



ADVANCING CARE. ENHANCING LIVES.

BRAND GUIDE

2024

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KEY TAKEAWAYS

Our Baystate Health brand is more than a logo or visual identifier. It is the embodiment of how our patients, families, visitors and colleagues experience Baystate Health. By using our Baystate Health logo, we project a unified brand, with a consistent promise to advance care and enhance lives system-wide. The correct and consistent use of our branding guidelines across all messages is necessary in highlighting our mission to improve the health of the people in our communities everyday with quality and compassion.

Although it may be tempting for departments, service lines or programs to request or create their own brand or logo, the outcome will dilute awareness of our Baystate Health brand. Additionally, variance from the unified Baystate Health brand could create internal competition or confusion. Maintaining and strengthening our competitive position requires that all components of our Baystate Health brand appear consistently across all marketing and communication efforts. The stewardship of the brand is a responsibility that we all share – thank you in advance for being our partner.

1. **The standard Baystate Health logo should be used whenever possible.** Location or specialty details should be addressed in the content of the communication and not adjacent to the Baystate Health logo.
2. Baystate Health Marketing & Communications team reviews, creates (unless done by an approved vendor) and approves all collateral, patient letters, video, promotional items, etc. for internal or external use. All requests must be submitted via the [Marketing & Communications Request](#). (For the best experience please use Google Chrome when submitting the request) The only exception is forms designed and printed directly by the Print Center.
3. All content creators and website developers must know, understand, and comply with the rules of copyright for images and creative assets. If you do not know who owns an image or asset, or if you have not been granted express permission to use an image, do not use it.
4. All people in patient stories, photos or videos used by Baystate Health must sign a Baystate Health release form. This form is available in the Additional Resources, and is also on [Baystate Health Brand Connect](#).
5. If you have any questions about the Baystate Health Brand Guide, please contact the Marketing & Communications department at MarketingCommunications@BaystateHealth.org, or call 413-794-4287.

FREQUENTLY ASKED QUESTIONS

How do I know if I am using the correct Baystate Health logo?

Please reference the [Style Guide](#) section of the Brand Guide for details on logo use. The approved Baystate Health logos are available for download in [Baystate Health Brand Connect](#). It is best practice to use the standard Baystate Health logo referenced in the guide whenever possible.

Can I create a new logo for my program?

No, the Baystate Health logo is your logo. We suggest using illustration and/or photography to identify your program details.

Can I get a copy of the Baystate Health Brand Guide?

Yes. This document can be downloaded from [Baystate Health Brand Connect](#). Search for “Brand Guide.”

Can I get a Word version of the Baystate Health letterhead?

Baystate Health’s Brand Connect site has several versions of standard Baystate Health letterhead that can be downloaded in Microsoft Word format for office use. [Click this link](#) to visit the Templates section of [Brand Connect](#).

How can I order printed business cards or other stationery?

Marketing & Communications is no longer making or revising existing business cards, appointment cards, envelopes, and letterhead. The Print Center’s [Digital Store Front \(DSF\)](#) is a platform for you to use to “create your own” stationery items using the templates that follow these Brand Guidelines.

Can I create posters and signage to help promote my program or event?

No. All posters and signage must be reviewed, created and approved by Baystate Health’s Marketing & Communications and Facilities team. Specific fundraising event posters must be approved by the Baystate Health Foundation. Any additional collateral (posters, flyers, etc.) regarding awareness weeks for service lines or programs must be reviewed by Baystate Health’s Marketing & Communications team. It is not appropriate to clutter necessary way-finding signage for our patients and visitors with individual program promotions. Please keep these efforts to employee facing outlets/locations (The Hub, Workplace, & staff rooms) once approved by Baystate Health’s Marketing & Communications team.

How do I order promotional giveaways?

Please reach out to Baystate Health Marketing & Communications team for a list of approved vendors. All promotional items must be approved by Marketing & Communications prior to production.

Where can I find current statistics about Baystate Health’s rankings and accomplishments?

Please reference the [“About Us” section of BaystateHealth.org](#) or our most current [Baystate Health Annual Report](#) for a comprehensive listing of rankings and accomplishments.



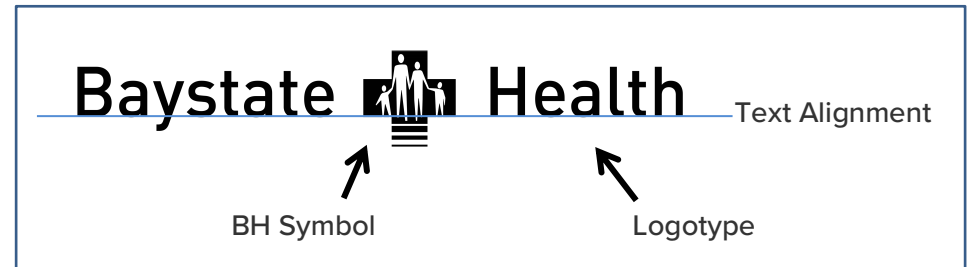
STYLE GUIDE

Logos

Baystate Health Logo Use: The Baystate Health logo is composed of the BH-Symbol and the logotype. These elements are in a fixed relationship to each other and must never be altered, rearranged, or typeset.

Baystate Health Logo Layout

There are two approved layouts for the Baystate Health logo. The single-line layout uses word “Baystate” followed by the BH-Symbol, followed by the remainder of the name as in the example above. The multi-line layout uses the symbol on the left, with the name left justified to the right of the symbol. The baseline for the word “Baystate” is the top of the sides of the BH-Symbol.



In an effort to unify our health system as “one Baystate Health,” the standard Baystate Health logo should be used whenever possible. Location or specialty details should be addressed in the content of the communication and not adjacent to the Baystate Health logo. Graphic identities for individual locations are created and used only when there is a specific need for differentiating a location or service. Any need for graphic identifiers must be reviewed, created and approved by Marketing & Communications. Identifiers also must adhere entirely to our Brand Guidelines and naming provisions.

For questions regarding logo use, please contact the Marketing & Communications department at MarketingCommunications@BaystateHealth.org or call 413-794-4287.

The Baystate Health logo is more prominent and visible when a generous amount of clear area surrounds it. No additional text or graphics should appear within the clear zone established around the logo. This amount of space is approximately equal to the height of the capital letter “B” in the logo.



Baystate Health Logo: One Color Only

The Baystate Health logo is comprised of one of these colors - black or white - depending on the background it is placed on. When using the white logo, it should be placed on a background of blue (PMS 300). In situations where the use of a blue box is not possible, the white logo should always be used on a background with a value that is equal to or greater than 50% of neutral gray. The black logo should be used when color is not available, and the background value is less than 50% of neutral gray.



Baystate Health Logo Colors: Logos with Secondary Colors

A few existing individual logos, such as the Baystate Children’s Hospital, have secondary colors or multi-color elements. In these cases, the main text elements and BH-Symbol should always be black. The color elements should not be used with white graphics on darker backgrounds. These logos also exist in all white and all black versions for times when full color reproduction is not possible.



Baystate Health Logo with Brand Promise

Baystate Health’s Brand Promise “Advancing Care. Enhancing Lives.” provides the framework with which we communicate the impact we collectively make on our patients’ lives. As an optional element of our logo, it reinforces Baystate Health’s commitment to helping our patients make a difference in their lives. The use of the Brand Promise should follow all previous guidelines of the Baystate Health Brand. There are several approved layouts of the Baystate Health logo with the Brand Promise. Logo use should be dependent upon which version works best for the design in which it is being used.

2 Line Vertical Layout



ADVANCING CARE.
ENHANCING LIVES.

1 Line Centered Layout



ADVANCING CARE. ENHANCING LIVES.

2 Line Horizontal Layout



Adding Department, Division, Building, Program, Personal, or Other Names and Text to Logos

The Baystate Health Brand Policy does not allow for additional text such as Department, Division, Program, Building, or other names or designations except limited situations approved by Marketing & Communications,

In limited situations where it is approved by Marketing & Communications, and when other options are not viable, Marketing & Communications may approve and create graphics that do not conform to the guidelines outlined here, and must follow guidelines and limitations identified by Marketing & Communications around any exception to these guidelines. Please note that this exception is only allowed in specific and individual uses and should not be considered approval to use these logos in any situations without the express approval of Marketing & Communications for each use.

Major System Initiatives and Limited Use logos

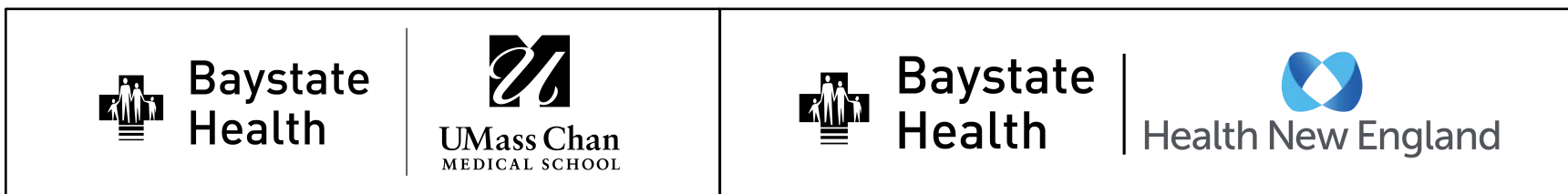
Occasionally Marketing & Communications will approve logos or graphics for use, in specific circumstances and/or with limited scope, that do not follow the Brand Guidelines outlined here to meet the individual needs of specific situations or for major system external endeavors when Marketing & Communications has identified a valid need for an visual identity. In these situations, all graphics must be created and approved by Marketing & Communications, and their use limited to the guidelines established by Marketing & Communications at the time. This approval is limited to the scope of the initial approval and should not be considered blanket approval for the use of these off-brand graphics for other use without prior approval of Marketing & Communications in each instance.

In some instances of major or long-term internal projects or initiatives within Baystate Health, Marketing & Communications may approve individual graphic identifiers for use when communicating to staff. The approval of these graphic identifiers is at the sole discretion and limitations of use established by Marketing & Communications. Any approved internal graphic identifiers should never be used in an external visible manner, such as creating t-shirts/apparel, buttons, promotional items, signage in public spaces, etc. and should only be used in exclusively internal placements

Joint Venture Logos

All joint venture logos, where the Baystate Health logo is used in conjunction with the logo of another, non-Baystate company, should follow the same guidelines previously described unless it is not allowed by the other members of the joint venture. In some situations, when the requirements of both members cannot be reconciled, each member may utilize their own style for their use, provided it does not violate the individual Brand Style Guide of either member.

The Baystate Health joint venture logos must appear side-by-side, and of equal visual weight, with the Baystate Health logo always appearing on the left. A vertical divider line is used to between the two logos. The two-line version of the Baystate Health logo should be used unless the requirement for balance requires the single line version. All joint venture graphics must either be created by Baystate Health's Marketing & Communications team or approved by them if created by the other member of the joint venture.



All Baystate Health joint venture logos should use only the Baystate Health logo, unless another logo is required by the terms of the joint venture. Joint venture logos must always be used alone and not modified or added to in any way. Department, division, address, building or other additional names are not allowed with joint venture logos.

Up to date versions of all approved logos for general use can be found on [Baystate Health Brand Connect](#). Note that the most recent versions of the logo no longer includes the Registered Trademark Symbol (®) under the cross. Please update any use of logos with the ® symbol with updated versions from [Baystate Health Brand Connect](#). Please discontinue use of any previous logos if they are not included on Brand Connect, as many logos are no longer used under our One Baystate Brand. The Baystate Health Logo is the preferred logo and should be used whenever possible. Please contact the Marketing & Communications department at MarketingCommunications@BaystateHealth.org or call 413-794-4287 with any questions around proper logo use.

For full details on the proper use of the UMass Chan Medical School – Baystate logo and name, please refer to the [UMass Chan Medical School - Baystate - Branding Guide](#) on Brand Connect.

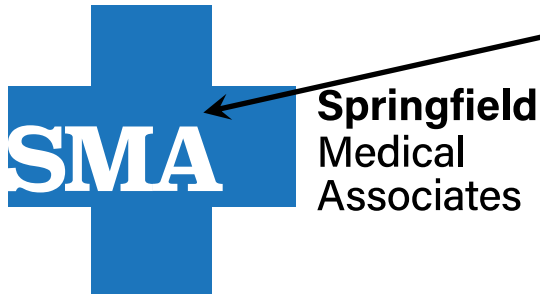

PRACTICE AFFILIATE BRANDING GUIDELINES

Logos

Affiliate practices should display the affiliation by utilizing the tagline “An Affiliate of Baystate Health” whenever possible along with their practice name and logo.

Baystate Health’s Marketing Department can work with you to best integrate the tagline with your logo based on the following guidelines:

- ❑ The Affiliate Tag Line should always be done in Medial Capitals, where the capitalization of words matches the examples above and below.
- ❑ Font should integrate with the existing logo text and be in italic form.
- ❑ The size of the font in the Affiliate Tag Line should be between ½ and ⅓ of the size of the capital letters of the Logo Text.

 <p>Logo Text</p> <p>Name Text</p> <p>Affiliate Tag Line</p>	<p>Affiliate Tag Line Sizing</p>  <p>½ Logo Text</p> <p>⅓ Logo Text</p>
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Signage

All facility signage logos should include the Affiliate Tag Line, including external building signage, entrance doors, and directional signage.



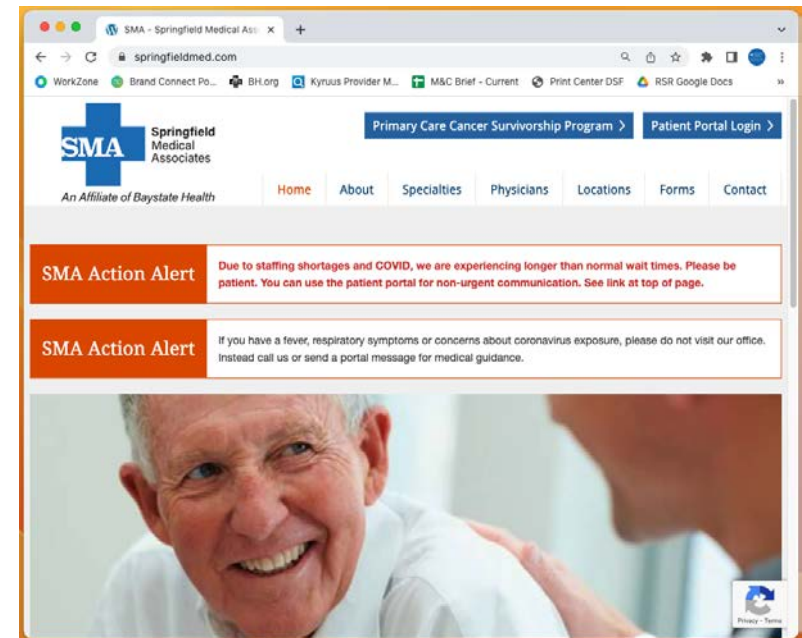
Stationary

All stationary items and documents that utilize the practice logo, such as business cards, letterhead, forms, invoices, and other documents must also include the Affiliate Tag Line.



Websites

All uses of the logo on websites, social media channels, and other online uses should include the Affiliate Tag Line.



HOSPITAL AFFILIATION BRANDING GUIDELINES

When not using the Baystate name, affiliations with other hospitals or health systems should follow the same graphic style and usages as the [Practice Affiliates](#) above, but utilize the phrase “In affiliation with Baystate Health”



Baystate Health Logo Formats

Image formats generally fall into two categories: vector and bitmap. Vector images (i.e., EPS) are preferred for printed pieces, particularly when producing very larger graphics. Bitmap (i.e., JPG, PNG) images are preferred for digital/web use and office applications. JPG images will always have solid backgrounds (i.e. a white box) around the graphic. PNG Files should be used if you need a file without a background so they can be used on backgrounds other than white, such as PowerPoint presentations.

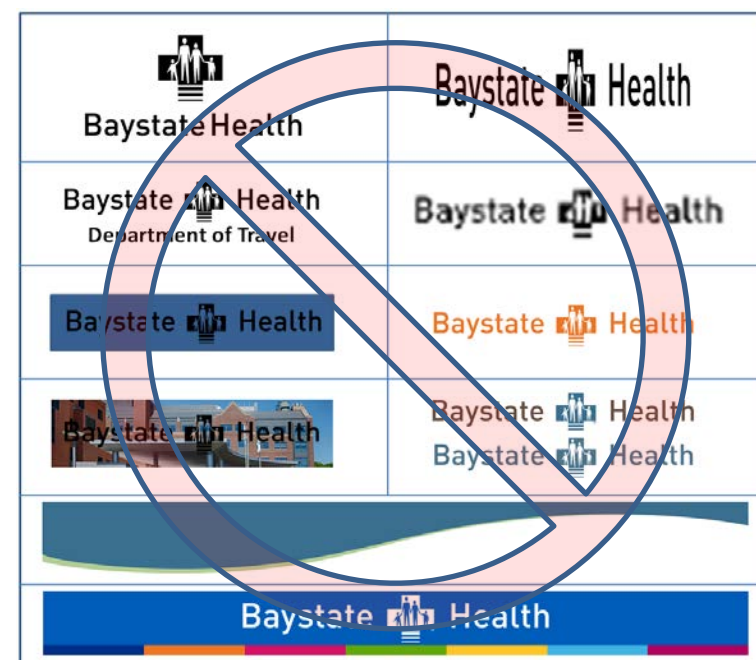
If you are unsure of what format would work best for your application, please contact the Marketing & Communications department at MarketingCommunications@BaystateHealth.org, or call 413-794-4287.

Unacceptable Logo Uses

Protecting the Baystate Health Brand requires consistent use of the logo. All applications of the Baystate Health logo should use files created by Baystate Health's Creative Services team. These files should never be modified or altered in any way.

- ☐ Do not alter the relationship between the BH-Symbol and the text
- ☐ Do not distort the logo in either direction
- ☐ Do not violate the clear area, or add any other text or graphics near the logo
- ☐ Do not electronically scan a graphic or use low resolution or poor-quality files.
- ☐ Do not allow for poor contrast
- ☐ Do not display in any colors or tints
- ☐ Do not use older versions of the logos with blue and/or brown colors
- ☐ Do not use the "color bar" or "swoop" from previous branding
- ☐ NOTE: We are phasing out the "gradient lines" previously used with the Baystate Blue Branding

Examples of improper use:



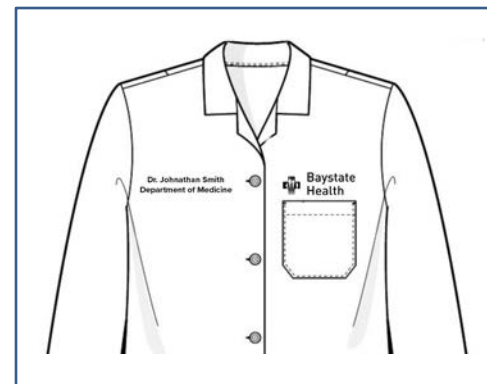
Application of the Baystate Health Logo

Apparel

All Baystate Health employee apparel should feature the standard Baystate Health logo.

For lab coats, the Baystate Health logo is on the left chest and the provider's name and/or department name is on the right chest.

All Lab coats must be purchased through our Purchasing Department, and their approved vendor.



Promotional Apparel

All Baystate Health promotional apparel should feature the standard Baystate Health logo; or approved entity logos as reviewed and approved by the Marketing & Communications team. Department name/service line can be added to a different placement area on the promotional apparel separate from the logo placement. Please reference specific guidelines for joint ventures.

All promotional apparel items must be purchased either through Purchasing or an identified approved vendor, and be approved by Marketing & Communications prior to ordering.



Promotional Items

All promotional items (banners, tablecloths, giveaways, etc.) should feature the standard Baystate Health logo. Department and service line specifics should be highlighted in the call-to-action, i.e. “Schedule your mammogram today. Call 413-794-0000 or visit BaystateHealth.org.” Whenever possible, use the standard Baystate Health URL, BaystateHealth.org. Reference specific guidelines for joint ventures.

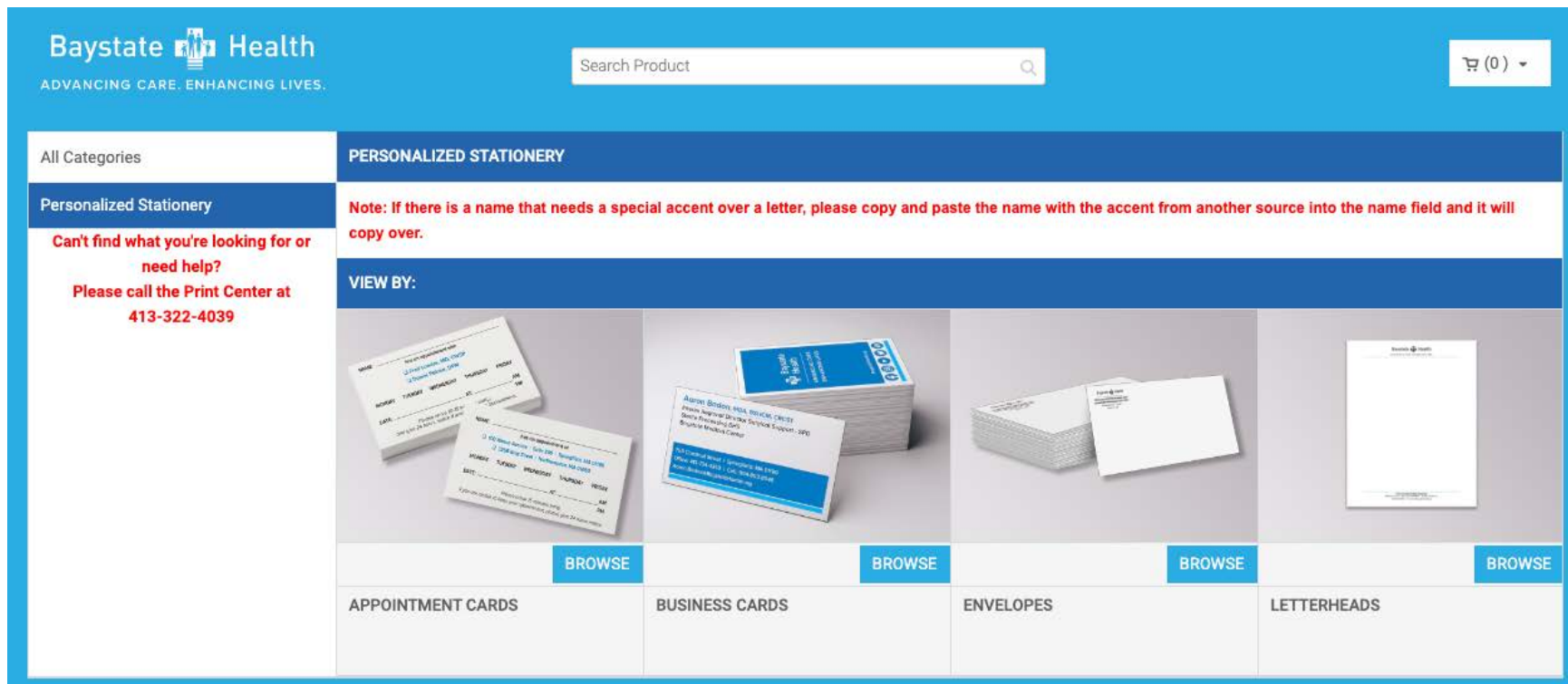
All promotional apparel items must be purchased either through Purchasing or an identified approved vendor, and be approved by Marketing & Communications prior to ordering.



Letterhead, Business Cards, Appointment Cards and other Stationery Items

Most Baystate Health stationery can be created through the Print Center's Digital StoreFront using [this link](#) or visiting baystatehealth.myprintdesk.net. To learn how to use the platform review the [Digital Storefront User Guide](#) found [here](#).

If you have any questions about the DSF process, please contact the Print Center at 413-322-4039.



Baystate Health's Email Signature

A Baystate Health email signature serves as your electronic business card providing useful contact information. This standard signature fits with the branding of our organization, provides a consistent business image and ensures employees have a signature that complies with the BH email policy. Logos, graphics and stationery backgrounds should not be added, and are against email policy due to the increased file size they create. Scanning your business card and using it as a signature is an alternative to the template provided below. Create your new email signature by following a few simple steps. Use the template provided below. You may add or remove fields as needed, but keep the same colors, formatting and font.

Your Name

Your Title

Your mailing address, Town, MA ZIP

Telephone: 413- 794-0000 Fax: 413-794-1234

[BaystateHealth.org](https://www.baystatehealth.org)



To add your signature to your emails, follow these steps:

1. Highlight and **Copy** the text of your customized signature above.
2. Go to your email Inbox in Microsoft Outlook, then **Tools** in top navigation bar, then **Options** in drop down menu.
3. Go to **Mail Format** tab up top, then click on **Signatures** at the bottom right.
4. Choose **New**, type in a name for what you wish to call your signature and then click **Next**. This will bring you to a box in which you can create your signature. Paste in your newly created signature. Choose **Finish** and select **OK** to save.
5. Be sure the name of your newly created signature appears in the "Signatures for new messages." Note: If you have more than one signature, ensure the name for the signature you just created appears in "Signatures for new messages." To select your newly created signature, click the drop down arrow and select it from the drop down list.
6. Select **OK** to save and exit.

Exterior & Interior Signage

All Baystate Health signage must be reviewed by the Baystate Health Marketing & Communications team in conjunction with the Baystate Health Facilities, Planning & Engineering team.

To request new signage or changes to existing signage, please submit a [Marketing & Communications Request](#) for any designed signage needed for your area.

Please submit a [Facilities, Planning, & Engineering Request](#) for all hard signage such as exterior building or street signage, wayfinding or room identification signage, or any signs or sign holders permanently attached to walls, doors, or ceilings.

Color Palette

PMS 300, a solid bold blue, is the Baystate Health primary brand color. This color, used with the secondary colors, visually dominates the brand and establishes a unique presence and quick recognition. The expanded color palette can be used in tandem with the primary and secondary color palettes when needed, with cyan and gray being the most frequently used.

Primary Color



PMS: 300
 HTML: 007AC2
 RGB: 0, 122, 194
 CMYK: 100, 43, 0, 0

Secondary Colors



PMS: Process Cyan
 HTML: 2AACE3
 RGB: 42, 172, 227
 CMYK: 100, 0, 0, 0



PMS: cool gray 8
 HTML: 8C8D8E
 RGB: 140, 141, 142
 CMYK: 48, 38, 38, 3



PMS: 7738
 HTML: 54A446
 RGB: 84, 164, 70
 CMYK: 60, 0, 90, 0

Expanded Colors



PMS: 2735
 HTML: 312F7F
 RGB: 49, 47, 127
 CMYK: 100, 100, 6, 7



PMS: 214
 HTML: DB1962
 RGB: 219, 25, 100
 CMYK: 15, 100, 42, 0



PMS: 158
 HTML: ED7726
 RGB: 237, 119, 38
 CMYK: 0, 64, 95, 0



PMS: 123
 HTML: FFC62A
 RGB: 255, 198, 42
 CMYK: 0, 22, 91, 0

Brand Elements

Another key brand element is the use of pull quotes. With patient experiences and stories at the core of marketing and communication efforts and our Baystate Health brand, pull quotes are an important component to creative across all channels.



Typography

Consistent use of the Baystate Health identity typography builds consumer familiarity and recognition, thus strengthening the brand. The type styles were chosen for their legibility and unique design characteristics when used alone or together. Use the following whenever possible.

The font used in Baystate Health logos is DIN-Medium. This is used for all names and locations and should also be used on signage when appropriate. This font is not available for office applications and should not be used for other purposes.

The font used for the Brand Promise is Proxima Nova A - Medium. For external advertising and other designed materials, versions of the Proxima Nova A font family should be used at the discretion of the designer.

For office applications and materials created by departments across the system, font should be selected for readability and simplicity. Common fonts that are similar to our brand fonts include Calibri, Open Sans, Tahoma, and Verdana.

Baystate Health Web-Safe Typefaces

There are special considerations when using typefaces online. As a result, Open Sans Regular is the recommended online font for Baystate Health web use. This font is used due to its superior display and readability on screens and it is readily available on most operating systems. This will help lead to consistent appearance across different platforms. For URL listings, please use Medial Capital formatting (often referred to as “CamelCase”), i.e. BaystateHealth.org instead of baystatehealth.org

Text & Graphics in Video

Video should always visually adhere to current brand standards similar to print and web uses as appropriate.

All graphic standards for the Baystate Health logo are appropriate for video use and all videos should conclude with the Baystate Health logo animation file. Please see gallery for animation details.

Overall video graphic colors should utilize the preferred PMS-300 blue backgrounds with white graphics and text, including intro and/or closing animations. Neutral light tones with black text and graphics may also be used in situations where the blue and white color scheme may not be appropriate.

The audience generally has little time to read video text. Other aspects of the video are competing attention. Visibility and legibility are key. The preferred font for video is Proxima Nova A, Medium or Semi-Bold.

Large text should be approximately 70 point, small text should be approximately 35 points.

If text is used to reinforce messaging within the video (such as training or education purpose) it should be kept brief, often in bulleted format to promote understanding of key points.

When using still images in video, they should be kept in slight motion, either panning across, or zooming in or out (often referred to as the “Ken Burns Effect”) in an effort to avoid the appearance of static or stopped video. If images are used as background for graphics or text, this may not be necessary as long movement continues or the screen changes.

For People Appearing on Video

Preparing for being on camera is important. The following guidelines will help you look your best.

Clothing

- ☐ Solid colors for pants, ties, dresses, suits, and shirts are more effective.
- ☐ Do not wear all white or light colors other than white coats/lab coats; when appropriate providers should wear white coats.
- ☐ Avoid pinstripes, checks or very small patterns.
- ☐ Avoid all-red or all-black outfits.
- ☐ Avoid wearing green unless you are positive the shoot is not going to be using “Green Screen” effects.
- ☐ Avoid accessories that overly contrast or dominate your clothes.
- ☐ Never wear something you are uncomfortable in.
- ☐ Shoes should be comfortable and professional.
- ☐ If you wear glasses, tinted lenses should be avoided. Glasses that darken in sunlight may also darken under the camera lights and should be avoided.
- ☐ Empty your pockets of loose change, keys or other items to avoid jangling noises.
- ☐ Lab coat pockets should be emptied of the reference books, notes and other bulky heavy items.
- ☐ Baystate Health Badges can be removed if they are distracting or reflective.

Makeup

- ☐ Use powdered blushes and shadows rather than creams; avoid frosted colors and glitter.
- ☐ If you normally do not wear makeup, use a light powder to reduce the shine from the lights.
- ☐ If there is a makeup person available, please follow his or her advice.

Jewelry

- ☐ Avoid large and extremely bright pieces.
- ☐ Avoid large bracelets, rings and dangling earrings.

IMAGE GUIDELINES

Photographs are a powerful tool for expressing Baystate Health's brand identity and brand promise. Images should reinforce Baystate Health's brand message, and focus on showing our patients in their home life, rather than images of people receiving treatment. Care should be taken to ensure that image use in larger projects adequately reflect the broad range of diversity in both our team members and our patients and families. Whenever possible, real patients, providers, and team members should be used in photographs to accurately reflect our community.

Image Quality Guidelines

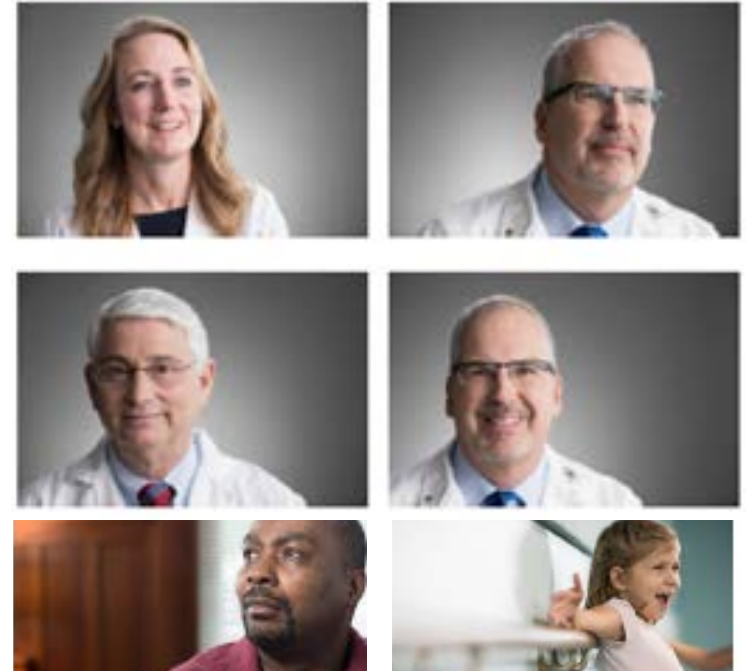
- ☐ Images should authentically enhance the overall brand and reputation of Baystate Health.
- ☐ Photographs must display staff and patients in a professional, relevant manner.
- ☐ Graphic illustrations or drawings of people or situations should not be used.
- ☐ Images should be directly and obviously related to the mission and audience.
- ☐ Images should be in focus, well-lit, and properly color corrected.
- ☐ Images that are grainy, obviously edited, or have been processed incorrectly should not be used.
- ☐ Alterations such as filters, framing, and shadowing must be consistent and in keeping with the current design style.

Image & Photography Style

- ☐ **Focus on images of people:** External marketing photos should focus on the home life and community impact of our patients.
- ☐ **Avoid images of buildings,** unless they are for address, directions, or locations.
- ☐ **Avoid stock images,** especially for high visibility images. Whenever possible use real patients, providers, and staff. Stock images are should only be used when it is not possible to get an authentic image. Stock Images must be purchased by the Creative Services team from one of their approved vendors.
- ☐ **Show diversity** of all types.
- ☐ **Show action:** Avoid posed or static shots. Show strong, active patients or providers interacting with each other and patients.
- ☐ Never place photos together that show the same emotion or camera angle, or are visually similar.

- ❑ Photography styles include studio portrait photography and editorial location photography.
- ❑ **Studio Photos:** These photos utilized a medium gray backdrop and lighting provided. It is preferred to shoot studio portraits with more depth of field. If you are shooting in the studio separate from a video shoot, utilize a warm, neutral backdrop. With the extra freedom to shoot at your own pace, also capture options for poses.
- ❑ Shoot close-ups in classic portrait style. Try to frame shots with negative space to accommodate titles, headlines or copy.
- ❑ A wide range of emotions; from smiling, to slightly smiley, to serious. If time permits, shoot options with people looking off in different directions.

Posing Examples



- **Location Photography:** Shooting on location with available lighting can give you the freedom and flexibility to shoot quickly. Photos should feel as natural and spontaneous as possible.



- The objective for the Baystate Health campaign is to capture what feels like an authentic moment in the life of our talent – not a scenario set up by a crew.



- Shoot with shallow depth of field at wide open apertures, and consider shooting with longer lenses. Also, look for opportunities to shoot through foreground objects.



The goal is to capture a singular slice of life, so it is better to shoot as many options and situations as possible.


Once again, it is preferred to frame images with negative space to allow for title, headlines or body copy.



Images for Print Use

Print pieces such as brochures, advertisements, flyers, posters, billboards, and publications for external audiences should be of the highest quality available. These pieces should reflect our Baystate Health brand in all aspects. They should be clear, bright, and sharp, with well-defined, engaging situations. Print pieces have strict minimum requirements for image quality and resolution. The Creative Services team will determine if images meet these guidelines, and images that do not meet them will not be used.

GALLERY OF EXAMPLES



CARING FOR A
**POPULATION OF
MORE THAN 800K**
IN WESTERN MASS

Baystate Health

ADVANCING CARE. ENHANCING LIVES.

Baystate Health is nationally recognized as a leader in healthcare quality and safety. Baystate has been providing compassionate care in western Massachusetts for more than 145 years with roots dating back to the founding of Springfield City Hospital in 1873.

5
HOSPITALS

NEARLY
13,000
EMPLOYEES

700* EMPLOYED
PHYSICIANS

850* COMMUNITY
PHYSICIANS

80
MEDICAL PRACTICES

Urban Health Centers | Home Care Services | Hospice Services

UMass Chan Medical School - Baystate



Community Open House!

Baystate Health & Wellness Center
 21 Dwight Road, Longmeadow, MA 01106

Thursday, June 13, 2019
4:30 - 6:30 PM

Join us in celebration of our new Baystate Health & Wellness Center in Longmeadow!

Tour our facility while meeting our providers, specialists and care team members - including Baystate Primary Care, Baystate Rehabilitation Care and BH Connect Telehealth. Plus, enjoy complimentary wellness screenings provided by Health New England. Don't miss out on an evening of healthy food, live music and Fun Register now for FREE!

Register here: longmeadowcommunityopenhouse.baystate.com

If you have further questions please email lori.roschappette@baystatehealth.org or call 413-794-2413

Baystate  Health **ADVANCING CARE. ENHANCING LIVES.**
 Baystate.com


2021
NURSING REPORT

Baystate Medical Center

Nurses lead the way
First to receive COVID Vaccine

MAGNET
ACCREDITED

[illegible]




*From Screening to
Diagnosis to Treatment*

**OUR LOCAL TEAM
PROVIDES ADVANCED
COMPREHENSIVE
BREAST CARE**

Sally Delaney of Irving Wright with her radiologist,
Dr. Irving Wright and her certified mammography technologist, Gail Verheyen.

3D Mammography Saved Sally Delaney's Life

Baystate  Franklin Medical Center

413-794-8874 | baystatehealth.org/getscreened



VISIT YOUR PRIMARY CARE DOCTOR

Seeing your doctor regularly can help prevent chronic illness and help manage your risks.

DR. KATHRYN JOHNSON
Primary Care Physician
Baylor Health Smart Health Center

STOP SMOKING

It's never too late to adopt a healthy lifestyle. Stopping smoking is the single best thing you can do to protect your health.

DR. TIMOTHY EGAN
Non-invasive Cardiologist,
Heart & Vascular Program





EAT A HEALTHY DIET

Eat more fruits, vegetables, whole grains, legumes and fatty fish. Limit your intake of sodium, sugars and fats.

DR. BARRIE SUTTON, RDN, LDN
Registered Dietitian, Baylor Health

HEART MONTH



CLICK TO
MAKE AN
APPOINTMENT

LOSE WEIGHT

Weight is a major risk factor for high blood pressure, high cholesterol, and diabetes which increases your risk of heart disease.

DR. DAVID PACE
Preventive Cardiologist,
Heart and Vascular Program



STRESS LESS

Try healthy ways to deal with stress such as exercise, yoga or meditation, spending time with family or friends, or seeing a mental health professional.

DR. STEUART ANFANG
Psychiatrist,
Behavioral Health



GET A GOOD NIGHT'S SLEEP

Adults benefit the most from 7-9 hours of sleep each day. Studies have shown a relationship between lack of sleep and coronary artery disease.

DR. KARIN JOHNSON
Neurologist,
Baylor Sleep Center



WRITING GUIDE

Writing Style Introduction

This style guide is a reference resource designed to ensure consistency in Baystate Health marketing and other communications for internal and external audiences. In rare instances, the styles provided may be modified to accommodate different audiences and media. There are some guidelines for web writing specifically; however, the guide applies to all written communications. Use of logo, color, typography, photographs, and other graphics are outlined in the sections below.

Most of the guidelines provided are based on the following resources:

- ☐ The Associated Press Stylebook (primary reference)
- ☐ Stedman's Medical Dictionary
- ☐ [Merriam-Webster Dictionary](#)
- ☐ For additional information, contact the Marketing & Communications department at MarketingCommunications@BaystateHealth.org, or call 413-794-4287.

Print Publications

Audience

Always write to the broadest audience unless specifically writing for a professional section of the website, such as topics especially geared toward health care professionals.

Our Baystate Health website and other digital and print materials target many audiences including: patients, caregivers, community members, physicians, donors, and medical and research professionals. Understand characteristics of each audience for which you will be writing as this will impact language/style. If possible, consider the average reading level of your target audience.

The average reading level for patients and families is sixth to eighth grade. Always use common words that your patients will understand. If a term is likely to be unfamiliar but you need to use it, be sure to give a simple definition. In some cases, you may want to introduce your reader to a complicated word because they're likely to encounter it elsewhere. In those cases, consider treating the more complicated word as the "definition," but using a simpler word throughout your communications.

Plain Language

For the patient/family and community audience, follow plain language guidelines whenever possible. For example:

- ☐ Use contractions.
- ☐ Choose common words.
- ☐ Keep sentences and paragraphs short.
- ☐ Avoid passive voice (e.g., say “we’ve activated your account” not “your account has been activated). Choose common, ‘everyday’ words instead of jargon and medical/technical terms, and define medical terms when necessary.
- ☐ Minimize use of abbreviations and acronyms.
- ☐ Use pronouns to address the audience directly.
- ☐ Be concise and conversational.
- ☐ Use short sentences.
- ☐ Focus on what people want to know and do.
- ☐ Guide them through the content (organize information in a logical order/structure).
- ☐ To check reading level: Use Microsoft Word’s Readability feature to ensure your content sits at a sixth to eighth grade reading level.
- ☐ In Microsoft Word, click File>Options>Proofing>select the Show readability statistics check box.
- ☐ Run a spelling and grammar check. The readability test results appear once spell check is complete.
- ☐ Check the Flesch-Kinkaid Grade Level line, and make sure it’s between 6.0-8.0.

Plain language resources:

- ☐ Centers for Medicare and Medicaid Services. Toolkit for Making Written Material Clear and Effective. <http://www.cms.gov/Outreach-and-Education/Outreach/WrittenMaterialsToolkit>
- ☐ Centers for Disease Control and Prevention. Plain Language Materials and Resources. <https://www.cdc.gov/healthliteracy/developmaterials/plainlanguage.html>
- ☐ National Center for Education Statistics (2006). The Health Literacy of America's Adults: Results from the 2003 National Assessment of Adult Literacy. <http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2006483>
- ☐ Office of Disease Prevention and Health Promotion. Health Literacy Online. <http://health.gov/healthliteracyonline>
- ☐ Federal Plain Language Guidelines. <https://www.plainlanguage.gov/guidelines/>
- ☐ U.S. Department of Health and Human Services. Usability Guidelines. <http://webstandards.hhs.gov/guidelines>

Building User Confidence

Focus on the audience – Even when using first person, focus on what your organization can do for the reader.

- ☐ Tell them what they gain – Avoid using words such as don't, unless, not, and should.
- ☐ Substantiate claims – Support your benefits with statistics, testimonials, and client successes.
- ☐ Establish credibility – Discuss accreditations, awards, and years of experience; be consistent and make sure content is both relevant to the audience and timely.

Personalized Content

Use strategies to engage the reader by using terms and phrases that are informal, friendly, and personalized. For example:

- ☐ Include user's first name in automated messages (e.g., say "Hello Jacob" not "Hello Jacob Nelson" or "Hello Baystate User")
- ☐ Greet your readers with "Hello" not "Dear"
- ☐ Sign communications with "The myBaystateHealth team"
- ☐ Say "your doctor" not "a doctor" (e.g., "Send a message to your doctor")

Understand How People Read

While it is true that some people are naturally inclined to read every word, most web users skim and then move on. Readers want the information that is most important to them first. Your content has no value to your organization if audiences aren't sticking around to engage with it.

Strategies for helping people engage more deeply with your website include:

- ☐ Make each step easier, and users will look further.
- ☐ Ensure users can quickly access valuable information.
- ☐ Follow the inverted pyramid model: most important info first, followed by important details, followed by general and background information.

Writing Best Practices

- ☐ Avoid using jargon.
- ☐ Know your audience.
- ☐ Use language that is familiar to everyone.
- ☐ Use headers, subheads, and bulleted lists.
- ☐ Organize in small, easily digestible blocks of text.
- ☐ Avoid duplicating information in multiple places.
- ☐ Include calls to action as appropriate.
- ☐ Include keywords that audiences recognize and are searching for.

Voice

Baystate Health's voice is friendly, approachable, and helpful. When possible, use first person (we, us, our) and second person (you, your) pronouns. Avoid judgmental or condescending language, like "should." Use plain language whenever possible.

In the Patient Portal example below, we've shortened the sentence and used common words like "sign up" instead of "enrollment" to create a more conversational voice.

Before

Thank you for starting the enrollment process for the myBaystateHealth Patient Portal!

After

Thanks for signing up for the myBaystateHealth Patient Portal!

Tone

Be careful about sounding intimidating or overly formal. Even if you're telling a user about possible negative consequences of their choices (e.g., if their portal account has been deactivated), plain language and a direct tone can convey the required seriousness without being overwhelming or confusing.

Before

This email is a notification to let you know that your myBaystateHealth account has been deactivated by our organization...

After

We wanted to let you know that we've deactivated your myBaystateHealth account...

Narrative Point of View

The use of appropriate narrative point of view is important for ensuring that the content is interesting and believable.

Point of View	Subjective	Objective	Possessive
First	I/we	Me/Us	My/Mine, Our/Ours
Second	You	You	Your/Yours
Third	He/She/It/They	Him/Her/It/Them	His/His, Her/Hers It/Its, Their/Theirs

Baystate uses the first and second person, not third person.

- ☐ Yes: At the Baystate Regional Cancer Program, we treat you as an individual.
- ☐ No: The Baystate Regional Cancer Program treats each patient as an individual.

Active voice is almost always preferred over passive. With active voice, the subject performs the action in the verb.

- ☐ Active Sentence: “Your nurse will bring you to the treatment room.”
- ☐ Passive Sentence: “You will be brought into the treatment room.”

Sometimes passive voice is the most practical option to avoid an awkward and confusing sentence. For example, “We have been providing excellent service for over 100 years,” may be the most effective way to write the sentence. Use your best judgment, but avoid passive voice whenever possible.

Content and Structure

Writing clear content requires more than just choosing the right words. You need to figure out not only what you want to say, but also what the reader needs to hear.

Need-to-Know vs. Nice-to-Know Information

Need-to-know information answers specific questions or helps solve a user’s problem. Always put this information first. Key information that is buried under less critical information can confuse readers — and they might miss it altogether.

Save nice-to-know information for later on — or, even better, cut it if it doesn’t help your audience understand or act on your main message. If you need to include background information, keep it brief.

Sentences

- ☐ Aim for sentences that are 15 words or fewer.
- ☐ Write sentences that have only 1 main message.
- ☐ Use 1 space between sentences after periods and colons (not 2).

Calls to Action

When readers understand what action to take and how to take it, they're more likely to act. Think about what action you want the reader to take and:

- ☐ State the action clearly at or near the beginning of the page
- ☐ Make it easy for the reader to take action
- ☐ Briefly note the benefit of taking the action

Lists

Bulleted lists are valuable tools in plain language writing — they're easy to scan and can help organize important information.

- ☐ Capitalize only the first word after the bullet.
- ☐ Use periods at the end of each section if it is a complete sentence. Peel the vegetables. Boil the water.
- ☐ Do not use a period if it is not a complete phrase. Use sub-headers to break up longer lists
- ☐ Keep list items short (1 or 2 sentences in length)
- ☐ Avoid using sub-bulleted lists (a list within a bulleted list)
- ☐ Use standard circle bullets. In some cases, use double carets (>>).
- ☐ If bullets are sentence fragments, don't use a period at the end of the bullet. If bullets are full sentences, consider using a period at the end if the sentence includes various other punctuation marks (e.g., multiple commas or dashes).
- ☐ Make sure bullets in the same list are consistent in style, grammar, and use of punctuation.
- ☐ Don't use commas or semicolons at the end of a bullet — adjust the text introducing a bulleted list if needed to maintain clarity.

Cultural Competence

Don't make assumptions about your audience. Knowing and respecting your audience is key to creating effective materials. Materials should never make assumptions about your audience's religion, family and social norms, socioeconomic status, sexual orientation, gender, education, occupation, language, or race.

Tell readers how to access information in other languages or formats when possible.

Everyone who needs health care must be able to understand your materials. That might include accommodating people who:

- ☐ Don't speak English
- ☐ Are disabled
- ☐ Have other special communication needs, such as being deaf or hard of hearing

Headlines/Subheads

Headlines and subheads are the most scanned written content on the page. Research shows that 80% of web users will read your headline while only 20% will proceed to read the rest of the page or article. Effective headlines match the content they're written for, are shorter than 62 characters, and put the most important keywords first. The most effective headlines should:

- ☐ Be short.
- ☐ Clearly summarized.
- ☐ Place the most important keywords first.
- ☐ Be easily understood.

Headline writing tips and tricks:

- ☐ Use specific numbers & data in your headline.
- ☐ Give people a strong reason to click and read (tips, reasons, tricks, lessons, ideas, ways, facts, secrets, etc.).
- ☐ Make the headline unique, specific, and useful.
- ☐ Write headlines that are easy to understand.
- ☐ When appropriate, speak directly to the reader ("you").

Hyperlinks

Links allow users to move through your website and dig deeper. Links have the secondary benefit of allowing search engines to make stronger connections and, improve page ranking. Follow the best practices below when including links.

- ☐ Explain what will happen if they follow a link: Use [Get driving directions](#) rather than [Click here](#).
- ☐ Use action terms for link text and explain what users will find.
- ☐ In-text links automatically stand out and are scanned.
- ☐ Links should support the content.
- ☐ Use sparingly; too many make text unreadable.

Punctuation & Style

Baystate Health follows the guidelines outlined in the *Associated Press Stylebook*.

- ☐ <https://www.apstylebook.com/>

Apostrophes

Do not use an apostrophe with plural capital letters and numbers when they are used as nouns. “*This is a roomful of RNs in the 1980s.*” Only use an apostrophe when needed for clarification. “The last three digits are O’s.”

Colons

Do not place a colon after an incomplete sentence. Only place a colon where you could logically place a period. This applies even when using a colon to introduce a list. *The doctor requested three items: a scalpel, gauze and gloves.*

Commas

- ☐ Use the serial (Oxford) comma when needed for clarity. There is not always a need to use the serial comma before a conjunction (“and” or “or”) in a simple series. But there are many cases where it is clearer to include the comma. For example: Amanda found herself in the Winnebago with her ex-boyfriend, an herbalist and a pet detective.
- ☐ It should always be used for a complex series or when there are multiple phrases.
- ☐ Use a comma before the coordinating conjunction when a sentence contains two independent clauses (a sentence with a subject and verb that could stand alone). I wrote the text, and she edited the pages for accuracy. Remember the coordinating conjunction mnemonic device FANBOYS: for, and, nor, but, or, yet, so. If one of these words joins two independent clauses, you need a comma.

- ☐ Do not use a comma when each clause has the same subject. I created and edited the content!
- ☐ Do not use a comma after a short introductory phrase (around three words). In July we take our family vacation.
- ☐ Use a comma after longer introductory phrases for clarity. When we travel long distances, we always rent audiobooks.
- ☐ For dates, use a comma after the day of the month and after the year. We signed the contract on Aug. 12, 2018, and celebrated at dinner that evening. Do not use a comma when the form is just month and year. I am getting married July 2020.
- ☐ Use a comma after the city and after the state. He's moving to Atlanta, Georgia, in two weeks.
- ☐ Use a comma when the word "and" can be inserted between the adjectives. She carried a tall, heavy stack of books into the room.

To Hyphen or Not

Follow AP Style recommendation for hyphenating compound modifiers: *a first-quarter touchdown, a full-time job, a well-known man.*

<input type="checkbox"/> breastfeeding	<input type="checkbox"/> prenatal	Hyphenated
<input type="checkbox"/> email	<input type="checkbox"/> postnatal	<input type="checkbox"/> not-for-profit
<input type="checkbox"/> fundraising	<input type="checkbox"/> preoperative	<input type="checkbox"/> post-anesthesia
<input type="checkbox"/> healthcare	<input type="checkbox"/> postoperative	<input type="checkbox"/> well-being
<input type="checkbox"/> inpatient	<input type="checkbox"/> presurgical	<input type="checkbox"/> on-site or off-site
<input type="checkbox"/> login (as a noun)	<input type="checkbox"/> postsurgical	<input type="checkbox"/> X-ray
<input type="checkbox"/> ongoing	<input type="checkbox"/> statewide	Two words; no hyphen
<input type="checkbox"/> online	<input type="checkbox"/> systemwide	<input type="checkbox"/> board certified
<input type="checkbox"/> outpatient	<input type="checkbox"/> website	<input type="checkbox"/> per diem
<input type="checkbox"/> overall		<input type="checkbox"/> open heart
<input type="checkbox"/> nationwide		<input type="checkbox"/> log in (as a verb)

Quotation Marks

- ☐ Place periods and commas within quotation marks. The team says, “We are ready for the presentation.” and “We are ready for the presentation,” the team says.
- ☐ Place dashes, semicolons, question marks, and exclamation points within quotation marks when they apply to the quoted material. She asked, “Who is your primary care physician?”
- ☐ When dashes, semicolons, question marks, and exclamation points apply to the whole sentence, they go outside the quotation marks. Do you agree with the saying, “An apple a day keeps the doctor away”?

Quoting People

It is permissible to edit, change, tighten remarks (if it will enhance them), and give the person being quoted the opportunity to review and approve the edited version. Quotations should add to the story, not just state a fact. Expressing feelings or an opinion are the most common uses of quotes, but they can also be used to express little known facts.

Semicolons

- ☐ Use a semicolon only between independent clauses that could stand alone as two separate sentences. *He walked to the office; she took the bus.*
- ☐ Use a semicolon between items in a series if the items themselves contain commas. The team consists of Mary, our developer; Jack, our designer; and Kate, our content strategist.

Spacing After Punctuation

Use one space after periods, commas, semicolons, colons, exclamation points, question marks, and quotation marks. Use one space before and after an en or em dash.

Organizational References

At first mention, use the full name of the organization, followed in parentheses by the abbreviated form to be used going forward. For example, Baystate Health (BH) is the region's largest employer, with over 11,500 employees. Avoid using "Baystate" by itself. The preferred abbreviations for second and future references for Baystate entities are listed below:

- ☐ Baystate Health – BH
- ☐ Baystate Medical Center – BMC (or medical center)
- ☐ Baystate Franklin Medical Center – BFMC (or Baystate Franklin)
- ☐ Baystate Wing Hospital – BWH (or Baystate Wing)
- ☐ Baystate Noble Hospital – BNH (or Baystate Noble)
- ☐ Baystate Children's Hospital – BCH
- ☐ Baystate Home Health – BHH

Other corporations and companies of BH – use initials, such as BMP, HNE, etc. on second reference.

Use lowercase letters for medical specialties when they occur within the text, unless it references a department, service, or division, or proper name and so should be capitalized: *cardiology; hematology-oncology; neonatology; the Cardiology Division; the Department of Pathology.*

Full names of departments, services, and offices are capitalized and may be shortened to their most significant component and remain capitalized. Paraphrased or incomplete designations are lowercased: *Cardiology Division; Cardiology; Division of Nursing; Nursing Office; Nursing; . . . nursing at Baystate Health.*

Such terms as center, program, building, floor, unit, campus, are capitalized when part of a specific official or formal name. When they stand alone or are used collectively following two or more proper names, they are lowercased: *Baystate Breast & Wellness Center, Daly Building, ground floor, children's unit, the Pediatric & Intensive Care Unit.*

Be sure to capitalize only the proper part of a name. For example, in The Birthplace at Baystate Franklin Medical Center, the word "the" is part of the service name and should be capitalized. In the D'Amour Center for Cancer Care, "the" is not part of the name and is not capitalized.

Baystate Health Foundation Key Named Donor Spaces

In recognition of the generosity of our donors, both past and present, philanthropically named spaces should be referenced appropriately. Please see the listing below for entity-specific details. Please note that the listing below excludes any buildings/facilities which have been named in honor/tribute of Baystate Health leadership (i.e. Tolosky Center; Daly Building; Daly Garage). For questions on donor named spaces, please contact the Baystate Health Foundation at 413-794-5444.

Baystate Medical Center

- ☐ Chapin Wing (gift made from Chester and Dorcas Chapin)
- ☐ Wesson Building (gift made from Daniel and Cynthia Wesson)
- ☐ Wesson Women and Infants Unit (resides in the Wesson Building)
- ☐ MassMutual Wing (seven -story Wing that is adjacent to the South Wing)
- ☐ Davis Family Heart & Vascular Center (resides in the MassMutual Wing)
- ☐ Harold Grinspoon & Diane Troderman Adult Emergency Department
- ☐ Sadowsky Family Pediatric Emergency Department
- ☐ Tolosky Family Living Room (adjacent to Daly Lobby; Floor 3)
- ☐ D'Amour Family Healing Garden (adjacent to MassMutual Wing; Floor 3)
- ☐ Davis Neonatal Intensive Care Unit (resides in Wesson; Floor 2)
- ☐ D'Amour Center for Cancer Care (outpatient care; located at 3350 Main Street)
- ☐ Sadowsky Center for Children (outpatient pediatric oncology/hematology care; located within the Pediatric Procedure Unit)
- ☐ Lynn Katz Oncology Unit (inpatient adult care; resides in the Springfield Building; Floor 3)

Baystate Noble Hospital

- ☐ Bronson Rehabilitation Unit
- ☐ Fowler Wing
- ☐ Burk Women's Center

Baystate Franklin Medical Center

- Russell Building (old surgery center, currently endoscopy)
- Ethel Lemay Healing Garden

Baystate Wing Hospital

- Country Bank Pavilion (refers to the building that was added to the hospital in 2008 and includes lobby, registration area, ORs, Med/Surgical Unit, and ICU)

Academic Degrees & Honors

Terms designating academic years are lowercased (freshman, sophomore, junior, senior) as are medical education terms (interns, residents, fellows).

The names of academic degrees and honors are capitalized when following a personal name, whether abbreviated or written in full:

Denton Cooley, Doctor of Medicine: Denton Cooley, MD; Denton Cooley, Fellow of the American College of Surgeons.

However, when academic degrees are referred to in such general terms as doctorate, bachelor's, master of science, they are not capitalized. (Note: associate's degrees, bachelor's degree, master's degree all have an apostrophe.)

Subjects and specialties are lowercased, unless they contain a proper name: He is board certified in internal medicine. She received her master of science in engineering. He received his undergraduate degree in English, and his master's degree in communications.

Committees, Groups & Organizations

Full names of committees, groups, associations, societies, organizations, conventions, are capitalized. Such words as society, association, organization, conference, convention are lowercased when used alone. *Baystate Health Board of Trustees; the board decided; Pharmacy & Therapeutics Committee; the committee announced.*

Days, Dates, Times & Places

- ☐ Names and days of the week and month are capitalized. The four seasons are not (unless personified).
- ☐ Tuesday; November; spring; fall; winter solstice; the vernal equinox; Then Spring – with her warm showers – arrived.
- ☐ Note: When listing dates of events, it is preferred to use the day as well: Tuesday, Dec. 17
- ☐ Write October 1, October 2, October 23, not October 1st, October 2nd, October 23rd.
- ☐ It is not necessary to give the year when giving dates for the present year, unless it would cause confusion. When spelled out, designations of time and time zones are capitalized (AP style).
- ☐ For UMass Chan Medical School – Baystate, use the full name “UMass Chan Medical School – Baystate” for all formal use. On second reference, or for internal Baystate Health use only, the informal “UMass Chan – Baystate” may be used.
- ☐ In referring to towns in our service area, it’s not necessary to say “Mass.” or “MA.” For towns beyond our service area, identify the state.
- ☐ Use this preferred form for geographic locations whenever possible: western Massachusetts; western New England; central Massachusetts; northern Connecticut.
- ☐ If Western Massachusetts is used as a proper name referring to our distinct local area, capitalize both words, such as on a billboard.

Forms of Address

When quoting someone in text use current tense; say “Mark Smith says” or “Smith explains” or “Mr. Smith adds.” The choice of first name, last name, and designation (Dr., Mrs., Mr., Ms.) depends on the style of the particular publication. In business communications use full name and title for first reference and last name subsequently. For patient stories, use first name of patient and full name and designation of provider and then Dr. and last name subsequently as appropriate.

Medical & Scientific Terms

- ☐ The names of diseases, syndromes, signs, symptoms, and tests should be lowercased, except for proper names forming part of the term: *Hodgkin’s disease; Meniere’s syndrome; infectious granuloma; Reye’s syndrome; Alzheimer’s disease*. Be sure to capitalize all letters in abbreviated, commonly recognized disease names: AIDS, HIV.
- ☐ Generic names of drugs should be lowercased. Proprietary names (trade names or brands) if used at all, should be capitalized and enclosed within parenthesis after the first use of the generic term.
- ☐ Only proper names attached to the names of laws, theorems, principles, etc., are capitalized: *Einstein’s general theory of relativity the second law of thermodynamics Boyle’s law*.

- ❑ Names of chemical elements and compounds are lowercased when written out; the chemical symbols, however, are capitalized and set without periods: *tungsten carbide*; *WC*; *sodium chloride*, *NaCl*; *ozone*, *O3*.
- ❑ Procedures are lowercased, except when a proper name occurs in it: cardiac catheterization; coronary angioplasty; open heart surgery; Pap smear.
- ❑ Names of medical equipment are lowercased, except where abbreviations or acronyms occur: *CT scanner*; *magnetic resonance imaging*; *MRI*, *etc.*
- ❑ Use X-ray as a noun, verb, or adjective.
- ❑ For temperature, the words Fahrenheit and Celsius are proper names and should be capitalized. They can also be abbreviated to “F” and “C.”

Acronyms

Acronyms save space and can help readers recognize certain conditions or procedures.

- ❑ When in doubt, spell it out!
- ❑ Always write out the full name in the first instance (without capitals unless an initial cap is needed at the start of a sentence, or a proper name is included) followed by the acronym in parentheses. Use just the acronym after the first mention.
- ❑ If the acronym is less common and used more than three times, consider writing out the full name after every three uses of the acronym.

Numbers & Time

Use figures for exact numbers greater than ten and words for numbers ten and below. Numbers that consist of a whole number between one and nine followed by hundred, thousand, million, etc., may be spelled out or expressed in figures:

☐ *She has performed in 22 plays on Broadway, seven of which won Pulitzer prizes.*

☐ *The contest attracted an unexpected two thousand entries.*

OR

The contest attracted 2,000 entries. The budget was estimated at \$33 million.

When writing times, use lowercase letters with periods for a.m. and p.m., and include a space between the numerals and a.m. or p.m.: 4 a.m. or 5 p.m. when expressing a time span that occurs all within am or pm, one reference is sufficient. *The meeting is from 10 to 11 a.m.* These abbreviations should not be used in conjunction with the words morning or evening; and the word o'clock should not be combined with either am or pm. Use a colon to separate hours and minutes. In addition:

☐ For time "on the hour," do not use zeroes to denote minutes. *The meeting will be held from 1 to 2 p.m.*

☐ When listing a range of times, separate the times with a hyphen. Include a space before or after the hyphen. *Hours: 8:30 a.m. - 5 p.m.*

☐ When referring to a range of times in a sentence, spell out the word "to" in place of the hyphen. (It is acceptable to use a hyphen in narrative form if the text must be easily scanned.) *Our hours of operation are 8:30 am to 5 pm on weekdays. (Also acceptable: Our hours of operation are 8:30 a.m. - 5 p.m. on weekdays.)*

☐ Note: When listing dates of events, it is advisable to use the day as well. *Tuesday, December 17*

☐ Use numerals and the percentage sign. *1%*

Dates

Use spelled out dates whenever possible (January 1, 2019). A simplified format (1/1/2019) may be used when necessary on our patient portal and other content.

Use figures without st, nd, rd or th. *The meeting is scheduled for May 15. (not May 15th).* When listing a range of dates, separate the dates with a hyphen. Do not include a space before or after the hyphen. *Oct. 20-21.* When referring to a range of dates in sentence form, spell out the word "to" or "through" in place of the hyphen. (It is acceptable to use a hyphen in narrative form if the text needs to be easily scanned.)

Days

Capitalize days of the week, and do not abbreviate. The party on Wednesday, Feb. 22, was a huge success.

Months

Always spell out March, April, May, June, and July. Abbreviate the remaining months (Jan., Feb., Aug., Sept., Oct., Nov. and Dec.) when using them with a specific date. *The center will hold a grand opening on May 1. Columbus sighted land on Oct. 12, 1492.*

Do not abbreviate any month when it is used alone or accompanied by only a year. *It is a long time from May to December. January 1972 was a cold month.*

When a month and year are used without a specific date, do not separate them with a comma.

When a phrase includes a month, day, and year use commas to separate the year. *The leadership team selected Feb. 13, 2013, as the target date.*

Years

Use an 's' without an apostrophe to indicate a span of decades or centuries. *The 1920s and the 1800s.*

Phone Numbers

In most cases, the full telephone number should be provided, including area code. In some instances, for internal communications in a specific location, using an extension only may be appropriate. In this case, use ext. 4-4444.

- ☐ Use hyphens and not parentheses around the area code: 714-456-7890
- ☐ Do use "1" before the area code for toll-free numbers: 1-800-377-4325
- ☐ If your phone number spells out a word, also include the numbers afterward in parentheses: 1-800-377-HEALTH (4325) and 413-794-CARE (2273)

Titles

- Use a clinical title if there is one, or state the doctor’s specialty. Capitalize titles preceding and attached to person’s name, but use lowercase when the title follows a name or stands by itself. Long titles should always follow the name. Use an ampersand instead of “and” in titles when applicable.

President John Smith

Dr. Kenneth Chang, director of the Baystate Regional Sleep Program

For public-facing content, use the following approach when writing about a doctor or other clinical or leadership staff person:

- Use “Dr. Kenneth Chang” rather than “Kenneth Chang, MD.”
- Say “director of the Baystate Regional Sleep Program” rather than “Chang, Director, Baystate Regional Sleep Program.”

Other Common Words & Phrases

Word	How to use it	Tips
administrators	Don’t use Use: our team, team members	
and/or	Don’t use Use: or	
assist	Don’t use Use: help	
chairman	Don’t use Use: chair	

Word	How to use it	Tips
confidential	Use sparingly Use: private	
dependent	Use sparingly Use: “your child” (when possible)	If it’s necessary to use this word, define it in context
determine	Don’t use Use: figure out, decide	
eligible	Don’t use Use: able to, allowed to, can, qualify	
enroll	Don’t use Use: sign up	
Flagship hospital	Don’t use	Do not use “flagship hospital” when referring to Baystate Medical Center.
He/she	Avoid Use: he or she or they	Use singular they as needed.
immunization	Use sparingly Use: vaccine, vaccination	Review use of these terms by situation, because “immunization” and “vaccination” don’t mean the exact same thing.

Word	How to use it	Tips
like including for example	Use Don't use: such as, e.g.	Use these words to introduce lists of examples
medication	Don't use Use: medicine	
minor	Don't use Use: your child, young person, person younger than...	
modify	Don't use Use: change	
notify	Don't use Use: tell	
number	Use Don't use: No., #	
obligated required	Don't use Use: need to, must	
occur	Don't use Use: happen	

Word	How to use it	Tips
organization (when referring to BH)	Use sparingly Use: our team, the Baystate Health team	When necessary: When referring to Baystate Health or any of its components, use “organization” or “health system” not “corporation,” or “company.”
passphrase	Don’t use Use: password	
Phone	Don’t use Use: telephone	
procedure	Use sparingly Use: operation, health service	When possible, use a more specific word (like “mammogram”)
provider	Don’t use Use: doctor	If using doctor isn’t an option, use “health care provider”
receive	Use sparingly Use: get	
select	Use sparingly Use: choose	

Word	How to use it	Tips
website	Use Don't use: "web site" or "Website"	Write URLs without "Error! Hyperlink reference not valid." or "www" prefixes
within	Use sparingly Use: in	May be able to reword in context (e.g., "in the next 30 days")

Writing for the Web

Search Engine Optimization (SEO)

For web writing, it is important to understand the basic principles of search engine optimization (SEO). Search engines follow links throughout the internet, collecting content from websites and adding data to search engine indexes. Writing optimized content helps search engine spiders find your website. Many website users come to your site because they are using a search engine to look for services, information, resources or events.

- ☐ Follow principles of good web writing.
- ☐ Complete metadata fields. Use meta title and meta description.
- ☐ Always include text content on a page. Search engines crawl content.
- ☐ Write text to go along with an image, video\ and flash content.
- ☐ Nest header tags properly. Always use H1 first and at top.

Metadata

Metadata is information about information and is used by search engines to get results.

Browser and Navigation Titles

On BaystateHealth.org, all pages include browser and navigation titles. Each title should be an accurate, concise description of a page's content – around 50-60 characters long.

These titles are important for orienting users, improving click-through rates, and boosting search engine optimization (SEO). Consider context when writing browser and navigation titles. A user will see a browser title outside of baystatehealth.org; they will see a navigation title within baystatehealth.org.

- ☐ Browser title: appears in your browser tab and as the headline in search engine results. Prioritize keywords and phrases.
- ☐ Navigation title: appears in the website breadcrumbs, navigation menu, and site search results. Should also be concise and include keywords and phrases.

Meta Descriptions

Meta descriptions are a short description of a page's content. They are the text displayed beneath the meta title in a list of search results.

- ☐ Keep to 150 characters (including spaces) or less if possible.
- ☐ Use keywords, especially at the beginning of the sentence.
- ☐ Create unique descriptions for each and every page.

Keywords

Keywords are an important factor in search rankings and click-through rates. Use them in meta title and description, in nested headers, throughout content, and in content links.

- ☐ Keywords can be one or multi-word phrases.
- ☐ Keywords describe the contents of a web page.
- ☐ Use keywords strategically, but also naturally. Don't artificially load pages with keywords.

Use keywords as follows:

- ☐ Meta title tag: At least once, preferably close to the beginning
- ☐ Meta description tag: At least once (do not compromise readability by packing it with keywords)
- ☐ Top of page: Once prominently near the top of the page
- ☐ In body copy: At least two to three times
- ☐ Alt attribute of images: Helps with web search as well as image search or to find images

SEO-Friendly Text Content

The number of keyword recurrences does not matter. What matters is how relevant keywords are to the content.

- ☐ Make sure you have text content on every page.
- ☐ Write your content with naturally flowing keywords.

Following SEO principles will also improve site search from within the website.

- ☐ Consult with your content owner to find out if any keyword research has been done or if existing keyword lists exist.
- ☐ Use the principles for placing keywords in content and in Metadata in the same way you would for search engine optimization.

For a full web style guide, please reference “Additional Guidelines” or visit BaystateHealth.org/Style-Guide

ADDITIONAL RESOURCES

- ☐ [Marketing & Communications Request](#)
- ☐ [BH Brand Connect portal](#)
- ☐ [BH Media Release Form](#)
- ☐ [BH Annual Report](#)
- ☐ [BH Employee YouTube Video Page](#)
- ☐ [BH Loyalty Programs](#)
- ☐ [BH Workplace-Internal](#)
- ☐ [Share Your Voice](#)
- ☐ [BH Social Media Policy](#)
- ☐ [BH Information Security Policy](#)
- ☐ Fast Fact Sheets
 - [Baystate Health](#)
 - [Baystate Medical Center](#)
 - [Baystate Franklin Medical Center](#)
 - [Baystate Noble Hospital](#)
 - [Eastern Region](#)
 - [Baystate Children's Hospital](#)



[BH Facebook](#)



[BH Instagram](#)



[BH Twitter](#)



[BH YouTube Public Site](#)



[BH on LinkedIn](#)