



## CU Medicine Freestanding Clinic Naming Standards

CU Medicine freestanding clinics offer primary and specialty healthcare services led by trusted, nationally ranked providers at convenient locations in Colorado communities.

These community practices follow a clear and consistent naming structure and approach to ensure both consistency in brand as well as clarity for current and future CU Medicine healthcare consumers.

### Clinic Naming

CU Medicine freestanding clinics are named according to the following brand standards:

CU Medicine Department/Division/Specialty – Location

CU Medicine Department/Division/Specialty – Subspecialty – Location

*Examples: CU Medicine Internal Medicine – Cherry Creek; CU Medicine Otolaryngology – Head and Neck Surgery – Highlands Ranch Specialty Care Center*

For clinics providing services in a subspecialty whose terminology on its own is clear and recognizable by a general healthcare consumer audience:

CU Medicine Subspecialty – Location

*Example: CU Medicine Interventional Radiology – Highlands Ranch Specialty Care Center*

For clinics at which both the specialty and subspecialty name are required for understanding by a general healthcare consumer audience, and where the healthcare services are offered at a single location, that clinic may use the following structure for clarity and brevity:

CU Medicine Specialty – Subspecialty

*Example: CU Medicine Psychiatry – Obsessive Compulsive Disorder (OCD) Clinic*

It is strongly preferred that “Specialty” and “Subspecialty” are denoted by the American Board of Medical Specialties (ABMS) at <https://www.abms.org/member-boards/specialty-subspecialty-certificates/>. When it is clearer to healthcare consumers and more accurate for the clinic to list a

Specialty or Subspecialty not recognized by the ABMS, that naming may be considered. In all cases, clinic naming that promotes clarity of meaning and understanding for the healthcare consumer should be the guiding principle.

“Location” should be descriptive and provide clarity for healthcare consumers. Location names should be the city, town or well-recognized and established neighborhood in which the clinic is located.

In instances where CU Medicine opens clinics at multiple locations or buildings within a single city, town or neighborhood, additional clinics should use naming that incorporates the name of the Medical Office Building (MOB) where the clinic is located, or other recognizable location identifier, to provide clarity of patient wayfinding:

CU Medicine Specialty – City/Town/Neighborhood at Name of MOB

*Example: CU Medicine Interventional Radiology – Highlands Ranch at Ridgeline Medical Center*

### **Multi-Specialty Clinic Naming**

In some cases, a particular clinic may offer a unique or differentiated multi-specialty mix of services. In those cases, clinic naming that falls outside of these stated guidelines may be appropriate. Such naming must be reviewed and approved by the CU Medicine Marketing Governance Committee, and must follow the objectives of clarity and consistency in CU Medicine brand guidelines and naming. Such naming is meant to be used in limited circumstances and only when the aforementioned naming approach is not sufficient to convey a particular clinic’s services.

*Examples: CU Medicine Interventional Pain – Cherry Creek; CU Medicine Integrative Medicine – Highlands Ranch Specialty Care Center*

### **Centers and Institutes**

Use of the term “Center” or “Institute” is limited to those clinic locations which have been identified as a designated Center or Institute by the Chancellor. These centers or institutes are governed by University of Colorado Anschutz Medical Campus and Chancellor guidelines and policies. Joint Ventures may be named according to the terms of the particular Joint Venture.

In these cases, the word “Center” or “Institute” may be used in the clinic name. Legacy names (prior to 2022) were not required to use CU Medicine as part of their name, though going forward, the use of CU Medicine in the clinic name is the preferred convention subject to Chancellor/Joint Venture stipulations.

*Legacy examples: Barbara Davis Center for Diabetes; Helen and Arthur E Johnson Depression Center; Marcus Institute for Brain Health*

## **Epic Clinic Naming**

Epic (electronic medical record) names are set to differentiate the myriad of clinic locations for physician referral navigation. Epic External Name character fields, utilized by physicians outside the UHealth Epic system, are limited to 88 characters; Epic Internal Name character fields, for physicians utilizing the UHealth Epic system, are limited to 22 characters. Names are determined by the UHealth Epic Information Technology team, in partnership with the CU Medicine Marketing and CU Medicine Community Practice Integration teams. Both brevity and clarity are critical in the selection of Epic names. CU should be used at the front of Epic names to quickly and concisely drive identification and understanding.

*Examples: CU PSYCH CLINIC, CU FAM MED CENTENNIAL, CU DEPRESSION CENTER, CU VASC SURG AURORA OP*

## **Clinic Uniforms**

Clinic staff for any specialty will utilize the CU Medicine logo for uniforms. Logos including clinic or specialty names should not be utilized on clinic staff uniforms. This approach enables clinic staff to work in any location and ensures consistency and clarity for our patients.

Physicians and advanced practice providers have the option to use CU Medicine logos that include clinic or specialty names on their lab coats. Providers must ensure that they are wearing the lab coat with the appropriate logo on it depending on which clinic they are in on a given day.

## **Naming Approval and Rollout Process**

All clinic names must be reviewed and approved by the Associate Director of Marketing and the Marketing Branding Committee, and then shared with the Clinic Practice Manager for their input. For proposed clinic names that fall outside of the standard naming guidelines (e.g., as described under “Multi-Specialty Clinic Naming”), all names must receive final review and approval by the Marketing Governance Committee.

Upon final clinic name approval, clinic names will be shared with the School of Medicine Department and the CU Medicine Community Practice Integration team.