for Quality supports national quality incentive-based programs and associated additional reimbursement or avoidance of penalties for member physicians. It also sponsors educational webinars with continuing medical education credit for physicians to support evidence-based medicine. The Physicians' Alliance for Quality works collaboratively with all Houston Methodist CEO and Business Development leadership teams to identify physicians regionally. With approximately 500 physician members, it includes predominantly specialty physicians who work collaboratively with our high-value, primary-care physician network.

Houston Methodist Primary Care Group

With more than 40 locations throughout the Greater Houston area, Houston Methodist Primary Care Group brings quality, compassionate care to for the entire family, to the communities where our patients work and live. As part of the Houston Methodist health system — one of the nation's leading health systems — the Primary Care Group offers efficient access to world-class specialty care and hospital services from a network comprised of the nation's leading hospitals and health care professionals.

Houston Methodist Specialty Physician Group

Houston Methodist Specialty Physician Group is an integral part of Houston Methodist's overall strategy to become one of the nation's leading academic medical centers. Established as a nonprofit corporation certified by the Texas State Board of Medical Examiners, the Specialty Physician Group enables physicians to maintain autonomy with respect to clinical practice while growing their practice within an academic environment.

BOILERPLATES – CENTERS OF EXCELLENCE

Houston Methodist DeBakey Heart & Vascular Center

Houston Methodist DeBakey Heart & Vascular Center is a nationally recognized leader in the diagnosis and treatment of heart disease. The Heart & Vascular Center offers a variety of specialty clinics and programs to treat a wide spectrum of cardiovascular diseases and disorders, including coronary artery disease, atrial fibrillation, peripheral artery disease, adult congenital heart disease, heart tumors and valve disease. Building on the legacy created by Dr. Michael E. DeBakey, the center's cardiologists and surgeons are worldwide leaders in clinical and scientific trials, innovation and education that benefits current and future physicians and patients.

Houston Methodist Dr. Mary and Ron Neal Cancer Center

Houston Methodist Dr. Mary and Ron Neal Cancer Center provides patient-centered services to address the full spectrum of cancer care — from prevention and screenings for early detection, to advanced treatment and survivorship. Nationally recognized physicians and scientists collaborate to research, diagnose, and treat the most common types of cancer using the most sophisticated techniques and therapies available. At the center's seven locations throughout the Greater Houston area, specialists use a multidisciplinary team approach to create customized treatment plans for each patient, and highly skilled support staff help patients recover physically, emotionally and spiritually.

Houston Methodist J.C. Walter Jr. Transplant Center

Houston Methodist J.C. Walter Jr. Transplant Center stands on more than 50 years of performing many firsts in the world of organ transplant and is home to Houston's most comprehensive organ failure management and transplant center. Hundreds of patients each year receive a second chance at life through organ donation and transplant at Houston Methodist, including heart transplant and assist devices, lung, liver, kidney, pancreas, islet, bone marrow and every combination of multi-organ transplant. Every member of the internationally recognized team focuses on the management of end-stage organ failure until transplant becomes the best option and then on providing the best possible outcomes for each patient.

Houston Methodist Lynda K. and David M. Underwood Center for Digestive Disorders

Houston Methodist Lynda K. and David M. Underwood Center for Digestive Disorders provides advanced treatments, superior outcomes and comprehensive treatment programs for each patient, ranging from simple lifestyle changes to advanced surgeries. The center works to improve the lives of patients and advance the treatments for conditions of the esophagus, stomach, intestines, colon, biliary tract, gall bladder, liver and pancreas through comprehensive diagnostic services as well as leading-edge clinical and translational research.

Houston Methodist Neurological Institute

Houston Methodist Neurological Institute advances the discovery of the origins, mechanisms and treatment of neurological disease and provides comprehensive care for patients with disorders and injuries of the brain and spinal cord. The institute houses the practice and research activities of the departments of neurology, neurosurgery, neuroradiology, neurophysiology, and physical medicine and rehabilitation at Houston Methodist Hospital.

Houston Methodist Orthopedics & Sports Medicine

Houston Methodist Orthopedics & Sports Medicine is Houston's leading provider of orthopedic services — from diagnosis to treatment to rehabilitation — to manage all musculoskeletal conditions and injuries. Houston Methodist Orthopedics & Sports Medicine offers comprehensive diagnostic, treatment and rehabilitative services with a high standard of excellence for elite athletes and active adults alike. Houston Methodist serves as the official health care provider for the Houston Texans, Houston Astros, Rice Athletics, Houston Livestock Show and Rodeo™, Houston Ballet, Houston Symphony and Houston Grand Opera.

BOILERPLATES – FREESTANDING FACILITIES

Houston Methodist Breast Care Centers

Located throughout the Greater Houston area, Houston Methodist Breast Care Centers offer both screening and diagnostic mammograms, using the latest technology in detecting breast cancer. Specialized breast radiologists are on-site to supervise evaluations, which include diagnostic mammograms, breast ultrasound, magnetic resonance imaging (MRI) and molecular breast imaging (MBI). In addition, Breast Care Center patients receive access to its nurse navigation program, which provides support to patients during diagnostic screenings, biopsies and cancer treatment.

Houston Methodist Comprehensive Care Center in Aliana

Houston Methodist Comprehensive Care Center in Aliana was designed with patient care and convenience in mind. In this facility, we provide the residents of Aliana and Fort Bend County with primary care and specialty care services, including orthopedics and sports medicine, neurology, rheumatology and physical therapy care as well as on-site

laboratory services — all in one state-of-the-art facility.

Houston Methodist Comprehensive Care Center in Kings Harbor

Houston Methodist Comprehensive Care Center in Kings Harbor was designed with patient care and convenience in mind. In this facility, we provide the residents of Kingwood communities with primary care and specialty care services, including orthopedics and sports medicine and physical therapy care as well as on-site laboratory services — all in one state-of-the-art facility.

Houston Methodist Comprehensive Care Center in Conroe

Houston Methodist Comprehensive Care Center in Conroe was designed with patient care and convenience in mind. In our facility, we work together to provide a full range of medical and diagnostic services to help keep you and your loved ones healthy. The center specifically provides Conroe and surrounding communities with primary care, orthopedics and sports medicine, cardiology, imaging center, physical therapy and on-site laboratory.

Houston Methodist Comprehensive Care Center in Pearland

Houston Methodist Comprehensive Care Center in Pearland was designed with patient care and convenience in mind. In our facility, we work together to provide a full range of medical and diagnostic services to help keep you and your loved ones healthy. The center specifically provides Pearland and surrounding communities with primary care, orthopedics and sports medicine, cardiology, gastrointestinal, neurology, endocrinology, rheumatology, imaging center, physical therapy, research institute and on-site laboratory.

Houston Methodist Imaging Services

Houston Methodist offers a full range of advanced diagnostic imaging services across the Greater Houston area. The most powerful MRI technology available allows Houston Methodist physicians to see inside the body with vision and clarity. State-of-the-art PET-CT scans include bone density testing, echocardiograms, mammography, nuclear medicine, ultrasound and more. Experienced technologists, board-certified radiologists, and the ease of online scheduling for patients make Houston Methodist the provider of choice for diagnostic imaging.

BOILERPLATES – HOUSTON METHODIST EMERGENCY CARE CENTERS

Houston Methodist Emergency Care Center at Kirby

Houston Methodist Emergency Care Center at Kirby is a full-service emergency facility that brings the same high-quality care for which Houston Methodist is known. Located in Houston's Upper Kirby neighborhood, the Emergency Care Center provides free parking and fast service 24/7. Board-certified emergency medicine doctors, who work alongside specially trained nurses and staff, treat patients of all ages for minor emergencies to life-threatening ones. The facility houses 10 exam rooms, a full-digital radiography suite, low-radiation 64-slice CT scan, ultrasound and a full on-site stat chemistry lab. For conditions requiring hospital admissions or further evaluation, staff will facilitate transfers to Houston Methodist Hospital or a facility with the appropriate level of care.

Houston Methodist Emergency Care Center at Voss

Houston Methodist Emergency Care Center at Voss is a full-service emergency facility that brings the same high-quality care for which Houston Methodist is known. Located on the south side of Voss Road at San Felipe Street, the Emergency Care Center provides free parking and fast service 24/7. Board-certified emergency medicine doctors, who work alongside specially trained nurses and staff, treat patients of all ages for minor emergencies to life-threatening ones. The facility houses eight private exam rooms, a full-digital radiography suite, low-radiation 128-slice CT scan, ultrasound and a full on-site stat chemistry lab. For conditions requiring hospital admissions or further evaluation, staff will facilitate transfers to Houston Methodist Hospital or a facility with the appropriate level of care.

Houston Methodist Emergency Care Center in Cinco Ranch

Houston Methodist Emergency Care Center in Cinco Ranch is a full-service emergency facility that brings the same high-quality care for which Houston Methodist is known. Board-certified emergency medicine doctors, who work alongside specially trained nurses and staff, treat patients of all ages for minor emergencies to life-threatening ones. The facility houses 10 exam rooms; a full-digital radiography suite; low-radiation-dose, 64-slice CT scan; ultrasound; and an on-site laboratory. Located just east of Fulshear on FM 1093 at Cinco Rose Drive, the Emergency Care Center provides free parking and fast service 24/7. For conditions requiring hospital admission or further evaluation, patients have direct, expedited admission and transfer to Houston Methodist West Hospital.

Houston Methodist Emergency Care Center in Cypress

Houston Methodist Emergency Care Center in Cypress is a full-service emergency facility that brings the same high-quality care for which Houston Methodist is known. Located on the northwest corner of Highway 290 and Fairfield Creek Drive in Northwest Harris County, the Emergency Care Center provides free parking and fast service 24/7. Board-certified emergency medicine doctors, who work alongside specially trained nurses and staff, treat patients of all ages for minor emergencies to life-threatening ones. The facility houses 10 exam rooms, with general radiology capabilities, including X-ray, computerized tomography imaging (CT), ultrasound, and full on-site laboratory services. For conditions requiring hospital admission or further evaluation, patients have direct, expedited admission and transfer to Houston Methodist Willowbrook Hospital or a facility with the appropriate level of care.

Houston Methodist Emergency Care Center in Deer Park

Houston Methodist Emergency Care Center in Deer Park is a full-service emergency facility that brings the same high-quality care for which Houston Methodist is known. The Emergency Care Center provides free parking and fast service 24/7. Board-certified emergency medicine doctors, who work alongside specially trained nurses and staff, treat patients of all ages for minor emergencies to life-threatening ones. Located near the corner of Center Street and East Pasadena Boulevard, the facility houses six private exam rooms, full-service X-ray, CT and ultrasound, and an onsite laboratory for processing emergency-room lab tests. For conditions requiring hospital admissions or further evaluation, staff will facilitate transfers to Houston Methodist Clear Lake Hospital or a facility with the appropriate level of care.

Houston Methodist Emergency Care Center in League City

Houston Methodist Emergency Care Center in League City is a full-service emergency facility that brings the same high-quality care for which Houston Methodist is known. The Emergency Care Center provides free parking and fast service 24/7. Board-certified emergency medicine doctors, who work alongside specially trained nurses and staff, treat patients of all ages for minor emergencies to life-threatening ones. Located at the corner of Egret Bay Boulevard and League City Parkway, the facility houses 10 private exam rooms, full-service X-ray, CT and ultrasound, and an onsite laboratory for processing emergency-room lab tests. For conditions requiring hospital admissions or further evaluation, staff will facilitate transfers to Houston Methodist Clear Lake Hospital or a facility with the appropriate level of care.

Houston Methodist Emergency Care Center in Pearland

Houston Methodist Emergency Care Center in Pearland is a full-service emergency facility that brings the same high-quality care for which Houston Methodist is known. Located on Broadway Street at Kirby Drive in Pearland, the Emergency Care Center provides free parking and fast service 24/7. Board-certified emergency medicine doctors, who work alongside specially trained nurses and staff, treat patients of all ages for minor emergencies to life-threatening ones. The facility houses 10 exam rooms, a full-digital radiography suite; low-radiation, 64-slice CT scanner, ultrasound, and an onsite stat laboratory for processing emergency-room lab tests.

Houston Methodist Emergency Care Center in Sienna

Houston Methodist Emergency Care Center in Sienna is a full-service emergency facility that brings the same high-quality care for which Houston Methodist is known. Located between the Sienna (formerly Sienna Plantation) and Riverstone communities, the Emergency Care Center provides fast service 24/7. Board-certified emergency medicine doctors, who work alongside specially trained nurses and staff, treat patients of all ages for minor emergencies to life-threatening ones. The facility houses 10 exam rooms and on-site diagnostic services, including X-ray, CT, ultrasound and laboratory services. Outpatient CT, ultrasound and X-ray services are also provided. For conditions requiring hospital admission or further evaluation, patients will have direct, expedited admission to Houston Methodist Sugar Land Hospital, along with personal assistance from patient representatives in scheduling necessary follow-up appointments.

Houston Methodist Emergency Care Center in Spring

Houston Methodist Emergency Care Center in Spring, a department of Houston Methodist Willowbrook Hospital, provides extensive emergency care services in Houston's Northwest community — 24/7. The Emergency Care Center includes board-certified emergency medicine physicians and specially trained emergency room staff; 10 private treatment rooms; on-site emergency care services, including X-ray, CT, ultrasound and laboratory services; and free parking for patients.

Houston Methodist Emergency Care Center in The Woodlands

Houston Methodist Emergency Care Center in The Woodlands is a full-service emergency facility that provides high-quality care in The Woodlands and Montgomery County — 24/7. The Emergency Care Center includes board-certified emergency medicine physicians and specially trained emergency room staff; private treatment rooms; on-site emergency care services, including X-ray, CT, ultrasound and laboratory services; and free parking for patients. For conditions requiring hospital admission or further evaluation, patients will have direct, expedited admission to Houston Methodist The Woodlands Hospital, if needed.

BOILERPLATES – AFFILIATIONS

Houston Methodist & Houston Performing Arts

Houston Methodist Center for Performing Arts Medicine provides specialized access to the nation's most comprehensive group of medical professionals, who provide preventive, diagnostic, specialty and emergency care to performing artists from around the world. The center oversees one of the nation's most comprehensive approaches to the integration of the performing and visual arts into the hospital environment, clinical therapy that utilizes the arts in support of patient goals, and research that harnesses the broadest potential of the arts in therapy, rehabilitation and human performance. Houston Methodist is the official health care provider for the Houston Symphony, Houston Ballet, Houston Grand Opera and Ensemble Theatre.

Houston Methodist & Houston Sports

Houston Methodist is the official health care provider for the Houston Texans, Houston Astros, Rice Athletics and Houston Livestock Show and Rodeo™, Houston Ballet, Houston Symphony and Houston Grand Opera. Our orthopedic and sports medicine specialists serve on the sidelines as medical directors, team physicians and consultants for professional sports teams as well as youth, high school and collegiate sports teams around the city. We host annual student physical events at local school districts throughout the Greater Houston area. During the fall, Houston Methodist also offers Saturday-morning sports injury clinics for young athletes throughout the community, staffed by board-certified physicians trained in sports medicine and athletic trainers to evaluate and treat injuries, test athletes for concussions as well as to recommend proper treatment and playing protocols.

Houston Methodist Hospital & Weill Cornell Medicine

Houston Methodist's primary academic affiliates are Weill Cornell Medical College and NewYork-Presbyterian Hospital. This historic medical affiliation delivers on a shared mission of advancing medicine that benefits patients around the world. Our joint faculty and programs enable our internationally renowned institutions to rapidly exchange ideas, make medical breakthroughs, provide high-quality patient care, and inspire the next generation of health care professionals.

Houston Methodist Hospital & NewYork-Presbyterian Hospital

Houston Methodist Hospital, NewYork-Presbyterian Hospital and Weill Cornell Medicine have made great strides in a historic medical affiliation that benefits residents of New York and Texas. The affiliation enables the three internationally renowned institutions to collaborate to ensure a rapid exchange of ideas, providing high-quality patient care, cutting-edge clinical and biomedical research, and the most innovative medical education and training of future physicians and biomedical scientists.

Note: There is no space between New and York in the hospital's name.

Houston Methodist Hospital and EnMed

The Texas A&M University Intercollegiate School of Engineering Medicine is home to EnMed, an innovative medical school program developed in partnership with Houston Methodist Hospital. EnMed is the first school in the world to offer its students a curriculum resulting in a simultaneous Doctorate of Medicine and master's degree in engineering, focused on the design and implementation of medical technologies in four years. EnMed prepares graduates to pioneer new advances in medicine and biomedical engineering through the invention and innovation of cutting-edge and transformational technologies.

Houston Methodist Academic Affiliations

Houston Methodist's primary academic affiliates are the top-ranked Weill Cornell Medical College and New York Presbyterian Hospital. Houston Methodist also has affiliations with the University of Houston and Texas A&M to develop medical engineering programs. Strong academic partnerships are critical ingredients for measurable results today and greater opportunities for tomorrow. Together, we are creating health science and medical education programs that push the traditional boundaries in order to meet changing health care needs. Houston Methodist's academic affiliates are committed to training the next generation of professionals to bring the latest advancements in health care to patients around the world.

BOILERPLATES – HOUSTON METHODIST IN THE COMMUNITY

Houston Methodist and Community Benefits

At Houston Methodist, caring for the Houston community means more than providing quality health care through its hospitals. It means supporting individuals and organizations that touch the lives of its neighbors. This commitment to serve is why the Houston Methodist Community Benefits Program focuses on providing access to high quality, affordable health care services to indigent populations across Greater Houston while ensuring health equity for racial, ethnic and social minorities. True compassion requires that Houston Methodist steps forward whenever a need arises. Whether providing financial support, assessing the community's health needs, donating medical supplies overseas or offering volunteer support, Houston Methodist is committed to leading the way in making health care affordable and accessible.

BOILERPLATES – CALLS TO ACTION, DISCLAIMERS AND REGULATORY LANGUAGE

Calls to Action (CTAs)

Examples:

- Visit houstonmethodist.org/XXXXX or call XXX.XXX.XXXX to find a doctor in your area.
- Call 713.790.3333 to find a doctor in your area.

Make an Appointment

Example:

If you've noticed symptoms of XXXXX, visit houstonmethodist.org/XXXX or find a doctor in your area by calling XXX.XXX.XXXX.

Note: Do not list the Contact Center number for consumers to make appointments, since the Contact Center cannot make appointments.

Control of Documented Information (DNI Code)

Houston Methodist **policy IM28** requires that all printed marketing materials have an identification code present in the header or footer using one of the following approved coding structures:

- Option 1: If the entity and originating department are obvious in your piece, your code only needs to include the month and year, formatted as MMYYYY.

Example: 032022

- Option 2: If the entity and originating department is not obvious in your piece, then you will need to include your department abbreviation, plus the month and year, formatted as MMYYYY.

Example: HR032022, MKTG082022

- In addition, the font size for codes should be no smaller than 7 points and in black, gray or white type.
- This policy does not apply PowerPoint, MADI, other electronic materials or direct mail — only printed documents distributed at one of our locations.

Disclaimer for Email Address Used in CTA

Consumer materials that include an email address in the call to action must include the following statement to comply with HIPAA guidelines.

Example: Please note that email is not a secure means to communicate confidential or health-related information, including Social Security number, date of birth, financial information, etc.

Opt-Out Language

Information mailed to a consumer's address must provide an option to opt-out of our mailing lists. Before mailing materials to consumers, contact Marketing for the latest opt-out list.

Examples:

Direct Mail: You have received this communication because you may have opted-in to receive communications from Houston Methodist, requested a physician referral, attended one of our events or were sourced using a third-party provider. If you no longer wish to receive communications from us, please visit houstonmethodist.org/opt-out or call XXX.XXX.XXXX.

Note: Use the Contact Center's main number, 713.790.3333, or the appropriate localized vanity number for the Contact Center.

Email: You have received this communication because you may have opted-in to receive communications from Houston Methodist, requested a physician referral, attended one of our events or were sourced using a third-party provider. If you no longer wish to receive communications from us, [click here to unsubscribe](#).

Social Media Disclaimer

When creating collateral that directs patients to take surveys or leave comments on a third-party website, include the following statement on that collateral:

Example:

We welcome and encourage your comments about your experience at Houston Methodist on social media or internet sites, such as Facebook, Healthgrades, WebMD or Google. Be aware that once information has been posted, it becomes public. Please do not post personal identifiable information, including your name, or information about your health condition. Also, we ask that you respect the privacy of other patients, family and friends by telling us your story, not theirs. For confidential matters, please contact us directly at _____. We are here to listen.

Trademarked Products Disclaimer

When needed, include a statement identifying the owner of trademarked product mentioned or depicted on Houston Methodist materials.

Note: Consult with Legal for further guidance on trademarked product(s)."

Example:

Apple and iPad are registered trademarks of Apple Inc.

ACADEMIC APPOINTMENTS

Academic appointments are generally included with titles. Houston Methodist titles are listed first in text. The preferred form is to identify physicians using Dr. before their names, especially in consumer communications. In order to avoid confusion, do not use doctor or the abbreviation Dr. before the name of someone with a doctorate, such as a PhD, but not a medical degree, in consumer publications. Do not use Dr. with the last name on subsequent references, because subsequent references should use last names only, unless the text lists multiple people with the same last name.

Example: Dr. John Smith, cardiologist at Houston Methodist and associate professor of cardiology at Weill Cornell Medicine

ACADEMIC DEGREES

Write academic degrees, licensures and professional designations in capital letters without periods. The exception to this rule is for public relations writing, which will use periods according to the *Associated Press Stylebook*.

Use such abbreviations as MD and PhD when the need to identify individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name, never after just a last name.

If mention of degrees or licensures is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase.

Example: John Jones has a doctorate in biochemistry.

Degrees should have an apostrophe and should not be capitalized unless using the full, formal degree name. As a descriptive term, doctorate in psychology would be lowercase, but as the name of an academic degree, Bachelor of Arts would be capitalized, just as BA and PhD are.

Example:

- master's degree, master's in business administration
- Doctor of Philosophy degree, Bachelor of Arts degree
- John Jones, MD, PhD, MPH spoke.

Use doctoral as an adjective and doctorate as a noun.

Example: She earned her doctoral degree. He has a doctorate in philosophy.

Use the following guidelines for citing the order of academic degrees, licensures and professional designations following names:

- Academic degrees
- Licensures
- Professional designation

Example:

- Alice Smith, MSN, DNP, RN, CCRN
- Jane Davis, MD, FACS

LIST OF COMMON ACADEMIC DEGREE, LICENSURE & PROFESSIONAL DESIGNATION ABBREVIATIONS

BA	Bachelor of Arts	MDiv	Master of Divinity
BS	Bachelor of Science	MPH	Master of Public Health
CRN	Certified Registered Nurse	MS	Master of Science
CRNA	Certified Registered Nurse Anesthetist	MSN	Master of Science in Nursing
DD	Doctor of Divinity	NP	Nurse Practitioner
DNP	Doctor of Nursing Practice	PA	Physician Assistant
DNS or DNSc	Doctor of Nursing Science	PA-C	Certified Physician Assistant
DO	Doctor of Osteopathic Medicine	PhD	Philosophiae Doctor (Doctor of Philosophy)
DrPH	Doctor of Public Health		
MBA	Master of Business Administration	RN	Registered Nurse
MD	Medicinae Doctor (Doctor of Medicine)		

LICENSURES, CERTIFICATIONS & PROFESSIONAL DESIGNATIONS

Specialized certifications or licensures such as RN (registered nurse) or FACC (fellow of the American College of Cardiology) should not be used to identify a person in lieu of academic degrees unless the credential is more commonly recognized (RN is more recognizable than BSN, MSN or DNS to consumers). It is preferred to use academic degrees to establish credentials in copy. Credentials are often included on business cards, bios, profiles, etc.

Example: John Jones, MD, PhD (not John Jones, FACS)

An exception to this guideline is when an article is specifically focused on these specialized credentials, and then they should be written out.

Example: Mary Smith, a registered nurse, spoke at the national nursing conference.

TITLES

Titles should only be capitalized when they precede a name. Use lowercase elsewhere unless the formal name is part of the official title.

Examples:

- Department of Surgery Chair Dr. Sarah Jones led the discussion.
- Jones is chair of the Department of Surgery.

Note: If using donor names or recognition, including endowed chair designations, please contact Houston Methodist Hospital Foundation for the donor listing preference.

ORDER OF TITLES

When listing multiple titles, the preferred order is the following: endowed chair, Houston Methodist title and/or Houston Methodist Academic Institute (HMAI) faculty title, and Weill Cornell Medical College (WCMC) faculty title. On consumer-facing materials, when someone has both an HMAI and a WCMC title, only list the WCMC faculty title. Weill Cornell faculty positions are tied to WCMC, not the umbrella organization Weill Cornell Medicine.

Example:

Barbara L. Bass, MD

John F., Jr. and Carolyn Bookout Presidential Distinguished Chair, Department of Surgery
Executive Director, Houston Methodist Institute for Technology, Innovation & Education
Houston Methodist Hospital
Professor of Surgery, Weill Cornell Medical College

CHAIR

Capitalize as a formal title before a name, but do not capitalize as a casual, temporary or informal position. Do not use chairman or chairwoman.

Examples:

- Department of Surgery Chair John Jones, MD, PhD
- Meeting chair, Alice Jones, PhD, MSN, RN, CCRN

Named, endowed chairs and other similar designations should be capitalized.

Example: Dr. Bob Sanders holds the Charles and Anne Duncan Distinguished Endowed Chair.

FORMAL TITLES

A formal title generally denotes a scope of authority, professional activity or academic activity. Capitalize a title only when it immediately precedes the name.

Example: President and Chief Executive Officer Marc Boom, MD, and the executive vice president attended the game.

Lowercase and spell out the title when the name is separated from the title by commas.

Example: Dr. Marc Boom, Houston Methodist president and chief executive officer, presented the annual report.

Lowercase and spell out titles when they are not used with a person's name.

Example: The president declined our request to attend the meeting.

Note: See the section on nomenclature for correct capitalization of Houston Methodist names.

HEADLINES

Capitalize the principal words in headlines, including prepositions and conjunctions of four or more letters. Capitalize an article (the, a, an) or words of fewer than four letters only if it is the first or last word in the title.

Example:

- Top Researchers Present at National Conference
- The National Recognition Awarded to the Victors

EMAIL SUBJECT LINES

Use sentence case and limit to 50 characters or less.

ORGANIZATIONS & INSTITUTIONS

Capitalize the full names of organizations, institutions and groups.

Examples: American Medical Association, University of Houston

Use lowercase when the organization, institute or group is referenced without a formal name.

Examples: the board of trustees, the hospital

PROPER NOUNS

Capitalize nouns that constitute the unique identification for a specific person, place or thing.

Examples: John, England, General Electric

Capitalize common nouns when they are an integral part of the full name for a person, place or thing. Lowercase the common noun element of names in plural uses.

Examples:

Democratic Party, Mississippi River, Fleet Street

Democratic and Republican parties, Main and State streets

SEASONS

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

Examples: Winter Olympics, fall 2016

TITLES OF COMPOSITIONS

Capitalize the principal words in the names of periodicals, books, articles, films, plays, poems, songs, radio and television programs, works of art, etc. When possible, use italics type for these titles. If italics are not available, enclose in quotation marks.

Examples: *FORTUNE*, *Casablanca*

Capitalize all words in a title except articles (a, an, the); prepositions of three or fewer letters (for, of, on, up, etc.); and conjunctions of three or fewer letters (and, but, for, nor, or, so, yet, etc.) unless any of those start or end the title.

Capitalize prepositions of four or more letters (above, after, down, inside, over, with, etc.) and conjunctions of four or more letters (because, while, since, though, etc.)

Capitalize both parts of a phrasal verb.

Examples: *What To Look For in a Mate*, *Turn Off the Lights in Silence*, *A Life of Eating Chocolate for Stamina*, *Living With Both Feet off the Ground*

(Note the different uses of for and off, and thus the different capitalization, in those examples.)

Capitalize to in infinitives.

Example: *What I Want To Be When I Grow Up*

ADDRESSES

Note: For addressing formal invitations, follow the Emily Post Institute guidelines.

The correct format for listing addresses on print pieces is as follows:

Name

Entity Name

Department Name

Street Address

Building Name, Suite No.

City, State ZIP

(See State Abbreviations section for the two-letter postal code abbreviations.)

Example:

Susan Snow

Houston Methodist Hospital

Employee Health Clinic

6550 Fannin St.

Smith Tower, Suite 555

Houston, TX 77030

(For more details, please see Houston Methodist Room Numbers section.)

ADDRESS ABBREVIATIONS

Type	Abbreviation	Type	Abbreviation
Avenue	Ave.	Parkway	Pkwy.
Boulevard	Blvd.	Pike	Pike
Circle	Cir.	Road	Rd.
Court	Ct.	Street	St.
Drive	Dr.	Terrace	Ter.
Freeway	Fwy.	Trail	Trl.
Highway	Hwy.	Way	Way
Lane	Ln.		

When citing numbered street addresses, abbreviate the common descriptor.

Examples: 350 Main St., 1200 Portland Blvd., PO Box 354

When citing the name of the street only, without a numbered address, spell out the descriptor.

Examples: 2nd Avenue, Montrose Boulevard, Main Street

BUILDINGS

Building names should be included with street addresses to help identify the location.

Examples:

Smith Tower
Sweetwater Pavilion
Medical Office Building 1

GEOGRAPHICAL REFERENCES

Compass directions are lowercased.

Example: She walked west on Holly Hall.

Words that designate regions should be capitalized.

Example: They moved from the Midwest to West Texas. He has a Southern accent.

When greater is used before a city to denote a metropolitan area, greater is capitalized.

Example: Greater Houston

HOUSTON METHODIST ROOM NUMBERS

If listing one room in a building, use the short building name and room number. If the address includes a suite number, do not abbreviate the word suite.

Example: Dunn 200

When referring to a floor of a building, use ordinal numbers, but do not write out first through ninth.

Examples:

Houston Methodist Outpatient Center, 2nd floor
Smith Tower, Suite 1400

If listing several room numbers in the same building, list the building on first reference, then use the first letter of the building and the room number, with no space between them. If listing in table format, use the second reference format and reference the full building name (and address if appropriate) in the text or in a note below the table.

Examples:

Dunn 200, D100, D203, D120
Several meetings are occurring in Dunn Tower:
D200 Opening session
D100 Plenary A
D200 Plenary B

HOUSTON METHODIST LOCATIONS

Below are examples of how Houston Methodist addresses should be written.

HOSPITALS

Houston Methodist Hospital
6565 Fannin St.
Houston, TX 77030

Houston Methodist Cypress Hospital
24500 North Dr.
Cypress, TX 77429

Houston Methodist West Hospital
18500 Katy Fwy.
Houston, TX 77094

Houston Methodist
Baytown Hospital
4401 Garth Rd.
Baytown, TX 77521

Houston Methodist
Sugar Land Hospital
16655 Southwest Fwy.
Sugar Land, TX 77479

Houston Methodist
Willowbrook Hospital
18220 State Hwy. 249
Houston, TX 77070

Houston Methodist
Clear Lake Hospital
18300 Houston Methodist Dr.
Houston, TX 77058

Houston Methodist
The Woodlands Hospital
17201 Interstate 45 S.
The Woodlands, TX 77385

LONG-TERM ACUTE CARE HOSPITAL

Houston Methodist
Continuing Care Hospital
701 S. Fry Rd.
Katy, TX 77450

COMPREHENSIVE CARE CENTERS

Houston Methodist Comprehensive
Care Center in Aliana
10745 W. Grand Pkwy. S.
Richmond, TX 77407

Houston Methodist Comprehensive
Care Center in Conroe
4015 Interstate 45 N.
Conroe, TX 77304

Houston Methodist Comprehensive
Care Center in Pearland
8520 W. Broadway St.
Pearland, TX 77584

HOUSTON METHODIST EMERGENCY CARE CENTERS

Houston Methodist Emergency Care
Center at Kirby
2615 Southwest Fwy., Suite 140
Houston, TX 77098

Houston Methodist Emergency Care
Center in Cinco Ranch
26000 FM 1093
Katy, TX 77494

Houston Methodist Emergency Care
Center in Deer Park
3701 Center St.
Deer Park, TX 77536

Houston Methodist Emergency Care
Center at Voss
1635 S. Voss Rd.
Houston, TX 77057

Houston Methodist Emergency Care
Center in Cypress
27560 U.S. 290 Frontage Rd.
Cypress, TX 77433

Houston Methodist Emergency Care
Center in League City
1310 E. League City Pkwy.
League City, TX 77573

Houston Methodist Emergency Care
Center in Pearland
11525 Broadway St.
Pearland, TX 77584

Houston Methodist Emergency Care
Center in Spring
5303 FM 2920
Spring, TX 77388

Houston Methodist Emergency Care
Center in Sienna
8200 Hwy. 6
Missouri City, TX 77459

Houston Methodist Emergency Care
Center in The Woodlands
3759 FM 1488, Suite 500
The Woodlands, TX 77384

IMAGING CENTERS

Houston Methodist Breast
Care Center at Kirby
2615 Southwest Fwy., Suite 104
Houston, TX 77090

Houston Methodist Imaging Center
in Bellaire
5505 W. Loop S.
Houston, TX 77081

Houston Methodist Imaging Center
in Spring Branch
8333 Katy Fwy.
Houston, TX 77024

OTHER FREESTANDING LOCATIONS

Houston Methodist Outpatient Center
6445 Main St.
Houston, TX 77030

MEDICAL OFFICE BUILDINGS

Corporate

Greenbriar
8100 Greenbriar St.
Houston, TX 77054

Knight Road
8317 Knight Rd.
Houston, TX 77054

Holly Hall
2550 Holly Hall St.
Houston, TX 77054

Sunset
1707 Sunset Blvd.
Houston, TX 77005

Texas Medical Center Offices

Scurlock Tower
6560 Fannin St.
Houston, TX 77030

Smith Tower
6550 Fannin St.
Houston, TX 77030

Texas Medical Center Garages

Outpatient Center Garage
6445 Main St.
Houston, TX 77030

Scurlock Garage
6560 Fannin St.
Houston, TX 77030

Smith Garage
6550 Fannin St.
Houston, TX 77030

Baytown

Alexander Campus
2610 S. Hwy. 146
Baytown, TX 77520

Cancer Center
4021 Garth Rd.
Baytown, TX 77521

Outpatient Center
1677 W. Baker Rd.
Baytown, TX 77521

Clear Lake

Medical Office Building 1
2060 Space Park Dr.
Houston, TX 77058

Medical Office Building 2
18100 Houston Methodist Dr.
Houston, TX 77058

Sugar Land

Cancer Center
16675 Southwest Fwy.
Sugar Land, TX 77479

Medical Office Building 1
16651 Southwest Fwy.
Sugar Land, TX 77479

Medical Office Building 2
16659 Southwest Fwy.
Sugar Land, TX 77479

Houston Methodist – Texas Woman's University
Parking Garage
6761 Main St.
Houston, TX 77030

Independence Plaza I
4201 Garth Rd.
Baytown, TX 77521

Independence Plaza II
4301 Garth Rd.
Baytown, TX 77521

Medical Office Building 3
2020 NASA Pkwy.
Houston, TX 77058

Medical Office Building 4
18123 Upper Bay Rd.
Houston, TX 77058

Medical Office Building 3
16605 Southwest Fwy.
Sugar Land, TX 77479

Medical Office Building 4
16537 Southwest Fwy.
Sugar Land, TX 77479

Orthopedics & Sports Medicine
16811 Southwest Fwy.
Sugar Land, TX 77479

The Woodlands

Medical Office Building 1
17183 Interstate 45 S.
The Woodlands, TX 77385

West

Medical Office Building 1
18400 Katy Fwy.
Houston, TX 77094

Medical Office Building 2
18300 Katy Fwy.
Houston, TX 77094

Willowbrook

Medical Office Building
18220 State Hwy. 249
Houston, TX 77070

Centerfield Building
13802 Centerfield Dr.
Houston, TX 77070

Hargrave Building
13300 Hargrave Rd.
Houston, TX 77070

STATE ABBREVIATIONS

Spell out the 50 states, but they may be abbreviated, if necessary, in table format. The following are postal code for state abbreviations to be used when writing addresses.

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

TELEPHONE NUMBERS

- Phone numbers should include area code and be divided by periods, not hyphens.
- Use a plus sign in front of an international phone number.
- Abbreviate extension as ext.
- Abbreviate telephone as tel., when necessary to distinguish it from other contact numbers, such as a fax number.

Note: Using Phone or Tel. before a phone number is not necessary, even if a fax or mobile number is included and there is a need to distinguish the main number.

Examples: 713.555.5555 ext. 123, +1.713.555.5555, Fax: 713.555.5555

Note: The 713.DEBKEY can use a hyphen on applicable promotional items. All other printed materials, such as brochures, will use the period. For web, use periods only and use numbers only, no words used to replace numbers, for example, 713.DEBKEY would be written as 713.332.2539 when listed on the web.

URLS

URLs should be written without the preceding www. and with only lowercase letters. Some URLs, such as those for documents may still require www., http:// or https:// to access it. Check whether the URL is still accessible without them.

Examples: houstonmethodist.org, lifegift.org

Note: Sentences may end with a URL.

DATES

When writing a date, use Arabic figures without st, nd, rd or th. Form is month day, year. If the sentence continues beyond the date, use a comma.

Examples:

May 2, 2009

The event is scheduled May 2, 2009, at Jones Hall.

Another is scheduled May 5, at Ellis Hall. (Incorrect: Another is scheduled May 5th, at Ellis Hall.)

DATE RANGES

If giving a date range, do not include the entire year for the second year unless the dates span two centuries. Separate with a hyphen, with no spaces.

Examples:

2010-12 (Incorrect: 2010-2012)

1999-2013, 1997-99, 2011-13

DAYS

Days of the week should be capitalized. Do not abbreviate, except when needed in a table format. Then use the first three letters without periods.

Examples:

Monday, Wednesday, Thursday

Mon, Wed, Thu

DECADES & CENTURIES

Use Arabic figures to indicate decades of history. Use an apostrophe (curving to the left) to indicate numerals that are left out; show plural by adding the letter s.

Examples: the 1890s, the '90s, the mid-1930s

Use ordinal numbers to express most centuries. If referring to the first through ninth centuries, spell it out. Do not capitalize century.

Examples: 21st century, 12th century, ninth century

EVENT INFORMATION

The preferred structure for conveying event information is time, date and then place. Do not separate the time and date with the word on or a comma. Do not spell out the month, do not use st, nd, rd or th, and do not include the year unless essential to communication.

Example: The conference is scheduled at 2 p.m. Feb. 18, at The Houstonian Hotel.

Using the day of the week is optional. If it is included, it should be spelled out. This change requires a comma before and after the date.

Example: Join us at 2 p.m. Saturday, Feb. 18, at The Houstonian Hotel.

MONTHS

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone.

Examples: Jan. 12, January 2014, March 12

When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas.

Examples: January 1972 was a cold month. Feb. 14, 1987, was the target date.

TIMES

Use figures except for noon and midnight. Use periods in a.m. and p.m. in lowercase letters unless stylistically a layout is using all caps. For time on the hour, do not use zeros. If a date ending in periods is the last item in a sentence, do not add another period.

Examples:

- The call is at noon
- 5:30 p.m.
- Join us at 11 a.m.
- JUNE 8, 2015 AT 11 A.M.
- 1 p.m., 10:30 a.m., 5 o'clock, 8 hours, 30 minutes, 20 seconds, a winning time of 2:17:3 (2 hours, 17 minutes, 3 seconds)

Note: See Punctuation section for more information.

When listing a range of times, use a hyphen between the times with no extra spaces. When the range must include a.m. and p.m., use an en dash to separate with a space before and after. In narrative copy, replace the hyphen with to spelled out.

Examples:

- 5-7 p.m., 8:30 a.m. – 5 p.m., 9 a.m. – noon
- The meeting is scheduled from 8 to 11 a.m. June 2. The conference is scheduled from 8 a.m. to 5 p.m.

The use of o'clock is only acceptable in a direct quote. In general, use 3 p.m. or 3 a.m.

Example: "Residents should check in by 3 o'clock every day," the chair said

CARDINAL NUMBERS

Spell out one through nine. Use numerals for 10 and above. Exceptions to this rule include the following:

- Ages (8 years old, 8-year-old boy)
- Scores (test score of 6)
- Time of day (2 p.m.)
- Money (\$5)
- Percentages (4%, 8 percentage points)
- Numbers higher than 999,999 when expressed as round numbers or in decimal form (8 million, 3.2 billion)
- Chromosome and gene numbers, proteins, cytokines, etc. (chromosome 24, HER2)
- Ratios (4:1, 1 in 4)
- People's weight (123 pounds, 4 ounces)
- Dimensions (9-by-12 room)
- Speed (15 mph)
- Time: Spell out numbers less than 10 standing alone and in modifiers

Note: Numbers one through nine may be written as numerals in headlines, callouts and infographic in marketing collateral, such as ads, newsletters and magazines.

Examples: I'll be there in five minutes. He scored with two seconds left. An eight-hour day. The two-minute warning. It only took her five to 10 seconds.

Spell out numbers at the beginning a sentence, except when using a numeral-and-letter combination or a year, which may start a sentence. If it's necessary to start a sentence with a percentage, spell out both the number and percent.

Examples: Fifty percent of the women responded. 3D movies are drawing more fans. 2010 was a great year.

DECIMALS

Decimalization should not exceed two places in text unless there are special circumstances. For amount less than 1, use a preceding zero before the period in a decimal. Do not place a decimal point and zero after a whole number or at the end of a number less than one.

Examples: 0.5 liter, 1.75 miles, 1 (not 1.0), 0.5 (not 0.50)

FRACTIONS

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

Examples:

- Two-thirds of the student body, four-fifths of every dollar
- 5½
- Five and one-half bottles were empty

NUMBER RANGES

Include the entire figure in a range of numbers, even if a word or series of zeros has to be repeated.

Examples: 8,000 to 10,000, 10% to 20%, 3 million to 5 million

NUMBERS WITH MEASURES (VOLUME, DOSES, ETC.)

As an exception to *AP Style*, in both adjective and noun form, use numerals and abbreviations without periods, with a space between.

Examples: 3 cm of intravenous fluid, pressure of 160 mmHg, 140 cc dose, 35-mm film
When abbreviating measurements, do not use periods.

Examples: in, cm, mg, L, mL

NUMBERS WITH MEASURES (DISTANCE, DURATION, ETC.)

Spell out numbers one through nine, and hyphenate adjectival forms.

Examples: eight-mile run, 24-hour day

ORDINAL NUMBERS

Spell out first through ninth. Use numerals for 10th and above. Do not use superscript.

Examples: second, 13th, 21st, 22nd

RECIPES

In recipes, always use figures, including fractions, for all quantities in recipes, including in the cooking instructions and nutrition information.

Note: Do not use abbreviations. Spell out cup, fluid ounce, ounce, pint, pound, quart, tablespoon, teaspoons, etc.

Example:

Servings: 4

¼ teaspoon red pepper flakes

4 ounces (about 8 slices) prosciutto, finely chopped

4 large eggs

2 g sugar

Sauté until the chard is wilted, about 8 minutes.

Heat the oven to 400 F.

Lightly spritz 2 baking sheets with cooking spray.

ROMAN NUMERALS

Roman numerals use letters to express numbers. They are used for wars and to establish personal sequence for people and animals. They are also used for certain legislative acts.

Examples: World War I, King George V, Title IX

TEMPERATURES

Use figures including zero.

Examples:

Incorrect: The day's low was minus 10.

Correct: The day's low was -10°F.

In cases that require mention of the scale, use 86°F or 25°C if degrees and scale (Fahrenheit or Celsius) are not clear from the context. In recipes, it should be written in the following format: 450°F or 232°C.

COLLECTION NOUNS

Nouns that denote a unit take singular verbs and pronouns: class, committee, crowd, family, group, team.

Example: The committee is meeting at noon.

Some words that are plural in form become collective nouns and take singular verbs when the group or quantity is regarded as a unit.

Example: The data is accurate.

Team names and musical group names that are plural take plural verbs. Team or group names with no plural forms also take plural verbs.

Example: The Houston Texans play tonight.

Many singular names take singular verbs.

Example: Houston is favored in the playoffs.

SINGULAR PRONOUNS

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

Examples: Neither room is available for that time. None of the nurses is in the office.

PLURALS

Most words add s.

Example: hospitals

WORDS ENDING IN CH, S, SH, SS, X AND Z

Add es.

Example: lenses

WORDS ENDING IN IS

Change is to es.

Example: parentheses

WORDS ENDING IN Y

If y is preceded by a consonant or qu, change the y to i and add an es.

Examples: cities, soliloquies

WORDS ENDING IN O

If o is preceded by a consonant, most plurals require es. Words like pianos are an exception.

Example: echoes

WORDS ENDING IN F

In general, change f to v and add an es. Words like roofs is an exception.

Examples: leaves, scarves

SINGULAR NOUNS NOT ENDING IN S

For singular nouns that do not end in s, add 's.

Examples: The patient's face, the doctor's report

SINGULAR NOUNS ENDING IN S

Add 's

Examples: the actress's award, the actress's seat; the witness's answer, the witness's story

PLURAL NOUNS NOT ENDING IN S

For plural nouns that do not end in s, add 's.

Examples: The alumni's contribution, women's rights

PLURAL NOUNS ENDING IN S

For plural nouns that end in s, add only an apostrophe.

Examples: The churches' needs, states' rights

NOUNS WITH SAME SINGULAR & PLURAL FORM

For nouns that are the same in singular and plural, treat them as plural.

Examples: The corps' location, the deer's tracks

NOUNS PLURAL IN FORM BUT SINGULAR IN MEANING

For nouns that are plural in form but refer to a singular thing, add only an apostrophe. The same principle applies when a plural word occurs in the name of a singular entity.

Examples: Mathematics' rules, measles' effects, United States' wealth

SINGULAR PROPER NAMES ENDING IN S

When a proper name ends in s, use only an apostrophe.

Examples: Achilles' heel, Dickens' novels

COMPOUND WORDS

Applying the rules above, add an apostrophe or 's to the word closest to the object possessed.

Examples: The attorney general's request, the major general's decision

JOINT POSSESSION & INDIVIDUAL POSSESSION

In the case of joint possession, add 's to the name closest to what is being possessed. For separate possession, add 's to all names.

Examples: Mary and John's apartment; Mary's and Nancy's and John's books

PRONOUNS

Personal interrogative and relative pronouns have separate forms for the possessive, none of which involve an apostrophe.

Examples: Mine, ours, your, yours, his, hers, its, theirs, whose

AMPERSAND

An ampersand (&) should be used only when it is an official part of a name, such as in the name of the centers of excellence, or in headlines when appropriate. In copy, ampersands should not be used as a substitute for “and”.

Example: Houston Methodist DeBakey Heart & Vascular Center

BULLETS

Capitalize the first word in bulleted lists. Use a terminal punctuation mark, such as a period, at the end of a bulleted line only if the bullet forms a complete sentence. For consistency, do not mix phrases and complete sentences in a bulleted list. See the Colon section below.

Bullet order and format

- Bullets should be either in alphabetical order or in order of importance or relevance.
- If a bullet starts with a verb, they all should start with verbs of the same tense.
- Numbers, such as 3D, should be alphabetized as if they were spelled out.
- The first letter should be capitalized.

Example:

The hospital has several community partnerships:

- Houston Methodist Hospital collaborates with a variety of other hospitals on research projects.
- Houston Methodist is the official health care provider for the Houston Texans.
- The hospital supports the performing arts in many ways.

COLON

When using a colon (:), what comes before the colon should be a complete grammatical construction, such as a complete sentence, except when introducing a bulleted list. Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence.

Example: Orthopedic surgery treats three issues: fractures, hip disorders and instability problems associated with dwarfism and dysplasia.

This is also true when using a colon before a bulleted list.

Example:

Orthopedic surgery treats three issues:

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

Colons may also be used for emphasis.

Example: He had only one hobby: eating.

COMMA

Use commas (,) to separate elements in a series except before the conjunction (and, but, or) at the end.

Example: The assorted pills are red, blue, green and purple.

Use a comma before the conjunction at the end of a series if one of the series elements requires a conjunction.

Example: The hospital kitchen served jerk chicken, rice and peas, and meat patties.

Use a comma to separate a series of adjectives that are equal, when the comma can be replaced with the word and without changing the meaning.

Example: A dark, lonely night could be replaced by a dark and lonely night.

Do not use a comma when dealing with equal adjectives that are the equivalent of a single noun.

Example: A hot apple pie (Apple pie is the noun. You would not say a hot and apple pie)

Use a comma to separate standalone sentences that use a conjunction (and, but, or).

Example: I went to the exam room, but the doctor went to see another patient.

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 understanding of what the writer means.

Example: They ate lunch with their friend Julie.

Note: They ate lunch with their friend, Julie. Because they have more than one friend, Julie's name is critical to the reader's understanding.

Use commas to set off nonessential phrases. A nonessential phrase provides additional information, but the reader would not be misled if the information were removed.

Example: You can see Roy Rogers' famous horse, Trigger, in a museum.

DASH

An en dash (–) is used to indicate inclusive dates and numbers.

Example: Jan. 1 – Aug. 4

Tip: To create an en dash in Windows, hold down the Alt key + 0150 on the numeric keypad. On the Mac, hold down the Option key and press the minus sign.

An em dash (—) is used to show an abrupt change of thought or emphatic pause in a sentence. In this case, put a space on either side of the dash.

Example: We will fly to Paris in June — if I get a raise.

Tip: To create an em dash in Windows, hold down the Alt key + 0151 on the numeric keypad. On the Mac, hold down the Shift + Option key and press the minus sign.

An em dash can also be used to separate a series of words that would normally be set off by commas when the series contains commas.

Example: Assets in the various departments — human resources, accounting, patient registration — have grown over the past few years.

ELLIPSIS

The ellipsis (...) is used to indicate that one or more words has been deleted in a quote, text or other document. Put a space before and after the ellipsis.

Example: Original quote: “The gunshot wound is the most horrific injury because it cuts through bone, tendons and nerves, and it’s one of the biggest and worst defects we, as physicians, see.”

New quote with ellipsis: “The gunshot wound is ... one of the biggest and worst defects we, as physicians, see.”

If the words that precede an ellipsis form a complete sentence, place a period after the last word before the ellipsis. Follow with a regular space and an ellipsis.

Example: “I’m not strong enough. ... I had to retire.”

EXCLAMATION POINT

Use the mark to express a high degree of surprise, incredulity or other strong emotion. Avoid overuse. Use a comma after mild interjections. End mildly exclamatory sentences with a period.

Place the mark inside quotation marks when it is part of the quoted material:

Examples: “How wonderful!” he exclaimed. “Never!” she shouted.

Place the mark outside quotation marks when it is not part of the quoted material:

HYPHEN

Hyphens (-) are joiners. The hyphen is most commonly used to combine words. Use of the hyphen is not standardized. It’s best to use as few as possible, using a hyphen only to avoid confusion or form a single idea from two or more words. Use them only when not using them causes confusion (loose-knit group, but tax code changes). Also, use a hyphen to separate figures in odds, ratios, scores, some fractions and some vote tabulations.

Examples:

- A child or teen is killed in a firearm-related accident or suicide every eight hours.
- 4-foot-long, a ratio of 2-to-1, a pay increase of 12-15% (or it can be written as follows: a pay increase of between 12 and 15%)

Do not use hyphens for adverbs ending in -ly.

Examples: An easily remembered rule, a wholly owned subsidiary

Compound Modifiers

Hyphenate well- combinations before a noun.

Example: well-known doctor

Use a hyphen in modifiers of three or more words.

Examples: a know-it-all attitude, black-and-white photograph

Many combinations that are hyphenated before a noun are not hyphenated when they occur after a noun.

Example: She works full time.

However, use a hyphen if confusion could otherwise result, especially with longer compound modifiers or those that are not as commonly used.

Examples: The steel surface should be blast-cleaned. The technology is state-of-the-art.

Prefixes and Suffixes**Prefixes**

Generally, do not hyphenate when using a prefix with a word starting with a consonant. Refer to the dictionary for exceptions.

Three rules are constant:

- Use a hyphen if the prefix ends in a vowel and the word that follows begins with the same vowel. Exceptions: cooperate, coordinate, and double-e combinations, such as preestablish, preeminent, preeclampsia, preempt
- Use a hyphen if the word that follows is capitalized.
- Use a hyphen to join doubled prefixes.

Example: sub-subparagraph.

Prefixes that generally require hyphens include self-, all-, ex-, half-.

non-

In general, follows the rules for prefixes: no hyphen when forming a compound that does not have special meaning and can be understood if non is used before the base word.

Examples: nonprofit, nonessential, non-Hodgkin lymphoma, non-Houston Methodist

pre- and re-

Do not hyphenate double-e combinations with the prefix pre- and re- unless otherwise noted in the dictionary.

Examples: preeclampsia, preelection, preeminent, preempt, preestablished, preexisting, reelect, reemerge, reemphasize, reemploy, reenact, reengage, reenlist, reenter, reequip, reestablish, reexamine

post-

Follow the dictionary. Hyphenate if not listed there.

Examples: postdate, postgraduate, postdoctoral, postnuptial, postelection, postscript, postgame, postwar, postoperative, postmortem

Most words that begin with common prefixes are not hyphenated.

Examples: Multidisciplinary, nonaffiliated, postoperative, posttransplant, preinvasive, prenatal, preoperative, pretransplant and subcommittee

Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status.

Examples: co-author, co-pilot, co-chair, co-host, co-worker

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

Examples: Pre-Columbian, pre-election (*Exceptions: cooperate and coordinate are not hyphenated.*)

Note: When in doubt, consult Merriam-Webster Dictionary, which has extensive word listings under each prefix.

Suffixes

If a word combination is not listed in this guide or in the dictionary, use two words for the verb form; hyphenate any noun or adjective forms.

Suffixes that generally require hyphens include -free, -based, -elect

-wide

No hyphen.

Examples: citywide, nationwide, continentwide, statewide, countrywide, worldwide, industrywide and systemwide.

PERIOD

Periods (.) end sentences and are followed by a single space.

Examples: This is my car. I need to take it to the shop.

Most acronyms and initialisms will not include periods. If periods are used in an abbreviation, there is no space between abbreviated letters.

Examples: T.S. Eliot, U.S. policy

QUOTATION MARKS

Closing quotation marks (””) follow commas and periods ending the statement being quoted.

Examples: “Close the door,” he said. He said, “Close the door.”

The dash, semicolon, colon, question mark and exclamation point go inside the quotation marks when they apply to the quoted matter only, and go outside when they apply to the entire sentence.

Examples: “To be or not to be?” he wondered aloud. Why don’t they play “Misty”? The board declared that “students must register first”; additional regulations are listed below.

When using quotes within quotes, place single quotation marks inside double quotation marks.

Example: “With all present, the examining board and ‘auxiliary guests’ may proceed.”

When a quote is broken up into two or more paragraphs, add double quotation marks at the beginning of each paragraph continuing the quote, but not at the end of each paragraph unless it’s the end of the entire quote.

Examples:

- Professor Black agreed completely. “I concur with the chancellor’s decision, as it is based on sound reasoning.
- “The long-term consequences are of immeasurable importance to each member of the faculty.”

Double quotation marks may be used around the names of links when providing instructions on how to navigate to a specific location on a website.

Example: On the Houston Methodist intranet homepage, select “BrandMaker” from the dropdown menu under the Frequently Accessed Pages section and then click “Go!”

SEMICOLON

Use a semicolon (;) to indicate greater separation of thought and information than a comma conveys but less than the use of two separate sentences. Both main clauses on either side of the semicolon should be able to stand alone as complete sentences, rather than be sentence fragments.

Example: Dr. Amy Coburn is a third-generation physician in her family; her grandfathers on both sides were physicians.

Semicolons can also be used in a series if the series itself contains commas, or if the items in the series are long.

Example: She is survived by her husband, John Smith of Houston; a son, Sean Smith of Houston; and daughter, Mary Jones of New York City.

Note: The semicolon is used before the last and, unlike the series containing commas only.

SLASH OR DIAGONAL

Use a slash only in common expressions or with numerals in fractions.

Examples: HIV/AIDS, 9/11, 24/7, 1/256

Do not use a slash in dates. Spell dates out.

Example: May 1, 2009, not 5/1/09

Avoid constructions where a slash substitutes for a conjunction.

Example:

- Telecommunications and data rooms, not telecommunications/data rooms
- OB-GYN, not OB/GYN

TRADEMARK & SERVICE MARK SYMBOLS

A registered trademark is a brand, symbol, word, etc., used by a manufacturer or dealer and protected by law to prevent a competitor from using it. A service mark is a mark or device used to identify a service offered to consumers. The use of symbols is not required in consumer publications, but when used, the symbol should appear on the first reference.

Examples: Houston Methodist® is composed of an academic medical center, six community hospitals and a research institute. Houston Methodist Hospital® is located in the world-renowned Texas Medical Center®.

In general, use a generic equivalent unless the trademark name is essential to the text.

Example: Use the term photocopy instead of Xerox® copy.

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.

Examples: Cymbalta®, depression hurts™

Content produced for Houston Methodist, such as brochures, flyers and recipes, should be written in the author's original words. All content (e.g., text, images or graphics) from third-party sources must have appropriate attribution and all required permissions from the author or owner of that content.

Content from an outside source should be used judiciously. Including large portions of an article in a project, for example, would be less appropriate than citing a few sentences.

QUOTING AND ATTRIBUTION

Dialogue Tags

Place the exact words of the person quoted within quotation marks. Use past tense when attributing quotes in news releases.

Example: “It is essential that patients understand this condition and get it treated immediately,” said Dr. Harriett Smith, a minimally invasive surgeon at Houston Methodist West Hospital.

To attribute information to a source without it being a direct quote, include the source in text.

Example: According to the World Health Organization, 88% of all U.S. deaths in 2002 were attributed to chronic disease.

CITING DATA

In Houston Methodist consumer publications, data that is cited should come from reliable sources, such as Houston Methodist experts; government agencies, such as the Centers for Disease Control and Prevention (cdc.org) or the National Institutes of Health (nih.gov); or renowned nonprofits or research organizations, such as the American Cancer Society (cancer.org) or the American Heart Association (heart.org).

Avoid citing information without permission from other major U.S. hospitals, such as the Mayo Clinic, Cleveland Clinic, Johns Hopkins or other medical institutions. Also, avoid using information from direct local competitors, such as Memorial Hermann or HCA Healthcare.

When including data in a chart, table or infographic, the original source should be cited using the following format:

Title of Publication, Name of the Organization or Entity, URL (if applicable)

Example: Source: Antibiotics Aren't Always the Answer, Centers for Disease Control and Prevention, cdc.gov

Note: When the source is a website, include the title of the website page. If the URL to that specific page is long and cumbersome, use the main URL only in printed materials.

THIRD-PARTY CONTENT

Do not reproduce third-party content without written permission, unless that content falls within the public domain, in which case, the source of the content should be cited. Assume that all third-party content has a copyright, even if the content does not have a copyright notice or is not registered with the Library of Congress. The creator must consent before you can use, copy or republish the work. You may share links to publicly available web pages. A copyright symbol is not required for a work to be covered by copyright laws.

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- Sharing a photocopy of a work for a small, internal audience, such as within a department, for discussion or educational purposes.
- Using a parody of, or reference to, a well-known image or ad campaign in an internal (Houston Methodist employee only) presentation.
- Using an excerpt or quotation in articles or other scholarly works for purposes of discussion, review or criticism in an internal discussion group.

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Some works may have license terms that expressly establish the work as public domain regardless of when first published. Read the terms carefully for a work sought for use or sharing. At a minimum, the original creator must be cited even if the work is in the public domain.

To learn more, refer to the Business Practices Office's intranet page on [copyright](#).

This list of terms includes the preferred Houston Methodist word forms. The entry words are in alphabetical order and in boldface. The text following the entries explains usage. Entries give the correct spelling, hyphenation and/or capitalization. Some terms include a capitalized word, often because these terms include a proper noun, such as personal name. For instance, Alzheimer's disease takes its name from Dr. Alois Alzheimer.

Note: When communicating with patients and their families, we use conversational language. Copy should avoid jargon and complex medical terminology when speaking to a broad audience.

ACRONYMS AND INITIALISMS

Using acronyms and initialisms are discouraged unless they are better known than the words it stands for. Acronyms and initialisms can be used on second reference, with the full phrase or name spelled out on the first use. The only exceptions to this rule are if spelling out the phrase would cause confusion, such as with ZIP codes, because Zoning Improvement Plan codes is not a well-known term. When using an acronym or initialism, do not capitalize the words from which it is derived unless a word is a proper noun. Do not use periods between the letters of the acronym, unless otherwise noted in this guide or the *Associated Press Stylebook*.

Example: According to the Centers for Disease Control and Prevention (CDC), flu vaccinations are critical. The CDC reports thousands of flu-related deaths each year.

Note: Acronyms and initialisms for Houston Methodist names should only be used for internal communications between Houston Methodist staff and physicians. They should never be used in communications intended for, or visible to, external audiences.

A

accept vs. except

Accept means to receive with consent; except means to exclude; to object.

Examples: We do not accept submissions after the deadline. No one except the doctor should be in this room.

ACL

When describing injuries, acceptable in all references for anterior cruciate ligament.

Addison's disease

addition vs. edition

Addition is an expression of esteem, respect, affection or admiration. Edition is the form or version in which a text is published.

advanced directive

adviser

This is the preferred American spelling, as opposed to the British advisor.

affect vs. effect

Use affect as a verb and use effect as a noun. Affect means to influence. Effect means result.

Examples: His tone of voice will affect how I respond. The overall effect was positive.

AIDS**almost vs. nearly**

Almost refers to the closeness of an event or occasion. Nearly refers to amount or number of something.

Examples: I almost hurt myself when I lost my footing. Nearly 300 people attended the event.

alumna, alumnae, alumnus, alumni

Do not use alum to describe a former student or graduate of an institution.

alumna (singular) – female

alumnae (plural) – female

alumnus (singular) – male

alumni (plural) – male or gender neutral

Examples:

Dr. Sarah Howard is an alumna of Weill Cornell Medicine.

Drs. Sarah Howard and Jennifer Johnson are alumnae of Weill Cornell Medicine.

Dr. Stephen Smith is an alumnus of Weill Cornell Medicine.

Drs. Stephen Smith, Sarah Howard and Jennifer Johnson are alumni of Weill Cornell Medicine.

Alzheimer's disease**amyotrophic lateral sclerosis**

Use ALS on second reference. Do not refer to it as Lou Gehrig's disease.

annual

First annual is incorrect. An event cannot be described as annual in its first year. It becomes an annual event after being held two consecutive years. Inaugural may be used as a substitute.

anticoagulant**anti-inflammatory****antiviral**

Antiviral is both an adjective and a noun.

antivirus

assure vs. ensure vs. insure

Assure means to set the mind at ease. Ensure means to make something certain or secure. Insure means to guarantee persons or property against risk.

Examples:

He left to assure the woman that her husband was doing well.

The team's hard work helped to ensure the positive outcome.

He insured his home for \$150,000.

asymptomatic**atrial fibrillation**

Both AF and AFib are acceptable on second reference.

atrial flutter

AFL is acceptable on second reference.

autotransplant, autotransplantation**B****Barrett's esophagus****bi-level****biomedical engineering**

Biomedical engineering is preferred. Medical engineering is acceptable. The phrase engineering medicine should not be used a synonym for this field and should only be used as part of the name of the Engineering Medicine Program.

biopsy

The procedure of removing and examining tissue, cells or fluids from a living body. Do not use as a verb. Observations are made on the biopsy specimen, not on the biopsy itself.

Examples: A biopsy of the mass was performed. Incorrect: The mass was biopsied.

Results of the biopsy were negative. Incorrect: The biopsy was negative.

birth weight**board certified**

Hyphenate only when it is modifying a noun.

Examples: Dr. Jamal is a board-certified, fellowship-trained physician. The physician is board certified.

body mass index

Use BMI on second reference.

brand name prescription drug**breastfeed, breastfeeding****butterfly closure****C****carcinoma****cardiac intensive care unit**

Use cardiac ICU on second reference.

cardiovascular intensive care unit

Use CICU on second reference.

caregiver**case management team**

The case management team (not case manager team) includes both case managers and social workers.

catheterization

Do not abbreviate as cath.

Centers for Disease Control and Prevention

Use CDC on second reference.

cesarean section**Chagas disease****Charcot disease****Charcot-Marie-Tooth disease****checkup, check up**

Check up is the verb. Checkup is the noun.

Examples: The nurse will check up on the patient. The patient came in for a checkup.

child care

Child care as noun is two words. Hyphenate when using as a compound adjective.

Examples: She is involved in child care for the family. He operates a child-care center.

co-author**co-chair****coinsurance****co-investigator****colorectal****co-payment, co-pay****co-worker****complement vs. compliment**

Complement means something that completes something else or makes it better. Compliment means an expression of esteem, respect, affection or admiration.

Examples:

- The waiting room had a full complement of brochures about various procedures.
- There will be complimentary parking for the event.

coronary care unit

Use CCU on second reference.

coronavirus

In stories, do not refer simply to coronavirus without the article "the."

COVID-19

COVID-19 is acceptable on first reference and is the abbreviated name for coronavirus disease 2019, the disease caused by the virus, severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). Do not shorten to COVID, even in headlines.

CPR

The initialism can be used on first reference.

Creutzfeldt-Jakob disease

Use CJD on second reference.

Crohn's disease**CT scan**

Computerized or computed tomography is no longer referred to as a computerized axial tomography or CAT scan.

Cushing's disease**D****data**

Data is a plural noun that normally takes a plural verb and plural pronoun.

Example: These data show positive results.

diabetes

type 1 diabetes, type 2 diabetes, gestational diabetes, prediabetes

dietitian

Do not use dietician.

dilatation, dilation

Dilatation means the condition of being stretched. Dilation means the process of stretching.

Examples: The MRI showed extensive dilatation of the vessel. The catheter expedited dilation of the right coronary artery.

disc, disk

Use disc for phonograph records and related terms, and optical and laser-based devices. Use disk for computer-related and medical references.

Examples: disc jockey, Blu-ray Disc, disk drive, herniated disc

do not resuscitate

Use DNR on second reference.

doctor

The term doctor is preferred over physician in consumer publications. Use Dr. in first reference as a formal title before the name of an individual who holds a doctor of dental surgery, doctor of medicine, doctor of optometry, doctor of osteopathic medicine, doctor of podiatric medicine, or doctor of veterinary medicine. In order to avoid confusion, do not use doctor or the abbreviation Dr. before the name of someone with a PhD in consumer publications. The word *physician* may be used in the terms primary care physician and physician referral.

Doctors' Day

do's and don'ts

download

Down syndrome

drive-thru

drug eluting stents

Duchenne muscular dystrophy

E

e-blast

Ebola

electroencephalogram

Use EEG on second reference.

email

emergency department

Emergency department is the preferred term for emergency services located at a hospital. Emergency care center describes emergency services at a freestanding facility. Use ED on second reference.

e-newsletter

EnMed

EnMed can be used as the second reference when referring to Engineering Medicine Program or Engineering Medicine Program at Texas A&M University College of Medicine.

ER

The initialism can be used on first reference for emergency room. Emergency department is the preferred term for emergency services located at a hospital. Emergency care center describes emergency services at a freestanding facility.

evidence-based practice

Ewing's sarcoma

F**family medicine**

Do not include the word “medicine” in the specialties of midlevel providers, such as nurse practitioners and physician assistants who practice family medicine. For this example, list the specialty as primary care.

farther vs. further

Farther refers to physical distance. Further indicates time or degree.

Examples: Take that farther down the hall. Further your study of the subject. Study your subject further.

FAST

The initialism used as a mnemonic device to help recognize the signs of stroke: face, arms, speech, time. Can be used on first reference. Do not use periods between the letters.

fellowship trained

Hyphenate only when it is modifying a noun.

Examples: Dr. Kenner is a fellowship-trained physician. The physician is fellowship certified.

fewer vs. less vs. under

Use less for the following:

- Items you can count, such as individual items or people
- Singular nouns
- Time, money, distance and weight
- Bulk or quantity

Use fewer with items you cannot count and with plural nouns. Do not use under unless the intended meaning is physically underneath or subject to the control of something.

Examples:

I had fewer than 50 patients on my schedule.

He owed less than \$50 for his copay.

The chart was hidden under papers on my desk.

figuratively vs. literally

Figuratively refers to something that is an exaggeration or figure of speech. Use literally only when something is true.

Examples: Figuratively speaking, his parking spot was half a city away. He literally had to park half a mile from the door.

flesh vs. flush

Flesh (intransitive verb) means to become fleshy or substantial. Flush (intransitive verb) means to flow suddenly, to produce new growth or to glow brightly or blush.

Examples: They worked on the preliminary plan to flesh out the details. During the rigorous oral examination, he flushed self-consciously.

5K**Foley catheter****follow up, follow-up**

Follow up is the verb. Follow-up is both the noun and adjective form.

Examples: The doctor will follow up with the patient. The study included a six-month follow-up. The patient's follow-up appointment is next week.

Food and Drug Administration

Use FDA on second reference.

front line, front-line

Front line is the noun. Front-line is the adjective.

full time, full-time

Full-time is the adjective. Full time is the adverb form.

Examples: He has a full-time job. He works full time.

fundraising, fundraiser**G****gastroenterologist****gastroenterology**

Preferred adjective is gastroenterological.

gastrointestinal

GI is acceptable on second reference.

Examples: gastrointestinal surgery, GI tract

gender

Gender is not synonymous with sex. Gender refers to a person's social identity, while sex refers to biological characteristics.

generic prescription drug**gentamicin****gynecology**

Preferred adjective is gynecologic.

Examples: gynecologic cancer or gynecologic oncology

grade

As in classification of tumors. Grades progress from 1 through 3.

Example: It is a grade 1 tumor.

Graves' disease**Guillain-Barré syndrome****H****half marathon****hand-washing****Hansen's disease****HDL cholesterol****health care**

Health care should be written as two words unless it is written as one word in an official name.

hematology oncology**hemoglobin A1c**

HbA1c is acceptable on second reference.

high-dose-rate brachytherapy (HDR)

HDR brachytherapy is acceptable on second reference.

HIPAA

HIPAA stands for the Health Insurance Portability and Accountability Act. The acronym can be used on first reference.

HIV**HIV/AIDS**

Use the HIV/AIDS construction with care. People can be infected with the virus and not have AIDS.

Hodgkin lymphoma

Formerly called Hodgkin's disease.

HPV

Acceptable on first reference for human papillomavirus.

Huntington's disease**I****I CARE**

A two-word acronym for Houston Methodist values of integrity, compassion, accountability, respect and excellence. Can be used on first reference. When using I CARE in text, the components that make up the acronym should be cited. Note that there is a space between I and CARE.

image-guided radiation therapy

IGRT is acceptable on second reference.

immunosuppressant, immunosuppressive

Immunosuppressant is the noun form. Immunosuppressive is the verb form.

Examples: He prescribed an immunosuppressant. The patient will take immunosuppressive medication.

inpatient**in-service****institutional review board**

IRB is acceptable on second reference.

International Nurses Day

Nurses Day is acceptable on first reference.

internet**intranet**

intensity-modulated radiation therapy

IMRT is acceptable on second reference.

intensive care unit

ICU is acceptable on second reference.

in utero, in vitro, in vivo

Do not italicize or hyphenate.

IV

Acceptable in all references for intravenous.

K**Kaposi's sarcoma****Klinefelter syndrome****L****lab, laboratory**

Lab is acceptable on second reference for laboratory, but it should not be substituted in a formal name.

Example: Cerebrovascular Research Laboratory, not Cerebrovascular Research Lab

LDL cholesterol**leading-edge**

Leading-edge is an adjective.

leading medicine**Lesch-Nyhan syndrome****level**

As in trauma centers or ultrasounds, lowercase the levels and use Roman numerals.

Examples: Houston Methodist has a level I adult trauma center. They performed a level II ultrasound.

lifesaving**life-threatening**

Life-threatening is an adjective.

lifespan

living will

login, logon, logoff

long-term acute care hospital

LTACH is acceptable on second reference. Do not use the abbreviation LTAC.

low-dose-rate brachytherapy

LDR brachytherapy is acceptable on second reference.

M

magnetic resonance imaging

MRI is acceptable on first reference.

Marfan syndrome

MCL

When describing injuries, acceptable in all references to the medial cruciate ligament.

Medicaid

Medicare

medical intensive care unit

Use MICU on second reference.

medical power of attorney

Meniere's disease

MERS

MERS is acceptable on first reference. Spell out Middle East respiratory syndrome later in the story.

metabolic syndrome

MRI

multidisciplinary

multi-organ

Multi-organ is an adjective.

Munchausen syndrome

N

nanomedicine

nanotechnology

National Institutes of Health

Use NIH on second reference.

needlestick

neonatal intensive care unit

Use NICU on second reference.

neonate

neurological

Preferred adjective

Example: neurological disorder

neurosurgical intensive care unit

Use NICU on second reference.

NewYork-Presbyterian Hospital

There is no space between New and York.

911

No.

Use as an abbreviation for number followed by a numeral when indicating a position or rank. A number sign (#) may be used instead of No. on marketing billboards and advertising.

Example: *U.S. News & World Report* named Houston Methodist Hospital the No. 1 hospital in Texas.

non-Hodgkin lymphoma

nonsteroidal anti-inflammatory drug

Use NSAID on second reference.

nurse navigator

Nurses Day

It is acceptable to refer to International Nurses Day as Nurses Day on first reference.

O**OB-GYN**

OB-GYN is an abbreviation of obstetrics and gynecology. Use obstetrician-gynecologist when referring to a doctor's specialty.

Example: Dr. Saunders is an obstetrician-gynecologist.

obstetrician-gynecologist**off-site****on call, on-call**

On call is the adverb form. On-call is the adjective form.

Example: The on-call nurse is not on call today.

online, offline**on-site****OR**

The initialism can be used on first reference for operating room.

orthopedics**out-of-pocket****outpatient****P****Pap test**

Not Pap smear

Parkinson's disease**part time, part-time**

Part-time is the adjective. Part time is the adverb form.

Examples: He has a part-time job. He works part time.

perform, do

Use the verb perform when referring to a physician or medical staff performing procedures. Do is appropriate for other common actions.

perioperative nurse or perianesthesia nurse

A nurse in any phase of surgical care; different from preoperative nurse.

PharmD

Abbreviation for Doctor of Pharmacy. OK to use in internal and external publications and news releases. Do not use periods.

phase

As in clinical trials, lowercase and use Roman numerals.

Examples: In phase II of the trials, the phase-III clinical trial

physician

Use doctor instead of physician in consumer publications. The word physician may be used in the terms primary care physician and physician referral.

physician-scientist**postanesthesia care unit**

The postanesthesia care unit was formerly referred to as the recovery room. Use PACU on second reference.

postdoctoral**postoperative**

When used with preoperative, use a hyphen and drop operative on the first word.

Example: pre- and postoperative recovery

posttransplant

When used with pretransplant, use a hyphen and drop transplant on the first word.

Example: pre- and posttransplant

preadmission**preadmit****preauthorization**

preauthorized

precertification

preemie

preexisting

premalignant

premedical

preoperative

When used with postoperative, use a hyphen and drop operative on the first word.

Example: pre- and postoperative recovery

preregistration

preregister

pretransplant

preventative vs. preventive

Preventative is a variant of preventive. Preventive is the preferred form of the word meaning something that prevents; especially something used to prevent disease.

preventive care

principal investigator

R

race

Capitalize the proper names of nationalities, peoples, races, etc. In some cases, it is acceptable to use Black to refer to African Americans and white to refer to Caucasians.

Examples: Arab, Arabic, African, African American, American, Asian American, Caucasian, Cherokee, Chinese, Eskimo, French Canadian, Hispanic, Japanese, Jew, Jewish, Latino, Nordic, Sioux, Swede

rehab

Rehab is acceptable on first reference when referring to a rehabilitation facility or program.

Reye's syndrome

S**SARS**

SARS is acceptable on first reference for the disease first identified in Asia in 2003. Spell out severe acute respiratory syndrome later in the story.

SARS-CoV-2

severe acute respiratory syndrome coronavirus 2

sex

Use sex when referring to biological characteristics, especially on patient intake forms. Gender is not synonymous with sex. Gender refers to a person's social identity.

shutdown, shut down

Shutdown is the noun. Shut down is the verb.

Sjögren's syndrome**small cell lung cancer, nonsmall cell lung cancer**

Common usage makes the meaning clear without hyphenation.

social distancing, socially distancing**specialty**

Do not include the word "medicine" in the specialties of midlevel providers, such as nurse practitioners and physician assistants who practice family medicine. For this example, list the specialty as primary care.

stage

In describing the progressions of cancer, stages progress from 1 through 4. Use Arabic, not Roman numerals for stages.

Example: He has stage 3 cancer.

state-of-the-art

State-of-the-art is an adjective.

stay at home, stay-at-home

Stay at home is the verb. Stay-at-home is the adjective.

stereotactic body radiation therapy**stereotactic radiation therapy****stereotactic radiosurgery**

Steri-Strips™

This is a trademarked name. Use butterfly closures as the generic term.

Studer pouch**subtypes****surgeon**

Use surgeon instead of doctor when referring to a physician who performs surgery.

surgical intensive care unit

Use SICU on second reference.

T**Tay-Sachs disease****T cell**

Hyphenate only when used as an adjective.

Example: T-cell count

than vs. then

Than is used when things are being compared. Then is used to refer to the sequence in which something happens.

Examples: He is taller than his brother. He called his brother, and then called his mother.

that vs. which vs. who

That defines or restricts what is being talked about. It is used for restrictive (essential) clauses. Often, that cannot be removed without changing the sentence's meaning. Which is used for nonrestrictive clauses; it can be removed without changing the sentence's meaning. A comma is required before which unless a preposition is used before it. Who refers to people, while which and that refer to things.

Examples:

- The papers that I signed are on the desk. The papers I signed are on the desk.
- The papers, which have not been signed, are on the desk. The papers on which I have signed my name are on the desk.
- The patient who is waiting outside needs immediate help.

their vs. him or her

Their is a plural possessive pronoun and must agree in number with the antecedent.

Examples:

- The patient should ask their doctor about all treatment options. (Incorrect)
- Because the word patient is singular, it requires the use of a singular pronoun. Because English does not have a gender neutral pronoun, it would be appropriate to use his or her instead of their when the gender is unknown.
- The patient should ask his or her doctor about all treatment options.
- Whenever possible, rewrite the sentence to make the pronoun (patients) and antecedent (their) plural.
- Patients should ask their doctor about all treatment options.

3D**3 Tesla****to vs. too vs. two**

- To indicates direction, purpose or intent. It is used as a preposition before a noun or to create an infinitive before a verb.
- Too is used as a synonym for also or to indicate excessiveness before a verb.
- Two is used only to spell out the number 2.

Examples:

- Take me to the door. This is used to clean the floor. Travel to France.
- I am attending that conference, too. I saw too many patients today.
- Two letters came for you.

Tourette syndrome**toward vs towards**

Although both are correct, use toward, which is most common in American English. The same applies to other directional terms: backward, forward, downward and upward.

tPA

Use this shortened form of tissue plasminogen activator without a hyphen.

translational medicine (or translational science), translational research

Translational research is generally described as process of applying discoveries generated during research in the laboratory, and in preclinical studies, to the development human clinical trials and, ultimately, new treatments for patients. Translational medicine (or translational science) is also concerned about the cost effectiveness of prevention and treatment strategies and the adoption of best medical practices in the community.

triple negative breast cancer**T-shirt****Turcot syndrome**

Turner syndrome**24/7****2D****U****underway****unique**

Unique means being the only one; without like or equal. It is not possible to be more unique or very unique; something is the only one of its kind, or it is not.

United States

Use periods in the abbreviation, U.S. within texts. In headlines, it's US (no periods).

Example: The patient came to the U.S. to receive cancer treatment after reading about innovative research conducted by U.S. physicians.

URL**U.S. Department of Health and Human Services**

Use HHS on second reference.

use vs. utilize

Use is preferred. Utilize means to use something for a particular purpose, often for something other than it is intended.

U.S. News & World Report

Use *U.S. News* on second reference.

V**ventricular fibrillation**

VFib is acceptable on second reference.

ventricular tachycardia

VTach is acceptable on second reference.

vitamins

When writing vitamin names, lowercase vitamin, use a capital letter and/or a numeral. Do not hyphenate the letters and numbers.

Examples: vitamin C, vitamin B6

voice mail

W

Web

Used in reference to the World Wide Web. The word is capitalized when it stands alone.

Example: After an hour searching the Web, she final came across a website with the information she needed.

webcast

webmaster

Web page

website

Weill Cornell Medical College

Weill Cornell Medicine

who vs. whom

Use who when the person is the subject of the statement. Use whom when the person is the object of a verb or preposition.

Examples:

- Who will take home the prize?
- For whom should I ask?

-wide

When used as a suffix, wide should not be hyphenated.

Examples: citywide, nationwide, continentwide, statewide, countrywide, worldwide, industrywide, systemwide, hospitalwide

wide-bore MRI

World Health Organization

Use WHO on second reference.

World Wide Web

X

X-ray

Z

Zika

ZIP code

TOOLS & INFORMATION

Other Houston Methodist Guides (Also available on **Houston Methodist BrandMaker**)

Houston Methodist Brand Guide – guidelines for a cohesive, consistent look and feel and voice for the Houston Methodist brand across all the materials that we produce.

Houston Methodist Marketing and PR Guidelines for Physicians – guidelines for private and PO physicians regarding marketing, ads, sponsorships, websites and public relations.

Houston Methodist Signage Guide – guidelines for developing both interior and exterior signs.

Houston Methodist Video & Photography Guide – guidelines for professional videography and photography, expressing the Houston Methodist brand through visual storytelling.

Creative Services

Creative Approvals – Visit houstonmethodist.my.workfront.com for all brand reviews of design, writing, proofing, video, etc. of various projects for final approval before project is printed or distributed to the public.

Houston Methodist BrandMaker – Access Houston Methodist-branded resources, including images and customizable templates, which allows you to create projects using this online tool. Email hmbbrandmaker@houstonmethodist.org with your network ID/user name to request access. Visit hm.brandmakerinc.com to access the site.

Video Approval – For prevideo consultation, video approval, questions and any additional information needed, including a list of Houston Methodist approved vendors, email the Creative Services Department at video@houstonmethodist.org.

Vendors

Business Cards and Stationery Orders – Orders can be placed through MARS. Requisitioners (those who order supplies) can order business cards. Visit tmh.tmc.edu/MARS/default.htm on the Houston Methodist intranet to access the MARS site. In MARS, access it under the heading “Finance & SCM,” then Requesters, and click “Create Requisition.” If you have any questions about an order, please contact a RR Donnelley representative: Melissa Leverington at melissa.j.leverington@rrd.com or **608.795.7135**; or RRD Houston Methodist Support email at houstonmethodist@rrd.com.

Promotional Items – Orders can also be placed through MARS by requisitioners and those who usually order supplies. All promo items, including T-shirts, are ordered through the Houston Methodist preferred vendor, Goldner Associates. If you have any questions or need assistance with your order(s), please contact Goldners Associates representatives: Tracy Bonds at tbonds@goldnerassociates.com or **713.822.4853**, or Kelly Weatherbee at kweatherbee@goldnerassociates.com or **615.250.8255**.

Questions? Concerns?

Email creative-approvals@houstonmethodist.org for brand questions or to request an update to the brand guide.