



nThrive Writing Guidelines

Need a quick guide when writing for nThrive? Here are the top four rules to remember from the nThrive Writing Guidelines.

The top two rules are exemplified in the company's mission statement, "nThrive Empowers Health Care for Every One in Every Community."

1. **HEALTH CARE vs. HEALTHCARE:** At nThrive, we use the term health care, not healthcare. Health care as two words emphasizes the importance of caring for a person or community's health, part of the company's mission. If 'healthcare' is used in an article authored by someone outside of nThrive or if it's part of an organization's name, keep as one word. Write health care as two words in nearly any other instance, and always when representing nThrive.

2. **EVERY ONE vs. EVERYONE:** Similar to health care, the term is split into two words to emphasize the importance of the individual. Written as two words, every one emphasizes each individual who makes up a group, and it means each person. Use the pronoun everyone when referring to all people in a group. Not sure if you should use 'everyone'? Replace the word with everybody – if it makes sense, then use everyone. But when referring to our clients or prospects, chances are the term every one – two words – is appropriate.

3. **PAYOR vs. PAYER:** At nThrive, payor describes commercial third parties, such as insurance companies and Medicare. Payer refers to patients or individuals responsible for payment of health care services/procedures. If you ever run into a situation in which both are referenced, placing an asterisk after the terms and adding a key at the end of the piece to explain the difference could be helpful.

4. **Patient-to-PaymentSM:** This term was developed by nThrive to describe our organization's transformation of the revenue cycle, "nThrive is transforming revenue cycle management into a complete Patient-to-Payment solution." The term is always hyphenated, and Patient and Payment are always initial-capped. Use the service mark the first time the term appears in the piece; afterward, it is encouraged to use the service mark, but not necessary. Patient-to-PaymentSM is never abbreviated.

If you have a question about terminology, grammar or trademarks, refer to the Writing Guidelines that are kept in Compass. In Compass, click on 'Library, Branding and scroll down. Click on Writing Guidelines. Click on branding guidelines to answer design and logo questions. Or email estromberg@nthrive.com with your question. Happy writing!