



CU Medicine Freestanding Clinic Naming Standards

CU Medicine freestanding clinics offer primary and specialty healthcare services led by trusted, nationally recognized 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 Gynecologic Oncology – 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.

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

Centers and Institutes

Use of the term “Center” or “Institute” is utilized by those clinic locations which have been identified as a designated Center or Institute by the Chancellor. These centers and institutes are governed by University of Colorado Anschutz 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.

The term “Center” may also be used for clinics that offer highly specialized services and treatments that supply exceptionally high concentrations of expertise and related resources centered on particular and specific medical areas. These services and treatments must be delivered in a comprehensive, interdisciplinary manner, and must be shown to enhance the depth and breadth of healthcare services available to patients beyond what is offered at other clinics. In order to be named a center, such clinics must be the only location within our system to provide their unique service profile, and must be highly differentiated such that patients are likely to seek out and travel to this location.

Consideration will be given to how our partner organizations utilize the center term in their own clinic naming.

Naming of a CU Medicine clinic location as a “center” when such location has not been designated by the Chancellor or through a Joint Venture arrangement must be reviewed and approved by the CU Medicine Marketing Governance Committee, as well as the Department Chair or Division Chief, using the above guidelines. Decisions to name a clinic location as a center must be made with serious consideration, taking great care to apply the designation only in cases where truly warranted.

Examples: Helen and Arthur E Johnson Depression Center; Marcus Institute for Brain Health; CU Medicine Center for Prosthetics; CU Medicine Regenerative Medicine, Hand and Spine Center

Ancillary Spaces within a Clinic

Laboratories, diagnostic or therapeutic services rooms, or other ancillary spaces within a CU Medicine clinic may be named after donors or influential providers who practice or have practiced at the clinic, provided that the ancillary space is completely located within the CU Medicine clinic and will not be marketed or promoted independently of any clinic. Naming of an ancillary space within a CU Medicine clinic is subject to review and approval by the CU Medicine Marketing Governance Committee using the above guidelines.

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 UCHHealth Epic system, are limited to 88 characters; Epic Internal Name character fields, for physicians utilizing the UCHHealth Epic system, are limited to 22 characters. Names are determined by the UCHHealth Epic Information Technology team. 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 Governance Committee and then shared with the Department or Division for their input.

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