

## Medtronic editorial style guide

**Note:** This PDF version of our house style guide was created by copying and pasting the content from our [online version](#), which is not accessible to partners outside of Medtronic, into a Word document. Therefore, there may be some odd formatting peculiarities here and there, and all links will not work as designed, but you can still navigate to and use the content. For example, the “see also” entries will not be hyperlinked, but you can still just manually flip to the associated entry alphabetically to view it.

### Hello

This style guide is authored and maintained by the Medtronic editorial style committee — a small, crossfunctional team of writing, editorial, and content experts across our portfolios and regions. Use this guide to maintain a consistent style in everything written for and about Medtronic.

### Additional resources

For questions not answered in our house style guide, refer to:

- [Merriam-Webster](#) for spelling of everyday terms, including hyphenation
- [Dorland's Illustrated Medical Dictionary](#) for spelling of medical terms
- [Associated Press Stylebook](#) for promotional, internal communications, and public relations writing
- [AMA Manual of Style](#) for citations, medical abbreviations, certain measurements, and when writing for medical journals
- [Global English Style Guide for Technical Writing](#) for technical communications, regulatory affairs, packaging, provider training/education, and clinical writing
- [Common ID&E Terms](#), created by the GIDE team. (This list is updated frequently. Refer back often.)
- [Brand messaging](#) and [voice guidelines](#)
- [Supplemental digital style guidelines](#) for online content



### 3-D

Hyphenate.

# A

## **a, an** ⓘ

Use “an” before abbreviations, acronyms, and numbers that begin with a vowel sound.

*Example:* She ordered an MRI.

## **a lot, a lot of** ⓘ

Avoid using. Instead use many, frequently, etc.

*Example:* She visits her customers frequently. Not: She visits her customers a lot.

## **abbreviations** ⓘ

Guidance varies based on the type of abbreviation. As a general rule for all types of abbreviations, err on the side of using what will be most familiar to your intended audience. If you’re unsure, err on the side of caution and spell the abbreviation out. And then be consistent with usage throughout your piece.

- **Acronyms and initialisms.**

*Examples:* OR, MRI, ECG, HR, PIN, ZIP code

- **Clipping.**

*Examples:* info instead of information, sales rep instead of sales representative, ad instead of advertisement

- Avoid using clipped words in all formal communications and in external communications, even if the abbreviation is familiar.

*Examples:* evaluation instead of eval., marketing instead of mktg.

- Clipped words are OK in informal communications or in external communications when the clipped word is in common use and you are certain your audience will be familiar with (maybe even more familiar with) the shortened version of the word.

*Example:* Cath lab instead of catheterization laboratory for an electrophysiologist audience is OK.

- **Contractions.** Contractions are OK. [Consult Merriam-Webster](#) for spelling.

- **Units of measure.** Such as volume, time, size, distance, and temperature.

See also:

academic degrees and certifications

,

acronyms

,

state names

,

time zones

,

time, numerals

,

units of measure

## academic degrees and certifications ⓘ

- Write the individual's full name, followed by a comma, followed by the letters of the academic degree or certification without periods.

*Example:* John Smith, PhD

- [Consult Merriam-Webster](#) for correct capitalization. If the degree or certification does not appear in the dictionary, default to capitals.

*Examples:* PhD, MD, MBA, FACS

- Use periods for abbreviated degrees or certificates that precede the holder's name.

*Examples:* Prof. Maryam Khan, Dr. Kai Li

- It is always a good idea to verify an individual's degree or certification status from a reputable source (e.g., their LinkedIn page) and follow their lead on how to represent their title in print.

*Examples:* Prof. Heinrich Müller or Dr. Heinrich Müller (or even Prof. Dr. Heinrich Müller)

See also:

titles and honorifics

## acronyms ⓘ

- Capitalize all acronym letters. Do not use periods.

*Examples:* peripheral arterial disease (PAD), Cardiac Ablation Services (CAS)

- On first reference, spell out the acronym followed by the acronym in parentheses; use the acronym alone in subsequent references.

*Example:* Respiratory compromise (RC) is common. RC is also costly and deadly.

- Do not introduce an acronym in parentheses if the term is never used again.
- Easily recognizable acronyms are acceptable on first reference and do not need to be spelled out.

*Examples:* CEO, CFO, and OR

- Carefully consider whether the acronym is truly "easily recognizable" for the full intended audience. For example, acronyms that are readily recognizable in your particular OU or function may not be recognizable across the company.

- Do not capitalize the words from which an acronym is derived, unless they are proper nouns.

*Example:* heart failure (HF), not: Heart Failure (HF)

- Do not repeat a word that is part of the acronym after the acronym.

*Examples:* OR, not: OR room, MRI, not: MRI imaging

- In general, don't use an acronym in a headline unless it is well known by the intended audience. If you do use an acronym in a headline, do not spell it out there, even if it is the first instance. Wait until the first instance in body copy to spell it out.

- To make an acronym plural, add a lowercase "s" without an apostrophe.

*Example:* PCs

For accepted medical and clinical acronyms, see the [AMA Manual of Style](#).

For additional examples, see the [Medtronic acronym finder](#).

## active voice ⓘ

Use active voice where possible and appropriate. Active voice clearly identifies who is performing an action, with the subject of the sentence performing the action of the verb.

*Example:* Last month the Medtronic Foundation awarded Health Access Grants. Not: Health Access Grants were awarded last month by the Medtronic Foundation.

### **Acute Care and Monitoring** ⓘ

One of our operating units within the Medical Surgical portfolio.

See also:

[operating units/portfolios](#)

### **address** ⓘ

Use your OU address as appropriate. Use the following addresses for Medtronic headquarters:

Operational headquarters

710 Medtronic Parkway

Minneapolis, MN 55432-5604

USA

Medtronic principal executive office

20 Lower Hatch St.

Dublin 2

Ireland

### **affect, effect** ⓘ

These words are often confused or used incorrectly:

- Affect is a verb.  
*Example:* Dozens of factors can affect sugar levels.
- Effect is a noun.  
*Example:* The effects of low sugar levels can be severe.

### **ages** ⓘ

- Always use numerals to represent age.

*Example:* In the most recent study, six patients were 9 years of age or older.

- Hyphenate when age is used as an adjective.  
*Example:* The 73-year-old patient had critical limb ischemia.

### **a.m., p.m.** ⓘ

Lowercase, with periods. Add one space between the numeral and the letters.

*Examples:* 11 a.m., 10–11 p.m.

### **American versus British English spellings** ⓘ

For consistency, default to American spellings for broad audience communications. For regional communications, local (British) spellings are preferred.

### **among, between** ⓘ

These words are similar in meaning but should be used in different contexts:

- Use “among” to pertain to a group of more than two entities. Do not use amongst.  
*Example:* The writers shared clinical articles equally among themselves.
- Use “between” to pertain to the relation between one thing and one or more other things.  
*Example:* To find the distance between two points, one would use a formula derived from the Pythagorean Theorem.

### **ampersand (&)** ⓘ

- Use sparingly. The word “and” is preferred in both headlines and body copy.

*Example:* Why choose between flexibility and strength?

*Example:* Mergers and acquisitions

- Use an ampersand if it is part of a company’s formal name or if needed to conserve space in social media or on some promotional materials.

*Example:* Johnson & Johnson

## **annual** ⓘ

Use “annual” to refer to an event that has occurred for at least two successive years. Do not use “first annual.”

## **anti-** ⓘ

Generally, do not hyphenate when used as a prefix.

*Examples:* anticoagulant, antibacterial, antiviral, antioxidant

Consult [Merriam-Webster](#) to confirm correct spelling of specific words, including exceptions.

## **apostrophe (’)** ⓘ

- Use an apostrophe to show possession or ownership:
  - To show possession by one, place the apostrophe before the letter “s.”  
*Example:* SpiderFX™ device’s filter basket
  - To show possession by more than one, make the noun plural and then add the apostrophe.  
*Examples:* the companies’ products; the patients’ I.D. cards
- Do not use an apostrophe with a plural acronym.

*Example:* ABIs, 1990s

## **app** ⓘ

Use “app” or “applications” when referring to mobile applications.

*Example:* app-based solution

See also:

[abbreviations](#)

## **as well as** ⓘ

Use “as well as” when indicating more than one afterthought. The sentence may require a comma depending on sentence structure.

## **asterisk (\*)** ⓘ

- Use an asterisk with third-party trademarks.

*Example:* This is a Third-Party Trademark™\* name.

- Do not use an asterisk as a footnote symbol.

See also:

[footnotes](#)

,

[trademarks](#)

# B

## **between** ⓘ

See:

among, between

## **bi-** ⓘ

Generally, do not hyphenate when used as a prefix.

*Examples:* bilateral, biannual, bilevel, bilingual

Consult [Merriam-Webster](#) to confirm correct spelling of specific words, including exceptions.

## **biannual, biennial** ⓘ

Biannual refers to an event occurring twice a year; biennial events occur every other year.

## **biweekly, semiweekly** ⓘ

Biweekly refers to an event occurring every other week; semiweekly events occur twice a week.

## **board of directors** ⓘ

Lowercase.

## **book titles** ⓘ

Italicize titles in body copy only.

*Example:* The patient was reading the book, *To Kill a Mockingbird*.

See also:

titles of works

## **booth** ⓘ

Lowercase.

*Example:* VIVA booth 433

See also:

designators

## **brackets [ ]** ⓘ

Use brackets when placing parenthetical information within parentheses.

*Example:* (ankle-brachial index [ABI] measurement)

See:

parentheses ( )

## **brand name** ⓘ

See:

trademarks

## **British spellings** ⓘ

See:

American versus British English spellings

## **bulleted lists** ⓘ

Use bulleted lists to make copy more readable and scannable. Introduce the bulleted list with a statement, followed by a colon (like this):

- Do not use a bulleted list for only one bullet.
- Put bulleted items in order of importance (if applicable).
- Use closed circle bullets of the same color and size as the copy following them, followed by a tab. Secondary bullets should be en dashes. Repeat if necessary.
- Use parallel construction (i.e., if one item in the list is a complete sentence, all items in that list should be complete sentences; if one item begins with a verb, all items should begin with a verb).
- Capitalize the first word of each item in the bulleted list but use a period at the end of the bulleted text only if it is a complete, stand-alone sentence.

See also:

numbered lists

**business group** ⓘ

Legacy term, do not use.

See also:

operating units/portfolios



**cannot** ⓘ

One word.

**capitalization** ⓘ

In general, avoid unnecessary capitals. Lowercase words are easier to read and appear more friendly and conversational.

If there is no relevant guidance in this style guide for a particular word or phrase, consult the [AP style book](#) and [Merriam-Webster](#) (or [Dorland's Illustrated Medical Dictionary](#)).

#### **Cautionary notes**

- Resist the urge to capitalize a word because it seems important. Common nouns are almost always lowercase (in English).  
*Examples:* diabetes, heart failure, sudden cardiac arrest (SCA), page, step, chapter, department, award, function, program
- Do not capitalize a common noun just because it follows a proper noun (common nouns are italicized in the examples shown here).  
*Examples:* Marketing Communications department, Asia Pacific region, Alzheimer's disease, Marfan syndrome, Spanish language, Marquis™ DR implantable cardioverter defibrillator
- Avoid using all caps for emphasis.

#### **Capitalization in different languages**

Not all languages use capital letters. Follow the rules of the language you are writing in. It is important to respect and adhere to the linguistic conventions of each language to ensure clarity and accuracy in our communications.

See also:

acronyms

,

designators

,

email addresses

,

hashtag

,

headlines and subheads

,

operating units/portfolios

,

proper nouns and proper names

,

race

,

tables, figures

,

titles and honorifics

,

titles of works

,

trademarks

,

URL

**captions** ⓘ

If

using captions, be sure they are consistent throughout your material (i.e., all complete sentences, phrases, or simple titles but not a mix.)

**Cardiac Ablation Solutions** ⓘ

One of our operating units within the Cardiovascular portfolio.

See also:

operating units/portfolios

**Cardiac Rhythm Management** ⓘ

One of our operating units within the Cardiovascular portfolio.

See also:

operating units/portfolios

**Cardiac Surgery** ⓘ

One of our operating units within the Cardiovascular portfolio. Do not capitalize cardiac surgery when used as a common noun.



See also:

[operating units/portfolios](#)

**Cardiovascular** ⓘ

One of our portfolios.

See also:

[operating units/portfolios](#)

**Cardiovascular Lifeline Technical Services** ⓘ

Also abbreviated as CV Lifeline

**case, patient, subject, control** ⓘ

These words are similar in meaning but should be used in different contexts:

- Use “case” to refer to a particular instance of disease or medical condition.
- Use “patient” or “person with [condition]” to refer to a person who is under medical care.
- Use “subject” to refer to an individual who is enrolled in a clinical study and has a particular characteristic or behavior being examined or measured in that study or investigation.
- Use “control” when referring to an individual who is part of a study or investigation but is used as a basis of comparison.

**cath lab** ⓘ

This abbreviation for catheterization lab is acceptable on first reference.

**cc, bcc** ⓘ

Lowercase when referring to copying email recipients.

**C-code** ⓘ

Capital C, lowercase code, and always hyphenated.

*Examples:* “C-code finder” or “Use the following C-codes.”

**cellphone** ⓘ

One word

**charts, graphs** ⓘ

See our [data visualization brand identity guidelines](#).

See also:

[captions](#)

**checkup, check up** ⓘ

- One word when used as a noun.

*Example:* She went for her annual checkup.

- Two words when used as a verb.

*Example:* He went to check up on his team.

**chemical compounds** ⓘ

See:

[elements and chemical compounds](#)

**citations** ⓘ

See:

[reference](#)

**clinician** ⓘ

See:

doctor, physician, clinician

**co-** ⓘ

Generally, do not hyphenate when used as a prefix.

*Examples:* coauthor, cosponsor, coworker, cooperate, coordinate

Consult [Merriam-Webster](#) to confirm correct spelling of specific words, including exceptions.

**collective nouns** ⓘ

A collective noun is a word that is singular in form but represents a group of people or things.

*Examples:* workforce, management

- Collective nouns use either singular or plural verbs, depending on the subject of the sentence.  
*Examples:* Majority rules. The Miami Heat are battling for first place.
- Collective nouns referring to a single unit use singular verbs and pronouns.  
*Examples:* The committee is meeting to set its agenda for the coming year. The workforce is all female.
- Words that are plural in form become collective nouns and use singular verbs when the group or quantity is considered one unit.  
*Examples:* A thousand bushels is a good yield. If the subject is considered individual units: A thousand bushels were created.

**colon (:)** ⓘ

Use a colon at the end of a sentence to introduce lists, tabulations, and texts.

*Example:* Lesion characteristics in the study group included: fibrotic, fibrofatty, necrotic core, and calcific.

- Use a capital letter after a colon only if it is the start of a complete sentence, or if a proper name follows the colon.  
*Example:* The vice president promised this: The business will meet or exceed its sales projections for fiscal 2026.
- Place a colon outside quotation marks unless the colon is part of the quotation itself.
- Use one space after a colon.

**color, colour** ⓘ

Color is preferred.

See also:

American versus British English spellings

**comma (,)** ⓘ

Use a serial (or Oxford) comma. That is, use a comma after the penultimate item in a list of three or more items (before the “and” or “or”), regardless of the sentence’s complexity.

*Examples:* Topics on the program for

the PainStim conference include patient selection, surgical procedure, education, the use of heat and pressure gauges, and live training. The flag was red, white, and blue.

Note: For news releases, you may omit the serial comma per AP style.

**company names, corporate names** ⓘ

Refer to Standard & Poor’s Register of Corporations or to a company’s official website to verify formal name, spelling, and trademark information.

## **companywide** ⓘ

One word, no hyphen

## **compared to, compared with** ⓘ

These phrases are similar in meaning but should be used in different contexts:

- Use “compared to” when the intent is to assert, without the need for elaboration, that two or more items are similar.  
*Example:* She compared her first draft to her second for consistency.
- Use “compared with” when juxtaposing two or more items to illustrate similarities and/or differences.  
*Example:* His time was 2:11:10 compared with 2:14 for his closest competitor.

## **complement(ary), compliment(ary)** ⓘ

These words are often confused or used incorrectly:

- “Complement” means a completeness, or the process of supplementing something.  
*Example:* His tie complements his suit.
- “Complementary” means making up what is lacking in another.  
*Example:* Each member of the team brings complementary skill sets.
- “Compliment” means to praise.  
*Example:* Her presentation elicited a compliment from her supervisor.
- “Complimentary” means something given as a courtesy or favor.  
*Example:* The hotel’s soap was complimentary.

## **compose, comprise, constitute** ⓘ

These words are often confused or used incorrectly:

- “Compose” means to create or put something together; it takes the passive voice, “is composed of.”  
*Example:* The basket on the SpiderFX™ device is composed of a braided nitinol mesh filter with a gold tungsten marker at its mouth.
- “Comprise” means to contain or include everything or embrace something; it is not a passive verb and therefore, “is comprised of” is incorrect.  
*Example:* A basket used for embolic protection comprises the filter and wire.
- “Constitute” means to make up or form something. Use when neither “compose” nor “comprise” fit.  
*Example:* Granting of this approval in no way constitutes endorsement by the Academy of the program, content, or the program sponsor.

## **compound modifiers** ⓘ

Compound modifiers are two or more words that express a single concept.

- When a compound modifier precedes a noun, hyphenate the words preceding the noun.  
*Example:* Medtronic-sponsored clinical trial
- Do not hyphenate “very” or adverbs ending in “ly.”  
*Example:* an overly ambitious clinical study

See also:

[hyphen \(-\)](#)

[comprise](#) ⓘ

See:

[compose, comprise, constitute](#)

**conference, congress** ⓘ

Use “conference” or “congress” to refer to the professional (medical) meetings (VIVA, SIF, CIRSE , TCT, etc.) where Medtronic exhibits.

**constitute** ⓘ

See:

compose, comprise, constitute

**continual, continuous** ⓘ

These words are often confused or used incorrectly:

- Use “continual” to mean action that recurs at frequent intervals.
- Use “continuous” to mean action that occurs without interruption.

**continued** ⓘ

For text that continues to another page, use the abbreviation with a period: “cont’d.”

**contractions** ⓘ

Contractions are acceptable in promotional materials. However, keep in mind that contractions can make translation more difficult.

*Examples:* aren’t, don’t, doesn’t, let’s

**convince, persuade** ⓘ

These words are often confused or used incorrectly:

- Use “convince” with “that” or “of.”  
*Example:* I was convinced that her symptoms were worsening.
- Use “persuade” with an infinitive.  
*Example:* persuaded “to do” something.

**copyright(©)** ⓘ

To protect material from unauthorized use, always include a copyright statement for work completed on behalf of Medtronic. See the [Global Trademark and Copyright Requirements for Advertising and Promotional Materials](#) for guidance.

**Coronary and Renal Denervation** ⓘ

One of our operating units within the Cardiovascular portfolio.

See also:

[operating units/portfolios](#)

**COVID-19** ⓘ

All caps with a hyphen. Not: Covid-19.

**Cranial and Spinal Technologies** ⓘ

One of our operating units within the Neuroscience portfolio.

See also:

[operating units/portfolios](#)

**criteria, criterion** ⓘ

“Criterion” is a singular noun; “criteria,” a plural noun.

*Examples:* This criterion is not valid. These criteria are not valid.

# D

## **dagger (†)** ⓘ

See:

footnotes

## **dashes** ⓘ

Em dash (—) (the longer dash)

- Use an em dash to:
  - Indicate a break in thought that causes an abrupt change in sentence structure.  
*Example:* Will he — can he — obtain the necessary data?
  - Create momentum or separate additional information in a sentence.  
*Example:* The SpiderFX™ embolic protection device is designed to capture debris dislodged during SVG interventions — all the while minimizing changes in blood flow.
  - Replace parentheses
- Em dashes following a boldface entry are in regular type, not bold.
- Include a space before and after em dashes.

En dash (–) (the shorter dash)

- Use an en dash (–) to:
  - Indicate a range.  
*Example:* pages 57–63
  - For quote attribution.  
*Example:* “A writer is a person for whom writing is more difficult than it is for other people.” –Thomas Mann.
- En dashes following a boldface entry are in regular type, not bold.
- Do not include a space before or after an en dash.

Both em and en dashes may be added to Microsoft documents by inserting a symbol. Note: All dashes in the brand font, Avenir Next World, are much shorter than you may be accustomed to. Please check that you are using the correct dash.

- Access the em dash via the Insert menu > Symbol Unicode 2014.
- Access the en dash via the Insert menu > Symbol Unicode 2013.

See also:

hyphen (-)

## **data** ⓘ

“Data” is often a plural noun, thus takes plural verbs and pronouns.

*Example:* The data have been carefully collected. (Here, the word “data” consists of individual items and takes a plural verb.)

However, sometimes “data” is a collective noun that denotes one unit, and as such, takes a singular verb and pronoun.

*Example:* The survey data is sound.

#### **dates** ⓘ

Do not use numbers alone to represent dates because in different parts of the world the date could be read differently e.g., 12/1/2022 could be read as Dec. 1 or Jan. 12. For dates used in countries outside the United States, use the accepted format for that location.

#### **U.S. dates:**

- Spell out months when using them alone or with a year.  
*Examples:* Vascular meetings are in October; November 2022 meetings.
- Abbreviate the month when used with a date.  
*Example:* Jan. 1; Feb. 7. To abbreviate months, use the first letters of the month followed by a period (except March, April, May, June, and July).  
*Examples:* Jan., Feb., Aug., Sept., Oct., Nov., and Dec.

**Days:** Do not use ordinal numerals (a number that indicates degree, quality, or position in a series, e.g., first, second, and third) with dates.

*Example:* Jan. 1, not: Jan. 1st

Avoid use of the article “on” before a date or day of the week unless its omission would lead to confusion.

*Example:* The meeting will be held May 10, not: on May 10

**Days of the week:** For events, you may include the day of the week with the date. *Example:* Monday, Sept. 5

**Date range:** For invitations and professional materials associated with educational events that occur over several days, spell out the month and use an en dash to separate the range in dates (do not put a space on either side of the en dash).

*Example:* Sept. 8–10, 2022

#### **decimal point (.)** ⓘ

For U.S. style, use decimals, especially when expressing percent.

*Example:* 30.3% change in fibrotic plaque volume post-PE versus pre-PE.

- If a number is less than one, use a zero before the decimal.  
*Example:* 0.018”
- For numbers within a table or chart, use the same number of decimal places.  
*Example:* 46.9, 4.8; 2.5 mm, 4.0 mm

#### **degree, degree symbol** ⓘ

Always include the abbreviation “C” (for Celsius) or “F” (for Fahrenheit) to indicate unit of measure.

*Example:* The temperature is 52 C. For negative degrees, use the word minus before the number, except in charts and graphs.

*Example:* minus 5 F or -5 F.

For usage outside the United States, see the International System of Units (SI).

The degree symbol (°) can be used in the context of angles, in clinical writing, and in charts and graphs.

### **department** ⓘ

When referring to internal Medtronic departments, capitalize the name of the department, but not the word “department.” Do not abbreviate the word “department.”

*Example:* Finance department

### **designators** ⓘ

*Designators* are things that are identified by a specific label, often combining a word and a number or a word and a letter.

As a general rule, use lowercase for designators.

*Examples:* step 2, page 135, chapter 12, week 6, chromosome Y, stage 4, control group C

*Exceptions:* Table 5, Figure B, Model 8721

See also:

booth

,

tables, figures

### **develop** ⓘ

In clinical writing, do not write, “The patient developed peripheral vascular disease.” Instead — even though it does not follow the guideline for active voice — say, “Peripheral vascular disease developed in the patient.”

### **Diabetes** ⓘ

Both a portfolio and one of our operating units.

See also:

operating units/portfolios

### **die of, die from** ⓘ

“Die of” is the preferred usage. Patients die of, not from, specific diseases or disorders.

*Example:* He died of complications related to diabetes.

### **differ from, differ with** ⓘ

These words are often confused or used incorrectly.

- Use “differ from” to mean “unlike.”

*Example:* Their opinions differ from those of their professor.

- Use “differ with” to mean disagree.

*Example:* He disliked having to differ with her.

### **dimensions** ⓘ

Use numerals for inches, feet, yards, centimeters, meters.

*Example:* She was 5 feet 6 inches tall.

When needed to conserve space, such as in a chart, unit of measure need not be repeated:

*Example:* 20.3 × 25.4 × 38.1 cm (8 × 10 × 15 in.)

### **dis-** ⓘ

Generally, do not hyphenate.

*Example:* dissimilar.

Consult [Merriam-Webster](#) to confirm correct spelling of specific words, including exceptions.

#### **disclosures/disclaimers** ?

See:

footnotes

#### **diseases** ?

Lowercase names of diseases, unless the disease is known by the name of the individual(s) identified with it or is otherwise capitalized.

*Examples:* atherosclerosis, but Lou Gehrig's disease, type 1 diabetes

#### **division** ?

See:

operating units/portfolios

#### **doctor, physician, clinician** ?

Although there may be overlap, these words are not interchangeable:

- “Doctor” includes everyone who holds a doctorate degree. Use a period when abbreviating doctor.  
*Example:* Dr.
- Use “physician” in clinical writing when referring to a medical doctor.
- Use “clinician” if your audience includes general healthcare providers like nurses, technicians, etc. When in doubt, use “clinician.”
- Avoid using “provider” when referring to someone with an MD.

See also:

abbreviations

#### **domain names** ?

See:

URL

#### **dose, dosage** ?

These words are often confused or used incorrectly.

- Use “dose” to mean total quantity administered at one time.
- Use “dosage” to imply a regimen.

#### **down-** ?

Generally, do not hyphenate “down.”

*Example:* downgrade, downturn.

Consult [Merriam-Webster](#) to confirm correct spelling of specific words, including exceptions.

## E



## **e-** ⓘ

Generally, hyphenate when used as a prefix meaning electronic.

*Examples:* e-commerce, e-cigarette, e-book, e-learning

Consult [Merriam-Webster](#) to confirm correct spelling of specific words, including exceptions.

*Example:* email

## **Ear, Nose, and Throat** ⓘ

One of our operating units within the Neuroscience portfolio.

See also:

[operating units/portfolios](#)

## **e.g.,** ⓘ

Abbreviation for the Latin term “exempli gratia,” which means “for example.” The abbreviation may be used in clinical writing, but the phrase “for example” is strongly preferred in patient-facing communication.

- Place a period after each letter, followed by a comma, to begin the list of examples.  
*Example:* Medtronic sells a complete portfolio of procedural support products, e.g., support catheters, guidewires, infusion catheters, introducer sheaths, and Y-connectors.
- Do not use “etc.” at the end of a list introduced by “e.g.” because “others in a list” is already implied.
- Do not use “i.e.” as a substitute of “e.g.”

See also:

[i.e.,](#)

## **elements and chemical compounds** ⓘ

- Spell out elements and chemical compounds on their first instance in a piece.
- Following the first instance, you may choose to continue to spell out the term or abbreviate. This will depend on the subject matter, technical level, and audience for your piece.
- When abbreviating, use super- and subscripts.  
*Example:* CO<sub>2</sub> rather than CO2.

## **ellipsis ( ... )** ⓘ

Use an ellipsis in to condense quotes or text or to indicate deletion of one or more words.

Otherwise, avoid usage. In all cases, take care to avoid deleting words that would distort the meaning of text.

- If the words that precede an ellipsis constitute a grammatically complete sentence, either in the original or in the condensation, place a period at the end of the last word before the ellipsis. Follow it with a regular space and an ellipsis.  
*Example:* I no longer have a strong enough political base.
- When material is deleted at the end of one paragraph and at the beginning of the one that follows, place an ellipsis in both locations.

Put a space before and after the ellipsis. Access the ellipsis symbol via the Insert menu > Symbol Unicode 2026.

## **em dash (—)** ⓘ

See:

[dashes](#)

## **email** ⓘ

Do not hyphenate.

See also:

[email addresses](#)

## **email addresses** ⓘ

- Use lowercase for one-word email addresses or email addresses in which there is punctuation separating the words (for example, a period or hyphen).

*Examples:* maria.wang@medtronic.com, info@medtronic.com, rs.covid-questions@medtronic.com

- Use camel case (capitalize each word) for multi-word email addresses when there is no punctuation separating the words. This style makes it easier for screen readers to separate and pronounce the words correctly.

*Examples:* rs.MarketingLeadershipCouncil@medtronic.com, rs.MarketingStyleGuide@medtronic.com.

## **en dash (–)** ⓘ

See:

[dashes](#)

## **endnote** ⓘ

A note printed at the end of a document (typically on the last page) or the bottom of a webpage. Our standard copyright statement and trademark attribution statement are examples of endnotes.

- Endnotes are not numbered or lettered.
- If endnotes and references appear on the same page, references are listed first.

See also:

[footnotes](#)

,

[reference](#)

## **Endoscopy** ⓘ

One of our operating units within the Medical Surgical portfolio.

See also:

[operating units/portfolios](#)

## **Engineering the extraordinary** ⓘ

Brand tagline

## **enterprisewide** ⓘ

One word, no hyphen

## **ER, ED** ⓘ

Either of these commonly used abbreviations for emergency room/emergency department are acceptable on first reference.

## **essential clauses or phrases, nonessential clauses or phrases** ⓘ

Essential clauses cannot be eliminated in a sentence without changing the meaning of the sentence; nonessential clauses can be eliminated.

- Use commas to set off a word, phrase or clause when the text contained in the commas is not essential to the meaning of the sentence.

*Examples:* See [Sorting Out Essential and Nonessential Clauses.](#)

- Do not use commas to set off essential clauses from the rest of the sentence.  
*Example:* Attendees who register ahead of time will be given priority. (Here, the omission of commas indicates that only those who register ahead of time [essential clause] will be given priority.)

#### **et al., etc.** ⓘ

“Et al” is the abbreviation for the Latin term “et alia,” which means “and others,” and refers to persons. “Etc.” is the abbreviation for the Latin term “et cetera,” which means “and the rest,” and refers to things.

- Do not end a list of persons with “etc.”; instead, use “et al.” with a period after the “al.”
- Do not use “etc.” at the end of a list introduced by “e.g.” because e.g. means “for example” and therefore “and the rest” is already implied.
- Avoid using “etc.” in promotional and instructional copy because it does not add anything significant.

#### **everyday , every day** ⓘ

One word when used as an adverb.

*Example:* She goes to work every day.

Two words when used as an adjective.

*Example:* He wears his everyday shoes.

#### **everyone, every one / everybody, every body** ⓘ

These words are similar in meaning but should be used in different contexts:

- Use “everyone” or “everybody” (one word) when referring to all persons.  
*Example:* Everyone wants to use the new stent in the peripheral vessels as soon as it is FDA- approved.
- Use “every one” or “every body” (two words) when referring to each individual person or item.  
*Example:* Every one of the stent’s product features was important to the physician.

#### **examine, evaluate** ⓘ

These words are similar in meaning but should be used in different contexts:

- Use “examine” in connection with patients.  
*Example:* The doctor will examine the patient.
- Use “evaluate” in connection with conditions or diseases.  
*Example:* The doctor will evaluate the patient’s condition.

#### **exclamation point (!)** ⓘ

Avoid using.

F

#### **FAQ** ⓘ

“FAQ” is an acronym for “frequently asked questions.” Singular and plural are the same; do not use FAQs.

### **farther, further** ⓘ

These words are similar in meaning but should be used in different contexts:

- Use “farther” when referring to physical distance.  
*Example:* He walked farther into the woods.
- Use “further” when referring to an extension of time or degree of progress.  
*Example:* They took the research further.

### **FDA** ⓘ

FDA is a well-known acronym for the U.S. Food and Drug Administration and thus need not be spelled out.

### **fewer, less, under** ⓘ

These words are often confused or used incorrectly:

- Use “fewer” for numbers and amounts and with plural nouns.  
*Example:* Fewer than eight patients experienced adverse effects from the procedure.
- Use “less” for volume or degree and with singular nouns.  
*Example:* Less smoking may mean fewer cases of lung cancer.
- Use “under” to signify location.  
*Example:* Her shoes were always under her bed.

### **figures** ⓘ

See:

[tables, figures](#)

### **fiscal year** ⓘ

- Lowercase when spelled out.  
*Example:* The company’s fiscal year begins April 24.
- “Fiscal year” may be abbreviated to FY, followed by the last two numerals of the year. Abbreviation is acceptable on first reference in this instance.  
*Example:* Medtronic met its FY15 strategic goals.

### **flair, flare** ⓘ

These words are often confused or used incorrectly:

- Use “flair” to describe a natural ability or an appealing quality or style.  
*Example:* He delivered his speech with flair.
- Use “flare” when referring to a flame, bright light, or sudden outburst.  
*Example:* He was blinded by the flare of the camera’s flash.

### **flare up, flare-up** ⓘ

- Two words when used as a verb.  
*Example:* Psoriasis tends to flare up when it’s hot outside.
- One word when used as a noun.  
*Example:* He uses a special cream when he experiences a flare-up.

### **-fold** ⓘ

Generally, do not hyphenate.

*Example:* TurboHawk™ device benefits are threefold.

Consult [Merriam-Webster](#) to confirm correct spelling of specific words, including exceptions.

### **follow-up, follow up** ⓘ

- Hyphenate when used as a noun or adjective.  
*Examples:* The patient made an appointment for a follow-up. His follow-up visit was last week.
- Do not hyphenate when the two words are used as a verb.  
*Example:* The doctor will follow up with the patient.

### **footnotes** ⓘ

A brief note that provides additional content or context placed at the bottom of the page (print or digital). In our communications, footnotes are commonly used for legal or regulatory disclaimers, disclosures, or additional clinical data.

*Examples:*

† Navigation software provided by InnerOptic Technology, Inc.  
‡ As demonstrated in porcine hernia model.

- Footnotes are designated with superscripted symbols in the following order:  
Dagger †  
Double dagger ‡  
Section §  
Lozenge ◇  
Pilcrow ¶  
Hashtag #  
Increment Δ  
Infinity ∞
- After the single ∞, the same sequence repeats but with double symbols (††, ‡‡, etc.).
- Restart the footnote symbol order on each new page (print or digital). Do not carry footnote references across pages.
- To avoid potential confusion with our third-party trademark treatment, do not use the asterisk (\*) as a footnote symbol.
- If footnotes and references appear on the same page, list footnotes first.

Format:

- Ensure footnotes are legible:
  - The minimum font size should be equal to or larger than the smallest regular font size appearing elsewhere in the material.
  - The color chosen for footnotes must pass ADA color-contrast standards. ([Check color contrast.](#))
- Do not superscript the footnote symbols at the bottom of the page/end of document.
- Include a space between the footnote symbol and the accompanying text at the bottom of the page.
- Footnotes should end in a period.

In-text citation:

- Do not place a space between the footnote text and the superscripted symbol in body copy.  
*Example:* More than 80% of patients showed improvement.<sup>†</sup>
- Place superscripted symbols after periods and commas, but before colons, semicolons, and quotation marks.

See also:

reference

,

endnote

**formula, formulas** ⓘ

Use numerals when writing formulas.

**forward** ⓘ

Use “forward,” not “forwards.”

*Example:* He moved forward. Not: He moved forwards.

**fractions** ⓘ

- Spell out amounts less than one in text, using hyphens between the words.  
*Example:* one-fourth; seven-sixteenths.
- Use numerals for precise amounts larger than one, converting to decimals whenever practical.  
*Example:* 1.75; 4.9

**frequently asked questions (FAQ)** ⓘ

See:

FAQ

**Full-life Symbol** ⓘ

When referring to our Medtronic brand symbol by its full name, Full-life Symbol, capitalize the F and S. When referring to our brand symbol without the full name, lowercase s on symbol. The Full-life Symbol is an evolution of the rising person, originally known as the rising man.

**function** ⓘ

Do not capitalize “function,” even when referring to a specific function or enterprise operation.

**further** ⓘ

See:

farther, further

**Further, Together** ⓘ

“Further, Together” was our former brand tagline and should no longer be used.



**GenAI** ⓘ

Short for generative AI

**gender-neutral language** ⓘ

- If the gender of the subject is unknown, rephrase the sentence to be gender-neutral.

*Example:* The patient learned to comply with the treatment.

- Gender-neutral language is preferred for titles.  
*Examples:* “chair” or “chairperson” instead of “chairman” or “chairwoman.”
- “They” is an acceptable singular pronoun.

See also [Common ID&E terms](#).

#### **greater than symbol (>) ?**

- Avoid as a device to replace the words “greater than” or “more than” in running copy. Spell out if there is room.  
*Example:* more than 20,000 patients
- OK to use in display type and in copy if space is limited.  
*Example:* >20,000 patients
- Exception: > is always OK to use in mathematical expressions.

See also:

plus sign (+)

,

more than, less than

H

#### **handheld ?**

One word.

#### **hashtag ?**

A term starting with a hash sign (#) in a social network post. It conveys the subject of the post so that it can be easily found by users interested in that subject.

- Use lowercase for one-word hashtags or hashtags in which there is punctuation separating the words (for example, a hyphen).  
*Examples:* #internship, #innovation-summit
- Use camel case for multi-word hashtags when there is no punctuation separating the words. This style makes it easier for screen readers to separate and pronounce the words correctly.  
*Examples:* #MedtronicEmployee, #MDTProud, #CareersThatChangeLives, #PoweredByPride



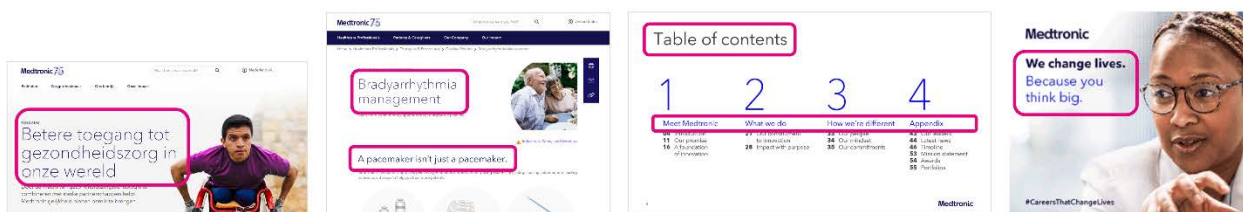
**Note:** While the guidance outlined here is a best practice, those creating content for our social media channels may use their discretion and deviate from this approach if deemed appropriate. For example, in some cases a hashtag may be suggested by the platform and that suggestion, if the content creator chooses to use it as is, may not be capitalized in the way we would suggest is best practice.

## headlines and subheads

A headline is copy that serves to introduce or categorize the content that follows it. Subheads serve to further categorize the content. Headlines and subheads are typically set in a typography style that attracts attention and sets them apart from surrounding copy (for example, with size or color).

Always set headlines and subheads in sentence case. This means only the first word of the headline and any proper nouns are capitalized.

**Exception:** Writers and designers may use their best judgment for specific cases not addressed in this guide. For example, while we would not necessarily consider the labels on way-finding signage at conventions to be headlines anyway, the Conventions team has chosen to set these in title case.



Webpage headline

Webpage headline and subhead

PowerPoint slide headline and subheads

Banner ad headline



Digital banner

PowerPoint slide subheads

Brochure subheads

Ad headline

Some languages, like Korean, do not differentiate between upper- and lowercase letters.



Article headline

Email banners (headlines in sentence case, proper nouns in title case)

Title case on way-finding signage at a convention

See also:  
acronyms



ampersand (&)

,

italics

**Health Insurance Portability and Accountability Act (HIPAA)** ?

See:

acronyms

**healthcare** ?

One word. (This is an exception to AP style.)

**hyper-** ?

Generally, do not hyphenate.

*Example:* hypertension

Consult [Merriam-Webster](#) to confirm correct spelling of specific words, including exceptions.

**hyphen (-)** ?

A hyphen is used to form compound words, to break a word at the end of one line and continue it on the next, and with some prefixes and suffixes. It is smaller than an em or an en dash.

Use a hyphen:

- If two words are used as an adjective before a noun to express one idea, (a compound modifier).  
*Example:* well-known speaker, a low-profile, durable balloon, balloon- and stent-based technologies
- Note that these words would not be hyphenated if the compound modifier was used after the noun.  
*Examples:* The speaker is well known. A balloon is low profile and durable.
- When spelling out compound numbers and when writing out fractions.  
*Example:* A two-thirds majority was needed.
- To conform to software conventions.  
*Examples:* double-click, drop-down (see also [Spelling of Common Digital Terms](#))
- When “after” is used to form a compound modifier, but not when used as a prefix.  
*Examples:* after-dinner meeting but afterthought

Do not use a hyphen:

- Between an adverb and an adjective it modifies.  
*Example:* highly regarded therapy
- When the second element is a number.  
*Example:* type 2 diabetes
- To make a negative number. Use the minus sign found in the symbols tab.  
*Example:* -2.

See also:

dashes

,

log in, login

### **i.e.,** ⓘ

Abbreviation derives from the Latin term “id est,” which means “that is”:

- Use to introduce an example or clarification of something that was just discussed.
- Place a period after each letter, followed by a comma.

*Example:* PTA and stenting are often used after atherectomy (i.e., as adjunctive therapies) to achieve a lower mean residual stenosis rate.

### **in-, -in** ⓘ

As a prefix,

- Do not hyphenate when “in” means “not.”  
*Example:* inaccurate
- Hyphenate with some other combinations.  
*Examples:* in-depth, in-house
- Hyphenate when used as a suffix.  
*Example:* write-in, stand-in

### **in vitro** ⓘ

Two words, not italicized.

### **in vivo** ⓘ

Two words, not italicized.

### **inch (in)** ⓘ

Spell out “inch,” but use the abbreviation “in” (no periods) in a table if space is an issue. When indicating product specifications, use the number and mathematical symbol.

*Example:* 0.035”.

See also:

units of measure

### **incidence, prevalence** ⓘ

These words are often confused or used incorrectly:

- Use “incidence” to mean the rate of occurrence of new cases of a disease or health condition in a population.  
*Example:* The incidence of cancer increases dramatically as a population ages.
- Use “prevalence” when referring to existing cases, as it is the percentage of a population affected by a disease or health condition at a given time.  
*Example:* The high prevalence of obesity in the United States makes it a critical healthcare issue.

### **include** ⓘ

Use “include” when introducing a series if the items that follow are only part of the total.

*Example:* The heart includes chambers, valves, and vessels.

### **infra-** ⓘ

Generally do not hyphenate.

*Example:* infrastructure.

Consult [Merriam-Webster](#) to confirm correct spelling of specific words, including exceptions.

#### **initials** ⓘ

- Use periods without a space when an individual uses initials instead of a first name.  
*Example:* J.F. McKinsey
- In a reference, do not use periods with a first name.  
*Example:* Lidwell W, Holden K, Universal Principles of Design. Beverly, MA: Rockport Publishers, Inc.; 2003.

#### **instructions for use (IFU)** ⓘ

Write clear instructions:

- Do not bury directions in paragraphs or long lines of text.
- Use a numbered list for the steps if the order is important.
- Describe only one action in each step.
- Use line art or illustrations (as appropriate) and clearly identify the step with the illustration.

See also:

#### numbered lists

#### **inter-** ⓘ

Generally, do not hyphenate.

*Example:* international.

Consult [Merriam-Webster](#) to confirm correct spelling of specific words, including exceptions.

#### **internet** ⓘ

Lowercase.

#### **intra-** ⓘ

Generally, do not hyphenate.

*Example:* intraluminal.

Consult [Merriam-Webster](#) to confirm correct spelling of specific words, including exceptions.

#### **intranet** ⓘ

Lowercase.

#### **iPad, iPhone** ⓘ

Lowercase “i” and capitalize “P.”

#### **it’s, its** ⓘ

These words are often confused or used incorrectly:

- Use “its” as the possessive form of the pronoun.  
*Example:* The company won the case to enforce its patents.
- Use “it’s” to mean “it is” or “it has.”  
*Example:* It’s been unseasonably warm this fall.

#### **italics** ⓘ

Use italics for book titles or to highlight or emphasize words and short phrases.

*Example:* Patients want treatment choices that are effective *and* convenient.

Avoid using italics for paragraphs or large blocks of text. Do not use italics in promotional headlines or subheads.

# J

## **journal abbreviations** ⓘ

Use accepted Index Medicus abbreviations for trade journals that are cited in works. Locate the complete list of Index Medicus online, on the [National Library of Medicine website](#).

# K

## **kick off / kickoff** ⓘ

- Two words as a verb.

*Example:* Let's kick off this meeting.

- One word as a noun or adjective.

*Example:* FY24 kickoff meeting.

# L

## **legal disclaimers** ⓘ

Verify the accuracy (with legal and regulatory) of trademarks and/or registered marks and of disclaimer and indications (contraindications, etc.) that appear on the back or at the end of a print piece or digital asset.

See also:

trademarks

## **less** ⓘ

See:

fewer, less, under

## **less than** ⓘ

See:

more than, less than

## **life cycle** ⓘ

Two words

## **lifesaving** ⓘ

One word

## **log in, login** ⓘ

- One word when used as a noun or adjective.  
*Example:* Your login information is available on myMedtronic.
- Two words when used as a verb.  
*Example:* Log in to your account now.

#### **long term, long-term** ⓘ

- Generally, two words.

*Example:* She was in it for the long term.

- Hyphenate only when used as a compound adjective.

*Example:* long-term therapy

Consult [Merriam-Webster](#) to confirm spelling of specific words.

#### **-ly** ⓘ

Do not hyphenate between an adverb ending in -ly and the adjective it modifies.

*Example:* An overly ambitious clinical study

## M

#### **mathematical symbols** ⓘ

Use a space before and after numerals, unless reporting a per hundred (%) portion in clinical writing.

*Example:* 2 cm, 5 to 7 F sheath size, (n = 48), (6 of 188, 3.2%).

See also:

number(s)

,

units of measure

#### **may, might vs. can, could** ⓘ

These words are similar in meaning but should be used in different contexts:

- Use “may” and “might” to mean permission or possibility.  
*Example:* The new leads from SVS might yield a high percentage of clinicians willing to try plaque excision.
- Use “can” and “could” to mean ability or power.  
*Example:* The TurboHawk™ device can remove disease from a peripheral vessel.

#### **MD** ⓘ

Capitalize with no periods.

See also:

abbreviations

#### **Mechanical Circulatory Support** ⓘ

One of our operating units within the Cardiovascular portfolio.

See also:

operating units/portfolios

#### **Medical Surgical** ⓘ

One of our portfolios.

See also:

[operating units/portfolios](#)

### **Medtronic** ⓘ

- Always capitalize.
- As a default, refer to the company as Medtronic rather than Medtronic plc. Medtronic plc is our legal name and should be used only for legal purposes in reference to the common holding company.
- Example of Medtronic plc and MDT used appropriately in a press release:

DUBLIN, June 6, 2024 /PRNewswire/ ⓘ. Medtronic plc (NYSE:MDT), a global leader in healthcare technology, today announced it will participate in the 45th annual Goldman Sachs global healthcare conference on Tuesday, June 11, 2024.

- Do not use the possessive form in writing or speaking. When appropriate, use “our” and “we” in place of the company name.  
*Examples:* The Medtronic Arctic Front™ cardiac cryoablation catheter system, not: Medtronic’s Arctic Front™...; Our deep relationships with healthcare system stakeholders provide enormous ability to identify and create further value-based solutions, not: Medtronic’s deep relationships...

See also:

[medtronic.com](#)

### **Medtronic Care Management Services (MCMS)** ⓘ

- Title caps when displayed as the full name to refer to the Medtronic department or service offering.  
*Example:* Medtronic Care Management Services comprises telehealth and remote patient monitoring solutions.
- Sentence case when referring generally to a category of services.  
*Example:* Medtronic offers a broad range of care management services to strengthen your clinical decision making.

### **Medtronic Mindset** ⓘ

Always capitalize

**medtronic.com** ⓘ

Lowercase m.

See also:

[Medtronic](#)

,

[URL](#)

### **micro catheter** ⓘ

Two words.

**Note:** We acknowledge that "microcatheter" as one word is a widely used form, and that micro-prefix words are all closed compounds in Dorland’s Medical Dictionary. However, micro catheter has been treated as two words at Medtronic for a long time. It appears thousands of times across our product, packaging, and labeling documents and has been treated inconsistently (both as one and two words) in our marketing materials. We believe consistency

across our various content forms is important, so have chosen to commit to the two-word form.

#### **mid-** ⓘ

Generally, do not hyphenate unless a capitalized word follows.

*Examples:* midterm, but: mid-term clinical data (because this is a compound adjective modifying the word “data”); mid-Atlantic

Consult [Merriam-Webster](#) to confirm correct spelling of specific words, including exceptions.

#### **minus sign (-)** ⓘ

Use the minus symbol, not a dash, in mathematical equations. Use the word “minus,” when necessary to avoid confusion and to indicate temperatures below zero.

*Example:* It is minus 10 F outside.

#### **Mission** ⓘ

Always capitalize “M” when referring to the Medtronic Mission.

#### **mmHg** ⓘ

No space (exception to AMA style)

#### **more than, less than** ⓘ

Use with temperatures and numbers. (Do not use “over,” as that refers direction and space.) “More than” is preferred to “greater than” except in mathematical situations.

*Example:* More than 10 million Americans are living with peripheral arterial disease.

See also:

over, during, more than

#### **MR Conditional** ⓘ

Capital MR, capital C

- This is a specific [safety labeling](#) term from the Food and Drug Administration (FDA). The other two MRI safety labeling terms are MR Unsafe (capital MR, capital U) and MR Safe (capital MR, capital S).
- Do not hyphenate when used as an adjective.  
*Example:* MR Conditional device, not MR-Conditional device.
- Do not capitalize the term condition in other constructs.  
*Example:* MR conditions for use must be met.

#### **multi-** ⓘ

Generally do not hyphenate.

*Examples:* multigenerational, multifaceted

Consult [Merriam-Webster](#) to confirm correct spelling of specific words, including exceptions.

#### **multiplication sign (×)** ⓘ

Use the multiplication symbol. Do not use the letter “x.”

## N

#### **n, N** ⓘ

- Use lowercase “n” as an abbreviation for number when describing a sample of the total population discussed.

*Example:* The most frequent diagnosis was diabetes (n = 184).

- Use uppercase “N” as an abbreviation for number when describing a total population.

*Example:* All patients treated with directional atherectomy (N = 486)

## **names** ⓘ

On first reference, use both first and last names. Use last names on second reference except in patient and feature stories, where first name is acceptable.

## **Neuromodulation** ⓘ

One of our operating units within the Neuroscience portfolio.

See also:

[operating units/portfolios](#)

## **Neuroscience** ⓘ

One of our portfolios.

See also:

[operating units/portfolios](#)

## **Neurovascular** ⓘ

One of our operating units within the Neuroscience portfolio.

See also:

[operating units/portfolios](#)

## **non-** ⓘ

- Generally, do not hyphenate.

*Examples:* noninvasive, nonrandomized, nonprofit

- Do hyphenate before proper nouns.

*Example:* non-Hodgkin lymphoma

Consult [Merriam-Webster](#) to confirm correct spelling of specific words, including exceptions.

## **none** ⓘ

- None is singular when used to mean “no single one” and takes a singular verb and pronoun.

*Example:* None of the product was damaged in shipment. (In this sentence, “none” refers to product.)

- None is plural when used to mean “no two” and takes a plural verb and pronoun.
- *Example:* None of the stents were backordered. (In this sentence, “none” refers to stents.)

## **not only, but also** ⓘ

Use the paired conjunctions “not only” and “but also” together. Follow each part of the construction with a balanced grammatical unit.

*Example:* She purchased not only the American Medical Association Manual of Style, but also The Associated Press Stylebook.

## **numbered lists** ⓘ

Use a numbered list for sequential steps to show that the order of items is important and to make it easier for readers to follow the instructions. Procedure steps are always numbered. For



each procedure, after the heading or subheading, restart numbers at one. To create numbered lists:

- Use an introductory statement, followed by a colon, to introduce the numbered list. On the next line, type the first numeral, followed by a period.
- Describe only one action per step.
- Use parallel construction. For example, if one item in a list is a complete sentence, all items in that list should be complete sentences, and if one item begins with a verb, all items should begin with a verb.
- Numbered items are either complete sentences with periods, or phrases, or sentence fragments that do not get a period. Both should not appear in the same list. Capitalize the first word of each item in the numbered list (sentence case), but use a period at the end of the numbered text only if it is written as a complete sentence.

See also:

bulleted lists

**number(s)** ⓘ

- Generally use numerals to express numbers 10 and higher; spell out whole numbers one through nine. Do not spell out a number and follow it with a number in parentheses.

*Example:* They had 18 morning procedures this week.

- When numbers greater than 10 are included in the same sentence or paragraph with numbers that are fewer than 10, use numerals for all.

*Example:* The patients were surveyed at 6, 9, 12, and 18 months.

- When two numeric expressions are adjacent to each other in a sentence; the hyphenated number takes the numeral.

*Example:* He was prescribed eleven 3-gram tablets.

- When a number begins a bullet, sentence, title, or heading, spell it out.

*Example:* Eighty-seven patients were included in the mid-term data. (In some cases, it may be appropriate to reword the sentence, title, or heading to avoid beginning with a number.)

- Use numerals, followed by a space, to precede units of measure.

*Examples:* 6 mm, 6 F

- For p-values, use at least two numerals after the decimal place and one space on each side of a mathematical symbol.

*Example:*  $p = 0.68$ ,  $p < 0.0001$ ,  $p = 1.00$

- Use numerals when reporting percentages, unless positioned at the beginning of a sentence.

*Example:* Claudication was reported in 87% of patients; Eighty-seven percent of patients reported ...

- Use numerals to express numbers that denote a specific table or figure in print materials.

*Example:* Table 2, Figure 2

- Use numerals to indicate dimensions in product literature; separate the individual parameters by an × symbol with a space on both sides.

*Example:* 6 mm × 150 mm

- Use numerals as designators.  
*Example:* Chapter 2, pages 24–87

For specific guidance related to using numerals in technical writing see the [Global English Style Guide for Technical Writing](#).

For fractions:

- Use words to express common fractions (up to eighths) that are less than one.  
*Examples:* one-fourth of PAD patients; two-thirds majority
- Use fractions with whole numbers and omit the space between the fraction and number.  
*Example:* Procedures performed with the old SilverHawk™ device take 1½ times longer to complete than those performed with the new TurboHawk™ platform.

For ordinals:

- An ordinal number expresses degree, position in a series or quality. When using an ordinal number, spell out first through ninth and use numerals thereafter.  
*Example:* first, second, 10th
- Do not use ordinals with dates.  
*Example:* Feb. 1; not Feb. 1st
- Never use “ly” with an ordinal number.  
*Example:* Do not use “thirdly.”
- To format numbers for audiences outside the U.S.:
  - For numbers consisting of four digits, there are no spaces or commas between them.  
*Example:* 1024
  - For numbers of ten thousand or greater, use a nonbreaking space as a separator.  
*Example:* 60 000 000
  - For numbers larger than five digits, it is acceptable to spell out “thousand,” “million,” and “billion.”  
*Example:* 60 million

For mathematical equations, check the [AMA Manual of Style](#).

See also:

percent, percentage, %

,

units of measure



## **OB-GYN** ⓘ

Acceptable in all references for obstetrics and gynecology.

**one-** ⓘ

Hyphenate when used in writing fractions.

*Example:* one-fourth

**operating units/portfolios** ⓘ

- The terms portfolio, operating unit, region, technology development center, and manufacturing cluster are not capitalized when used generally.

*Example:* We have 20 operating units.

- But names of specific operating units and portfolios should be capitalized.

*Example:* Cardiac Rhythm Management launched a new product this month.

- Add a capitalized “Operating Unit” to the end of a specific operating unit name if it provides clarity in internal-facing material. Apply the same rule to portfolios.

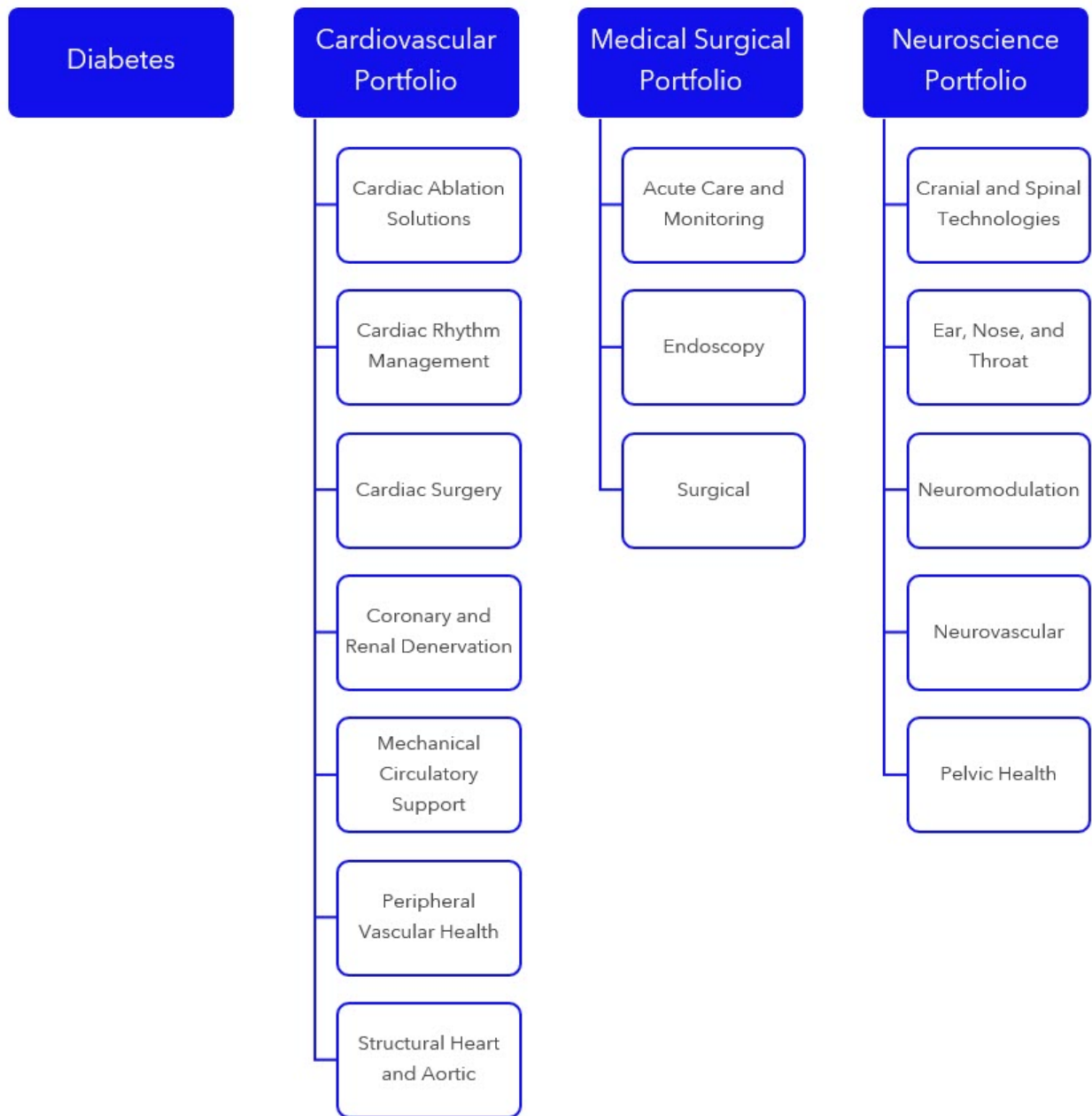
*Example:* Our Diabetes Operating Unit features solutions for both type 1 and type 2 diabetes.

- Only abbreviate operating unit names that are more than two words long. Do not include “OU” in the abbreviation.

*Example:* Cardiac Rhythm Management (CRM), not: CRM OU.

- Do not use the ampersand (&) symbol in OU names — symbols can cause back-end formatting problems in SharePoint, especially in headlines.

*Example:* Acute Care and Monitoring, not: Acute Care & Monitoring



### **organizations and institutions** [?](#)

Capitalize the names of organizations and institutions.

*Examples:* Cardiovascular and Interventional Radiological Society of Europe; Columbia University Medical Center

### **organize, organise** [?](#)

Organize.

See:

American versus British English spellings

### **orthopedics/orthopaedics** [?](#)

Default to American spelling: orthopedics.

See:

## American versus British English spellings

### **out-, -out** ⓘ

- One word when used as a noun.  
*Example:* The company buyout resulted in hundreds of new jobs.
- Do not hyphenate when the two words are used as a verb.  
*Example:* She intended to buy out all the remaining shirts.

### **over, during, more than** ⓘ

These phrases are similar in meaning but should be used in different contexts:

- “Over” and “more” are acceptable in all uses to indicate greater numerical value.  
*Example:* Over half of the people living with PAD have no symptoms. More than half of the people living with PAD have no symptoms.
- Use “during” when referring to time.  
*Example:* During the course of treatment, he felt extremely tired.

See also:

### more than, less than

### **over-, -over** ⓘ

- Generally, do not hyphenate.  
*Examples:* overall, overcompensate, holdover. There was a corporate takeover.
- Two words (no hyphen) when used as a verb.
- *Example:* He decided to take over the surgery.

Consult [Merriam-Webster](#) to confirm correct spelling of specific words, including exceptions.

### **overall** ⓘ

One word.

## P

### **physician** ⓘ

See:

### doctor, physician, clinician

### **plus sign (+)** ⓘ

- Avoid as a device to replace the words “greater than” or “more than” in running copy. Instead spell out.

*Example:* more than 49,000 patents in our portfolio

- OK to use in display type and in copy if space is limited.  
*Example:* 49K+ patents in our portfolio
- Exception: + is always OK to use in mathematical expressions.

See also:

### greater than symbol (>)

### **portfolio** ⓘ

See:

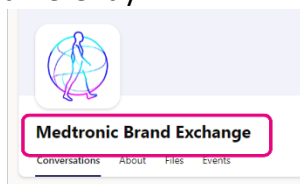
operating units/portfolios

**proper nouns and proper names** 

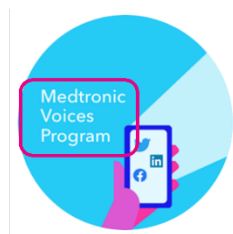
Use title case for proper nouns and proper names — those that constitute the unique identification for a specific person, place, or thing — even if the name appears in a line of copy that is otherwise set in sentence case (like a headline). (Follow the [AP Style Guide](#) to apply title case.)

Formal and complete names of events, holidays, programs, councils, social media communities, and SharePoint sites are all examples of proper nouns, as are names of our global regions, portfolios, and OUs and trademarks.

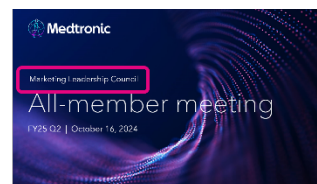
**Note:** Titles of brochures, presentations, posters, books, manuals, training courses, and white papers are also examples of proper nouns. However, we treat titles of works a little bit differently.



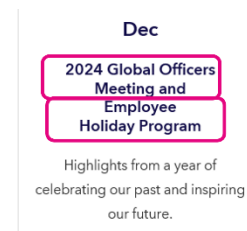
The title of a Viva Engage community is a proper noun.



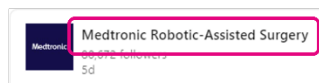
The name of a program is a proper noun.



The name of a council is a proper noun.



Names of events are proper nouns.

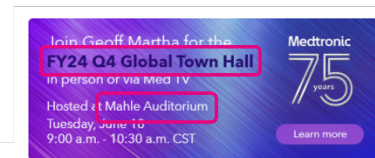


The name of a social media community is a proper noun.

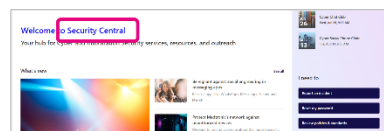


Mark your calendars: **World Down Syndrome Day is March 21!**  
The theme for 2024 is **End the Stereotypes**

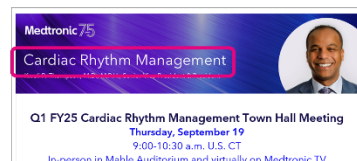
Names of events are proper nouns.



Names of events and venues are proper nouns.



The name of a SharePoint site is a proper noun.



The names of our OUs are proper nouns.

See also:

headlines and subheads

, trademarks

, titles of works

, titles and honorifics

, designators

## Q

### **quarter** ⓘ

- Hyphenate quarter when used as a compound modifier.  
*Example:* third-quarter earnings
- Do not hyphenate when two words are used as a noun.  
*Example:* During the third quarter
- Acceptable abbreviation: Q3

### **question mark (?)** ⓘ

- Use a single space after a question mark when it ends a sentence.
- Place a question mark outside quotation marks, unless the question mark applies to the quoted material.

*Examples:* Did they really put up a sign that said, “Tourists Go Home”? He said, “What?”

### **quotation marks ("" )** ⓘ

Use quotation marks:

- To contain the exact words of a speaker or writer in copy
- To call a reader’s attention to a word or phrase that is unfamiliar, used in a nonstandard way, or a technical term
- Use “curly” (“smart”) quotation marks — the standard quote on keyboards — in all instances except for inches, feet, and other measurements.
- For inches, feet, and other measurements, use straight quotes: (Unicode 0022). Or hit the quotation mark key on your keyboard and then Ctrl Z
- Place periods and commas within quotation marks.
- Place semicolons, question marks, and dashes outside quotation marks unless they apply to the quoted material.
- Place colons outside quotation marks.

Use single quotes ( ‘ ’ ) only to contain a quote within a quote.

## R

### **race** ⓘ

Capitalize races.

*Examples:* Asian, Black, Indigenous. *But:* white

See [Common ID&E terms](#), created by the GIDE team, for definitions of terms related to inclusion, diversity, and equity.

## radiofrequency ⓘ

One word

## reference ⓘ

References are used to cite the source of information. Common examples of sources in our work are journal articles, surveys, market research, websites, or presentations from trade conferences.

*Examples:*

- |  |  |
|--|--|
| <ol style="list-style-type: none"><li>1. Miyasaka Y, Barnes ME, Bailey KR, et al. Mortality trends in patients diagnosed with first atrial fibrillation: a 21-year community-based study. <i>J Am Coll Cardiol.</i> 2007;49(9):986-992. doi:10.1016/j.jacc.2006.10.062.</li><li>2. Smyth ME, Caurdy-Bess L. Legal aid for children: a medical-legal partnership supported by CATCH funding. Poster presented at: 2010 Medical-Legal Partnership Summit; March 2010. Arlington, VA.</li></ol> |  |
|--|--|

- **Order and numbering:** Number references contiguously throughout a print document. Restart numbering on each page for websites.
- **Placement:** Place references either at the bottom of a page (less common) or at the end of a document or presentation (more common). Use the same approach for placement throughout a single document. On websites, references are always placed at the bottom of the page.
- **Format:**
  - Do not superscript the reference numbers at the bottom of the page/end of document.
  - Follow [AMA style](#) to format the full reference. For more examples of fully formatted references, see [Samples of Formatted References](#) and our [References and Footnotes](#) guidance on Digital Central.
- **In-text citations:**
  - Use superscript numbers to cite references in text.
  - These numbers should be placed after periods and commas, but before colons, semicolons, and quotation marks.
  - As a general rule, place superscript reference citations at the end of a sentence, unless that placement will make it hard to tell what content the citation is referencing. Avoid placing the citations immediately after a number or abbreviated unit of measure to avoid confusion.  
*Example:* The two largest studies to date included 26 patients<sup>2</sup> and 18 patients.<sup>3</sup> **Not:** The two largest studies to date included 26<sup>2</sup> and 18 patients.<sup>3</sup>
- **Caution:** If you are excerpting slides containing references from a longer presentation, ensure you also copy over the corresponding references and renumber them accordingly.
- If footnotes and references appear on the same page, list footnotes first.

See also:

[footnotes](#)

,

[endnote](#)



# S

## **semicolon (;)** ⓘ

Use a semicolon:

- To indicate a greater separation in thought than a comma provides, but less than the separation that a period provides.  
*Example:* More than 12 million Americans are thought to have peripheral arterial disease (PAD); however, more than half of all PAD patients are asymptomatic.
- To separate elements of a series when those elements are long or when individual segments are set off by commas.  
*Example:* The conference includes people from Moscow, Paris, Mexico, Idaho; Springfield, California; Alamo, Tennessee; and other places. Note that the semicolon is used before the final and in such a series.
- To link independent clauses when the coordinating conjunction (and, but, for, nor, or, so, or yet) is not present.  
*Example:* He fell off the chair; his leg was broken in several places.

Place semicolons outside quotation marks.

## **state names** ⓘ

- Always spell out state names except as noted.

*Example:* Medtronic Operational Headquarters is located in Fridley, Minnesota.

- Always use abbreviations in mailing addresses.  
*Example:* (NSW = the state of New South Wales):  
Medtronic Australasia PTY LTD  
2 Alma Road  
Macquarie Park, NSW, 2113  
Australia
- Abbreviations may be used in references, tables, or other instances in which space is truly constrained.

This style also applies to provinces, parishes, territories, or other terms of administrative division.

## **Structural Heart and Aortic** ⓘ

One of our operating units within the Cardiovascular portfolio.

See also:

[operating units/portfolios](#)

## **Subheadlines (subheads)** ⓘ

See:

[headlines and subheads](#)

## **Surgical** ⓘ

One of our operating units within the Medical Surgical portfolio.

See also:  
[operating units/portfolios](#)  
**symbol** ⓘ

See:  
[Full-life Symbol](#)

T

### **tables, figures** ⓘ

Treat tables, charts, and figures consistently throughout your piece.

- Ensure text is formatted for optimal readability.
- As a best practice, designate measurements, with appropriate unit abbreviation, in column and row titles only, rather than repeating in each cell. Exceptions can be made for clarity.

#### **Titles and captions:**

- Label figures and tables separately and sequentially using either numbers or letters. (Tables are typically labeled with numbers, and figures with letters.)
- Be consistent in placement of figure and table captions (typically below the figure or table) in a single piece.
- Use sentence case for both titles and captions.

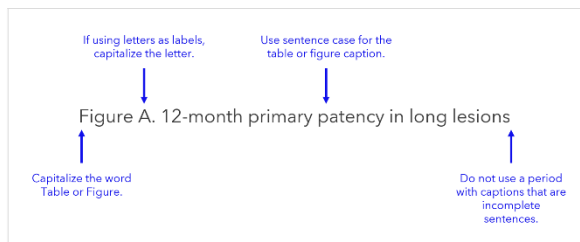
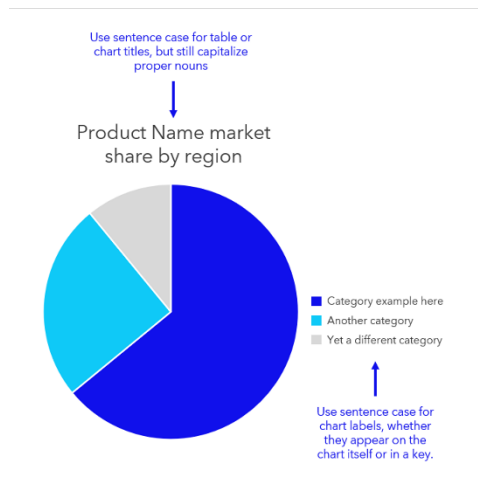
#### **Referencing tables or figures:**

- When the reference is placed in parentheses, do not include the word “See.” *Example:* Lesion characteristics and locations are reported below (Table 4).

#### **Footnotes:**

- Place table or figure footnotes directly below the table or figure, rather than at the bottom of the page.
- Use lowercase letters for table and figure footnotes to differentiate them from numbered footnotes that may appear at the bottom of the page.

See the examples below for additional formatting and style guidance.



Sentence case column headings.

Column heading	Column heading	Column heading <sup>b</sup>
Cell contents <sup>a</sup>	Cell contents	Cell contents
Cell contents	Cell contents	Cell contents
Cell contents	Cell contents	Cell contents

Place table or figure footnotes directly underneath the table or figure, rather than at the bottom of the page.

a. First table footnote here  
b. Second table footnote here

Table 1. The mechanism of action includes six steps.

Left align table and figure captions, typically underneath the table or figure.

Use a period with captions that are complete sentences.

## telephone numbers ?

Within the U.S.:

- Hyphenate phone numbers in text.  
*Example:* 763-505-6700
- Use periods on business cards or in an address block.  
*Example:* 763.505.6700

Outside the U.S.:

- Use spaces instead of periods, hyphens, or parentheses.  
*Example:* +1 763 398 7000

## tenant vs. tenet ?

These words are often confused or used incorrectly. *Tenant* means a resident. *Tenet* means a principle.

*Example:* There are six Medtronic tenets.

## that, which ?

These words are similar in meaning but should be used in different contexts:

- Use “that” when introducing a phrase or clause that is essential to the meaning of a sentence.  
*Example:* This is the device that transformed patient care.
- Use “which” when introducing both essential and nonessential clauses.  
*Example:* The device, which transformed patient care, is approved for use in Europe.

See:

essential clauses or phrases, nonessential clauses or phrases

## that, who ?

These words are often confused or used incorrectly:

- Use “that” when referring to an institution, place, or non-human subject.  
*Example:* This is the hospital that we used in our case study.
- Use “who” when referring to a person.  
*Example:* She is the kind of communicator who researches style guides and decides on the best format for references.

## **they, them, their** ⓘ

This is acceptable as a singular and/or gender-neutral pronoun. It can also be used when the gender is not known. Do not use the phrase “preferred pronouns.” This implies that the use of pronouns is optional versus a requirement. Instead, simply say “pronouns.”

See [Common ID&E terms](#) for more information.

## **time, numerals** ⓘ

In the U.S.:

- Use numerals to indicate time, a colon to separate hours from minutes, and designate a.m. or p.m.  
*Example:* 10:05 a.m., 12:10 p.m.
- If the time is on the hour, you may exclude the minutes.  
*Example:* 10 a.m.
- Always use periods in the abbreviations a.m. and p.m.

Outside the U.S., follow the time format of the country.

Separate a range of times both within a.m. or p.m. with an en dash

*Example:* 10–11 a.m.

For specific guidance related to using numerals in technical writing see the [Global English Style Guide for Technical Writing](#).

## **time zones** ⓘ

- Use official [global time zone names](#), *in title caps*.

*Examples:* Hawaii Standard Time, Singapore Time, Eastern Time

- Do not change official time zone names.  
*Example:* Eastern Time, not: Eastern U.S. Time or North American Eastern Time
- Exception: Omit designators for daylight saving time.  
*Example:* Central Time rather than Central Daylight Time or Central Standard Time. Also, Central European Time rather than Central European Summer Time.
- You may abbreviate time zone names when needed to save space.  
*Examples:* CET, SGT, ET
- For global events, use either the 24-hour time clock or both the 24-hour and 12-hour time clocks. Do not use the 12-hour clock alone for a global event.  
*Example:* 15:00 rather than (or in addition to) 3:00 p.m.

## **titles and honorifics** ⓘ

Titles of Medtronic employees are not always correctly captured in Workday or Outlook. Verify titles with the individual or their administrative assistant. Shorten complex titles (with the individual’s approval) when possible.

You may capitalize an official job title when it’s directly connected to a specific person’s name — either before or after. Do not capitalize a job title when used as a general description

*Example:* The Medtronic Surgical OU Executive Vice President and President Mike Marinaro issued a statement. *But:* The statement was issued jointly by presidents of several operating units.

*Example:* Mike Marinaro, Medtronic Surgical OU President, issued a statement.

See also:

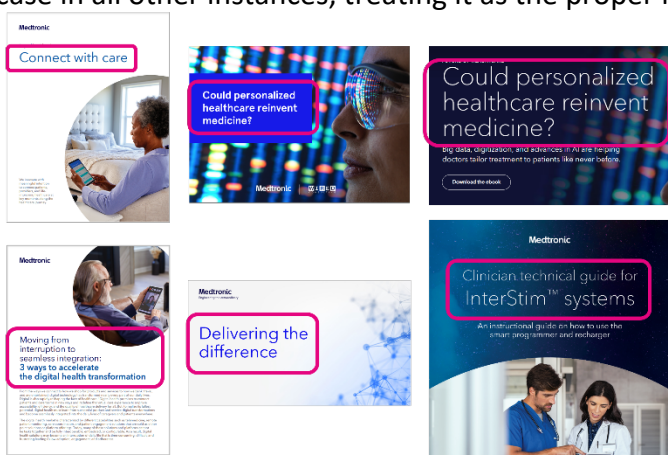
[academic degrees and certifications](#)

## **titles of works** ⓘ

Titles of works include titles of brochures, presentations, posters, manuals, training courses, white papers, and more.

- Use sentence case when the title appears as a headline: for example, on the piece itself.
- Use title case in all other instances, treating it as the proper noun it is.

The title of the work appears in sentence case when treated as a headline, such as on the cover of the work itself.



The title of the work appears in title case anywhere else (when not treated as a headline).

For more information, [download the Connect With Care brochure.](#)



[Connect With Care](#) pdf 6.6MB

The [Global Exhibit Program Design Intent Manual](#) provides a high-level overview of the exhibit program and its components. It conveys the purpose, design, and construction of the program, so scalable exhibits can be created and used across all countries and regions. This manual is intended for planners, designers, display houses and fabricators.

6:45	Welcome and introductions Meet today's guest speakers	Name Surname
7:00	<b>Presentation Title</b> Faculty, MD	Name Surname
8:00	<b>Presentation Title</b> (time min) Faculty, MD/Hospital affiliation Q&A (time min)	Name Surname
9:00	<b>Presentation Title</b> (time min) Faculty, MD/Hospital affiliation Q&A (time min)	Name Surname
10:00	<b>Presentation Title</b> (time min) Faculty, MD/Hospital affiliation Q&A (time min)	Name Surname

See also:  
headlines and subheads

**toolkit** <sup>?</sup>

One word

**toward** <sup>?</sup>

Use toward, not towards.

*Example:* He moved toward the intersection.

**trademarks** <sup>?</sup>

For the most current guidance on how to treat your trademarked terms in copy, follow the [Global Trademark and Copyright Requirements for Advertising and Promotional Materials](#).

**Additional tips:**

- To confirm the exact words and spelling of a trademarked term, [check the Medtronic trademark list](#). The <sup>™</sup> symbol should be placed after the mark name noted in column A, with no space between the mark name and the <sup>™</sup>. (Note: Do not follow the capitalization shown in this list. Most entries are typed in all caps, but should not be written that way in your communications.)
- Sometimes only part of a product name is trademarked. In that case, you still place the <sup>™</sup> just after the part of the name that is trademarked, continue with the rest of the official product name in title case, and then follow with a generic noun in lowercase. A

good place to check for the correct full name of a product is in its labeling (e.g., Physician Manual, product packaging, or IFU).

*Examples:* Axiom™ Prime soft detachable coil, BIS™ Advance monitor

#### **trans** ⓘ

Generally, do not hyphenate.

*Example:* transcatheter

Consult [Merriam-Webster](#) to confirm correct spelling of specific words, including exceptions.

#### **transgender** ⓘ

See [Common ID&E terms](#) for more information.

#### **type 1, type 2 diabetes** ⓘ

Lowercase t unless warranted, as in the beginning of a sentence.

Use “person with diabetes” rather than “diabetic.”

## U

#### **under-** ⓘ

Generally, do not hyphenate.

*Example:* underestimate

Consult [Merriam-Webster](#) to confirm correct spelling of specific words, including exceptions.

#### **units of measure** ⓘ

Abbreviate units of measure in print pieces and digital projects, especially when drafting clinical materials.

*Example:* mm, in, cm

Also:

- Use singular verbs with units of measure. Example: RBP for the smallest diameter balloon is 20 atm.
- If the number is less than one, begin that number with a zero followed by a decimal. *Examples:* 0.035”, 0.07536
- Designate measurements in table column or row titles only, not in each cell.
- For all abbreviated units of measure, use a single space between a number and its unit of measure. Do not use a period after unit abbreviations.  
*Examples:* 6 F, 135 cm, 150 mm
- Do not use spaces between an en dash (–) and the numerals in a range.  
*Example:* 20–25 mm

#### **URL** ⓘ

This guidance applies to vanity URLs as well.

- If writing out a URL, do not include “http://” or “www.”  
*Example:* [seer.cancer.gov/StatFacts/html/esoph.html](#)  
*Example:* [MedtronicDiabetes.com/products/insulin-pump-style-and-accessories](#)

- In general, lowercase URLs. However, use capital letters if needed for readability. This style makes it easier for screen readers to separate and pronounce the words correctly.  
*Example:* MedtronicDiabetes.com (capitals needed for readability)  
*Example:* medtronic.com/WhoWeAre (capitals needed)  
*Example:* medtronic.com/en-us/our-impact.html (no capitals needed)  
*Example:* jnj.com/innovation (no capitals needed)

In print:

- Avoid breaking a URL across lines. If space is limited, break a URL at directly before a forward slash. Never hyphenate a URL broken over lines.

In digital:

- Wherever possible, hyperlink from relevant copy.  
*Example:* Chronic heartburn, [difficulty swallowing](#), nausea, chest pain, and other symptoms of GERD may indicate a need for further testing.  
*Example:* [Important Safety Information](#)
- Link to a specific page or document, not to a general page or home page that will require the user to navigate further to find the content they thought they were clicking to.

See also:

[medtronic.com](#)

**U.S.** ⓘ

Abbreviate (with periods) when used as an adjective.

*Example:* the U.S. Postal Service. Spell out when used as a noun.

*Example:* the Postal Service of the United States.

**USA** ⓘ

See:

[address](#)

**use, utilize, usage** ⓘ

These words are similar in meaning but should be used in different contexts:

- “Use” is preferred to “utilize” because it is a simpler, more common word.
- “Usage” refers to a practice or procedure.

**username** ⓘ

One word.



**value-based healthcare (VBHC)** ⓘ

The acronym VBHC may be used on second reference if defined on the first reference. Include acronym in parentheses after first reference.

*Example:* value-based healthcare (VBHC)

## **veins** ?

Lowercase the names of specific veins, unless they are captions in anatomic art.

## **versus, vs., v.** ?

These are different formulations of the same word.

- Use “versus” in text.
- Use “vs.” in tables and figures
- Use “v.” in legal citations.

*Example:* McMillan v. Iserman

## **very** ?

Avoid using. Instead, use stronger, more descriptive words.

*Example:* Instead of “a very significant acquisition,” use “a landmark acquisition.”

## **virgule or forward slash ( / )** ?

Use without a space if the words on either side of the virgule are commonly used interchangeably or the forward slash represents “per.”

*Example:* The patient’s pulse was 92/min.



## **web** ?

Lowercase website, webcam, webcast, webpage, webfeed, and the web. Note that web browser and web address are two words.

See:

URL

## **which** ?

See:

that, which

## **who, whom** ?

These words are often confused or used incorrectly:

- “Who” is the pronoun used for references to human beings and to animals with a name. It is the subject (never the object) of a sentence, clause or phrase.  
*Example:* The woman who rented the room left the window open.
- “Whom” is used when someone is the object of a verb or preposition.  
*Example:* The woman to whom the room was rented left the window open.

## **who’s, whose** ?

These words are often confused or used incorrectly:

- “Who’s” is the contraction “who is.”  
*Example:* Who’s to say?
- “Whose” indicates the possessive case.  
*Example:* Whose atherectomy collection on SA2 is better?

## **wide-, -wide** ?



- Generally, hyphenate when used as a prefix (although there are many exceptions).

*Example:* wide-open.

- Do not hyphenate when used as a suffix.

*Examples:* The Medtronic Mission has been to ease pain, restore health, and extend life worldwide. This style guide is meant to be used companywide.

Consult [Merriam-Webster](#) to confirm correct spelling of specific words, including exceptions.

#### **Wi-Fi** ⓘ

Capital W, capital F, with hyphen

#### **word choice** ⓘ

Be aware of our global audience when selecting phrases, expressions, and idioms. For example, “yardstick” and “a dime a dozen” have no meaning outside the United States.

#### **worldwide** ⓘ

One word, no hyphen

X

Y

#### **year-end** ⓘ

Hyphenate.

Z