

Endeavor Health Editorial Style Guide

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Introduction

This style guide is designed for everyone at Endeavor Health, no matter your role, and for all communication — whether it is crafting an email, creating a brochure, writing a blog article or building a presentation deck.

You can use this guide to help you create branded content that consistently represents our brand and meets the needs of your audiences.

We should all strive to create content that is clear, consistent and true to who we are. For questions you have about our editorial style, see the [Resources](#) section.

Core principles

Editorial style

Endeavor Health follows writing style guidelines published in [The Associated Press Stylebook \(AP Stylebook\)](#), but with some exceptions that are noted throughout this guide along with how to apply those choices consistently.

Unless otherwise stated, you should follow the same style across all content you are creating, whether it is a patient email, a presentation deck, website content, a memo or social media posts.

When in doubt, refer to AP style guidelines. Consult the AP Stylebook for terms and style rules not included here.

For spellings, please check our words list first, otherwise use Merriam-Webster's Collegiate Dictionary.

Writing fundamentals

Inverted pyramid

Readers want the most important information immediately. The inverted pyramid structure involves starting any content with the most crucial information in the lead paragraph, followed by additional details in descending order of importance in subsequent paragraphs.

This concept translates well when you are writing website content, where busy readers seek specific information quickly. Web copy should follow the inverted pyramid structure, by placing the most important information first, followed by the supporting information in order of importance, with the least important at the bottom. Apply this style to each page and paragraph.

Clear & concise copy

Use clear, direct language when writing.

Be clear. Explain/define unfamiliar words and concepts the first time they are used. Use simple language.

- Be specific and concrete, not general.
- Use everyday words and concepts (e.g., use, not utilize).

- Use pictures, graphics and icons, lists and tables to help simplify complex material. Avoid overly complex diagrams.
- Rephrase any clichés or jargon.
- Avoid superlatives, extremes or adjectives that lack substantiation (e.g., groundbreaking, always/never, extraordinary). A good test for this is to try to replace the adjective with a stat and see if it still holds true.

Be as concise as possible. Convey ideas in as few words as possible without sacrificing meaning, keeping the writing focused and to the point.

- Avoid run-on sentences.
- Use short words, sentences and paragraphs.
- Break information into bite-sized chunks.
- Limit information to what readers need to know (3–5 key points).

Point of view

In writing, point of view refers to the perspective from which a piece of writing is told. Point of view takes the following forms:

- **First-person:** I, we, me, us
- **Second-person:** you, your, yours
- **Third-person:** he, she, it, him, her

Speak directly to readers by using second-person for a user-friendly approach. Use “you” vs. “patients,” for example:

- ⊗ **Patients** benefit from short wait times and our fast-track service for minor illnesses.
- ✓ **You’ll** benefit from short wait times and our fast-track service for minor illnesses.

When speaking about our organization, first-person is generally preferable over third-person.

- ⊗ **The hospital** consistently beats the national standard for door-to-balloon times.
- ✓ **We** consistently beat the national standard for door-to-balloon times.

Above all, remember that consistency is key. Stay in the same point of view throughout the copy.

Principles of content

Focus on the audience

When you write, consider your readers. In healthcare, your audience includes consumers, patients, family members and caregivers, referring physicians, donors, job seekers, volunteers, employees and others. Put yourself in the shoes of the primary audience for each section of content. Think about the audience's goals. What do they need to know? What tasks do they want to complete? What's in it for them? Avoid self-talk. Use an appropriate [tone](#) (e.g., be careful about the use of humor, as not everyone will relate).

Encourage action

Include a clear call to action and make it easy for users to take the next step. Tell readers where to learn more.

Explain differentiators and user benefits

Identify services, expertise, technology or care models that separate you from the competition; communicate how they benefit the audience.

Prove claims and establish credibility

Support your differentiators with data, successes, testimonials and recognition/accreditations. Where appropriate, provide context and cite your sources with dates. Use recent data (ideally within the last 1-2 years) from a credible healthcare industry source or organization (see the [Content writing process: Citing sources](#) section).

Active voice

Use active voice, not passive. With active voice, the subject performs the action in the verb. Put another way, the subject is *doing* something rather than having something done *to* it.

☑ **Active sentence:** The doctor prescribed the medicine.

☒ **Passive sentence:** The medicine was prescribed by the doctor.

Reading level

Our readability target is 6th grade level and below. This makes content more supportive for users of all cognitive capabilities and more easily understood by non-native English speakers. Use plain language that is culturally sensitive.

➔ See the [Readability](#) section.

Content planning

When planning content, remember these key points:

- Purpose of the content
- Benefit to the reader/viewer
- Clarity and simplicity
- Engagement and action
- Consistency across platforms
- Content integrity and ethics
- Cultural sensitivity and inclusivity
- Measuring success

With every piece of content we publish, we aim to:

- Introduce and consistently represent our brand.
- Find ways to differentiate ourselves.
- Promote growth through customer access, seamless patient experiences and retention.
- Build a lifelong, meaningful relationship beyond sick care and promote personal/community wellness.
- Demonstrate empathy and expertise in action.
- Build trust with our audiences.
- Deliver accessible and inclusive experiences for a diverse set of audiences.

Before you begin writing, determine the clearest flow of information. Ask yourself:

- Who is your audience?
- What is the purpose of this piece of content?
- What do you want people to learn?
- Why does it matter to them?
- What do you want people to do?
- How will you connect them to the system?

Source material

Prior to writing, it's also essential to do research and gather material that will inform and shape your content. You can use a variety of sources for this research, including:

- **Subject matter experts:** Also known as SMEs (“smees”), these are individuals with deep expertise and extensive knowledge in a particular area, who can include your internal healthcare experts or operational partners. Interview them in person, by phone, video or email to learn about their services or understand their perspective.
- **Existing web content:** In addition to reviewing relevant website pages, review related videos, podcasts, patient stories and other digital assets.
- **Recent marketing material/collateral:** This includes recent (within the past two years) newsletters, press releases, brochures, annual reports and patient welcome packets. This material has already been carefully vetted and may provide content you can reference.
- **Other healthcare websites:** Review reliable and reputable healthcare websites, such as NCI, Harvard Health Publishing, Mayo Clinic, Cleveland Clinic, MD Anderson, etc. for insight. Ask a clinical expert for external websites they recommend.
- **External sources:** When sourcing materials from sources outside our current industry, it is essential that the information is both credible and relevant to our audience.

Permissions & copyrighted materials

Use of copyrighted materials in your content without receiving proper permission not only violates legal standards but also undermines the integrity and reputation of our organization. Respecting intellectual property rights is crucial in avoiding potential legal consequences.

When you are creating content, do not use any content that Endeavor Health did not create or has permission to use, such as text (including quotes), images, audio and video.

You may use outside content only after obtaining necessary permission and/or documented license, and citing the source as appropriate.

You may link to outside content hosted on other websites, with the exception of our peers/local health system websites (see [External links](#) section). Also, choose these links thoughtfully, as you're implicitly endorsing third-party content and allowing users to leave the Endeavor Health site. In addition, the views of third-party organizations may not always align with those of Endeavor Health. If you aren't sure, please check with the External Communications team (see the [Resources](#) section for contact names/info).

Citing sources, credits & attribution

When creating content, it is important to cite your sources and provide credits and attributions to ensure transparency and recognize contributors.

General guidelines

- **Sources should be timely:** Cite information that is most recent (with the past few years) whenever possible. For example, a study from 2018 may be considered too old.
- **Sources should be the original:** When a source (a website/publication where you read the information) cites another source (like a study), cite the primary/original source. For example, if the New York Times cites a study, don't cite the New York Times, cite the actual study.

Citing sources

Provide information about where a particular piece of information, data or an idea came from. You will commonly cite sources for presentation decks, reports and articles. Be sure to include details like author, title, publication date, page number or website URL.

Digital

Link to the source article/website directly within the copy or cite the source in parenthesis after a claim.

- ✓ [Research](#) suggests exposure to secondhand smoke increases cancer risk among adults.
- ✓ Endeavor Health was named one of the 15 Top Hospital Systems in the country (IBM Watson, 2023).

Print

Cite the source within the copy with a superscript asterisk/number next to the text, and a footnote at the bottom of the document.

- ✓ **Within the copy:** Research^{*} suggests exposure to secondhand smoke increases cancer risk among adults.
- ✓ **At the bottom of the document:** ^{*}The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General (National Institutes of Health, April 2023).

Titles

Books, TV shows, movies: Put the title in italics. [This is an exception to AP style which doesn't use italics in publishable materials or composition titles]. Put episodes in quotations.

- ✓ Endeavor Health Skokie Hospital welcomed [The Bear](#), an award-winning television series, to its campus.

↪ See [Capitalization: Media & published works](#) section.

Credits & attribution

When appropriate, recognize the contributions of individuals or entities involved in the creation of a work by using credits. Some common uses for credits (also known as “bylines”) include articles, presentations and projects.

- ✓ **Article credit:** Written by Janet Hosey
- ✓ **Photos credit:** Photo by Jon Hillenbrand
- ✓ **Illustrations credit:** Illustration by Emily Nelson
- ✓ **In copy:** According to Dr. Smith, the disease was more complex than once thought.

In general, articles and photos should display bylines included for original work, but excluded for licensed materials. Include bylines for media created by external sources for which you have permission to use (e.g., “Photo by”).

In some cases, you may want to include “Reviewed by” signifying that the article meets a high standard of quality and reliability. It can also have direct and indirect benefits for SEO, particularly in terms of meeting search engine’s quality standards.

Our brand

Consistent use of our name, logo and all other brand identity elements is essential to building brand equity and loyalty among our patients, team members and within our communities. The Endeavor Health Brand Guidelines serve as an enduring resource to govern the correct representation and usage of branded elements.

Visit the myEndeavor intranet to access the [Endeavor Health Brand Guidelines](#), section Brand foundation, for more details.

Brand foundation

Our organization's mission, vision and values represent who we are, how we provide care and our commitment to the communities we serve. These are the principles that guide every action, every day.

Mission

Our mission statement describes our purpose. It's the reason we come to work each day, and it inspires action.

Help everyone in our communities be their best.

Vision

Our vision statement describes what we aspire to in the future. It's what happens when we fulfill our mission.

Safe, seamless and personal. Every person, every time.

Values

Our values statement describes our guiding philosophy and beliefs.


- **Act with kindness:** Meet people where they are and show empathy through listening.
- **Earn trust:** Act with integrity and accountability to earn and maintain trust.
- **Respect everyone:** Champion diversity, equity, inclusion for all through mutual respect.
- **Build relationships:** Develop meaningful connections that have a positive impact on everyone who crosses our path.
- **Pursue excellence:** Seek out ways to keep learning and growing so we can deliver the best care to all, every time.

Positioning

Our positioning statement describes what we stand for — or, put another way, it articulates how to fill a particular need in a way that others don't or can't.

Empathy and Expertise. In Action.

We bring together empathy and expertise to deliver a personal healthcare experience for all.











 **Note:** We rarely use this text verbatim; it is a critical North Star for creating content that summarizes our true differentiators based on our organization's realities.

Personality, voice & tone

Our personality and tone of voice make up the brand expressions within our brand framework. These expressions turn our promises defined within our brand foundations (mission, vision, values, positioning) into actions in the world.

Personality

Our five personality attributes that bring our brand to life across copy and design, include:

- | | |
|---|--|
| 1. Ambitious
We aspire to bold heights and never settle for less. |  We are confident and provocative.
 We are not <i>cocky</i> or <i>arrogant</i> . |
| 2. Determined
We are relentless in our pursuit and driven to action. |  We are humble, committed partners.
 We are not <i>rigid</i> or <i>inflexible</i> . |
| 3. Genuine
We speak from our heart, and mean what we say. |  We are grounded and transparent.
 We are not <i>inconsistent</i> or <i>pretentious</i> . |
| 4. Welcoming
We invest in the outcomes of all we encounter. |  We are friendly and approachable.
 We are not <i>folksy</i> or <i>condescending</i> . |
| 5. Bright
We are vibrant, positive, and believe in a better tomorrow. |  We are warm and energetic .
 We are not <i>clichéd</i> or <i>unrealistic</i> . |

 Download the [Endeavor Health Brand Guidelines](#), Brand Expressions section for more details.

Voice

Voice is how we communicate our brand personality and values. It is defined by word choice, punctuation, sentence structure, length and rhythm. Our voice is personal and consumer-centered; it is focused on patients' needs, not ours. We speak sincerely and stand by our words.

Like our brand, our voice conveys a mix of expertise and empathy. It is welcoming, genuine, knowledgeable, conversational, sometimes edgy, and approachable. Our voice stays consistent, whether we're writing for a brochure, webpage, blog article, newsletter or a social media post.

Tone

Tone is the attitude or mood we convey through the writing style and words we choose. The right tone can build trust in the reader.

Tailor tone to content & channel

Different types of content and channels call for varied tones. We should be more serious or straightforward when writing about cancer treatment or heart surgery, but lively, upbeat and even humorous when writing about therapy dogs or fitness classes. A casual tone may suit social media, while a more formal tone works best for a systemwide memo. Overall, ensure the tone is positive, hopeful and empowering.

Consider your audience when shaping tone

Tone should reflect its target audience, their journey and the platform used for communication.

Contextualize the tone

Adapt the tone based on the context of the communication. A new service might require excitement, while an update about a service outage may need a calm, reassuring tone.

Tone that is culturally sensitive

Use language that your audience understands. Be aware of different cultural norms and avoid language or expressions that may be misunderstood or offensive.

Ultimately, our tone is confident, optimistic and empathetic. The tone of our writing may differ depending on what we're writing about. Our tone should always be respectful of the audience and the subject matter.

Style & usage

Content elements & format

Abbreviations & acronyms

An **abbreviation** is a shortened form of a word or phrase, which may include initials, but not necessarily form a pronounceable word. For example, FBI (Federal Bureau of Investigation) is an abbreviation, where each letter is pronounced separately.

An **acronym** is a type of abbreviation formed from the initial letters of a phrase, and it is pronounced as a single word (e.g., NASA for "National Aeronautics and Space Administration").

All acronyms are abbreviations, but not all abbreviations are acronyms. Before using an abbreviation, spell out the full name in the first reference followed by the acronym in parenthesis. Keep these guidelines in mind:

When in doubt, spell it out! If you wouldn't use the abbreviation when talking to a family member or friend working in another field, then spell it out.

Always write out the full name in the first instance followed by the abbreviation in parentheses.

- ✓ body mass index (BMI)

For widely known abbreviations, you may wish to spell out the first name only once and use acronyms for every mention thereafter.

- ✓ Your body mass index (BMI) is a number calculated from your weight and height. BMI is a good indicator of overall health.

- ↪ For a full list of system abbreviations and acronyms, see the [Words, terminology & abbreviations](#) section.

Addresses

Use abbreviations for Ave., St., Blvd., Dr., Rd., Ln., etc. (this is an AP style exception that says to spell out certain ones). OK to omit periods in flyers/digital.

- ✓ 801 S. Washington St.
- ✓ 2650 Ridge Ave.

- ✓ 9600 Gross Point Rd.
- ✓ 8 Salt Creek Ln.
- ✓ 1804 N. Naper Blvd.

Use abbreviations for compass points before a street name. Spell out compass points if used after a street name.

- ✓ 5140 N. California Ave.
- ✓ 800 W. Central Rd.
- ✓ 155 E. Brush Hill Rd.
- ✓ 852 S. West St.
- ✓ 777 Park Ave. West

If not used with a numbered address, spell out the street name.

- ✓ Ridge Avenue
- ✓ East Brush Hill Road

Spell out Suite, Room and Units (don't abbreviate).

- ✓ 120 Spalding Dr., Suite 111
- ✓ 88 W. Countryside Parkway, Suite B
- ✓ 120 Spalding Dr., Room 2
- ✓ 120 Spalding Dr., Unit 3

Abbreviate apartments and buildings.

- ✓ 120 Spalding Dr., Apt. 200
- ✓ 120 Spalding Dr., Bldg. 2

Abbreviate attention lines and put in all caps.

- ✓ ATTN: Joe Smith
Endeavor Health

Capitalize only the proper names of buildings.

- ✓ Empire State Building

Spell out and capitalize First through Ninth when used as street names. Use figures for 10th and above.

- ✓ 7 Fifth Ave.
- ✓ 3329 75th St.
- ✓ 2855 W. 95th St.

For highways identified by number:

- ✓ Route 34
- ✓ Route 1A
- ✓ Interstate Highway 495
- ✓ Interstate 495. On second reference only for Interstate: I-495.

Capitalization

There are two capitalization conventions commonly used in writing: sentence case and title case. Our style primarily uses AP style's approach, which focuses on simplicity and readability through the use of sentence case. Avoid use of ALL CAPS.

Sentence case

Write a headline like a sentence. Capitalize only the first word and proper nouns, but keep everything else lowercase.

- ✓ Endeavor Health launches program to improve health equity
- ✓ Discover your future career at Endeavor Health

Title case

Capitalize the first letter of every major word and always the first and last words.

- ✓ Endeavor Health's FY24 Strategic Plan & Analysis

Capitalize all verbs, pronouns and proper nouns.

Lowercase minor words (a, an, the); prepositions of three or fewer letters (for, of, on, up); and conjunctions of three or fewer letters (and, but, for, nor, or, so, yet) unless any of those start or end the title.

Capitalize prepositions of four or more letters (above, after, down, inside, over, with) and conjunctions of four or more letters (because, while, since, though).

General usage

Proper nouns & names

Capitalize all proper nouns (people, places and things). Lowercase common nouns when they stand alone in subsequent references: the street, the hospitals. See [Words, terminology & abbreviations](#) section.

- ✓ When you need care fast, visit your nearby Walk-In Clinic or Immediate Care Center.
- ✓ The Endeavor Health system is amazing. (Reasoning: Our proper name is Endeavor Health, not Endeavor Health System).

Headlines, headings & title

Use sentence case. See the [Headlines & headers](#) section.

- Title or official name of the document
- Avoid punctuation where possible
- Replace the word “and” with an ampersand (&) symbol (except in a press release headline)

Medical conditions, specialties and procedures

Do not capitalize unless they contain a proper noun.

- ✓ **Common nouns:** dementia, minimally invasive surgery
- ✓ **Proper nouns:** Alzheimer’s disease, da Vinci robotic surgery

Regions

In general, lowercase north, south, northeast, northern, etc., when they indicate compass direction or a general area. Capitalize these words when they designate recognized regions.

- ✓ A storm system that developed in the Midwest is spreading eastward.
- ✓ You can park on the street located south of the hospital.
- ✓ They live in the South Side of Chicago.

Media & published works

Books, movies, TV shows

Use title case. Put the title in italics. [This is an exception to AP style which doesn't use italics in publishable materials or composition titles].

- ✓ In the book *The Immortal Life of Henrietta Lacks*, the author explores the life of a woman named Henrietta.
- ✓ Endeavor Health Skokie Hospital welcomed [*The Bear*](#), an award-winning television series, to its campus.

Episodes, poems, songs, speeches

Use title case. Put in quotations.

- ✓ "The Star-Spangled Banner" is the national anthem of the United States.

Newspapers

Capitalize "the" in a newspaper's name if that is the way the publication prefers to be known. Do not place name in quotation marks or use italics.

- ✓ Examples: The Wall Street Journal, The New York Times

Magazines

Capitalize the initial letters of the name but do not place it in quotes. Lowercase magazine unless it is part of the publication's formal title. Do not place name in quotation marks or use italics.

- ✓ Examples: Harper's Magazine, Newsweek magazine, Time magazine

Journals

Capitalize letters for the name of the publication. Do not place name in quotation marks or use italics.

- ✓ Examples: The New England Journal of Medicine, The Lancet

TV and radio programs

Use title case, no italics.

- ✓ Examples: ABC7 Chicago, 60 Minutes, CBS Morning News, TODAY

People

Informal titles for individuals

Lowercase academic subjects, specialties and occupational descriptions.

- ✓ Our advanced practice providers and physicians are experts in their field.

Formal titles for individuals

Capitalize before or after a name (this is an exception to AP style that says to capitalize before a name, not after a name). See the [Clinician names & titles](#) section.

- ✓ Examples:
“President of Operations Connor White requested a proposal.”
“Connor White, President of Operations at Endeavor Health, requested a proposal.”
“Connor White, MD, Board of Directors Endowed Chair of Surgery.”

Health system terms

Clinical centers

Formal capitalized.

- ✓ Breast Cancer Center

Clinical and non-clinical departments

Formal capitalized. Lowercase when informal. OK to omit the word “department” for simplicity. See [Clinical departments & service lines](#).

- ✓ “Get directions to the Radiology Department.”
- ✓ “She oversees Radiology for Endeavor Health.”
- ✓ “Radiology services include X-rays, CT scans and mammograms.”
- ✓ “Contact Human Resources.”

Clinical locations

Formal capitalized. Lowercase when informal. See [Words, terminology & abbreviations](#) section.

- ✓ Visit our immediate care for minor injuries.
- ✓ Health centers at Endeavor Health provide expert care.
- ✓ When you need care fast, visit your nearby Endeavor Health Walk-In Clinic or Immediate Care Center.

Clinical programs

Formal capitalized.

- ✓ Women's Sports Program
- ✓ SportsCare Outreach Program
- ✓ Structural Heart Program
- ✓ Congenital Heart Disease Program
- ✓ Heart Failure Program

Clinical service lines and services

Formal health system services should be capitalized (title case), particularly in headlines and website menus (navigation and dropdown lists). See official list in the [Service lines & services](#) section.

Clinical subspecialties

Lowercase. See official list in the [Service lines & services](#) section.

- ✓ Women's heart health
- ✓ Breast cancer
- ✓ Pediatric orthopaedics
- ✓ Our cardiovascular services are world-class

Documents & brochures & presentation decks

Document titles: Use title case.

- ✓ How to Prepare for Knee Replacement Surgery

Brochure titles: Use title case.

- ✓ After Surgery Care Guide

Sections and chapters: Use sentence case.

- ✓ Contact and additional information

Presentation decks

Title slide: Use title case.

- ✓ Fiscal Year 2024 Marketing Roadmap

Chapters: Use title case.

- ✓ March Budget Recommendations

Slide headers: Use sentence case.

- ✓ Timeline by date

Cities & states

Do not include the state of Illinois in articles — city name alone is acceptable if it is an Illinois-based publication.

- ✓ Joe Brown, of Naperville, wanted to live a healthier life.

Include the state name if it is on the national level/national publication.

If referencing a state outside of Illinois, spell out the state and use a comma after the city and state.

- ✓ Dr. Brown will be presenting at the convention in Atlanta, Georgia, in two weeks.

Use the two-letter Postal Service abbreviations only with full addresses (including ZIP code).

- ✓ 801 S Washington St., Naperville, IL 60540

In the beginning of press releases, when naming Chicago, omit Illinois after it. For all other cities in Illinois, include state abbreviation (Ill).

- ✓ Chicago
- ✓ Evanston, Ill

Dates & days

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell the month out when using alone, or with a year alone.

- ✓ January was a cold month. (month alone – spell out)
- ✓ January 2023 was a cold month. (month with year – spell out)
- ✓ Jan. 2 was the coldest day of the month. (month with day – abbreviate)

Use a comma after the month, day and year.

- ✓ We signed the contract on Aug. 12, 2023, and celebrated with a team dinner.

Do not abbreviate days of the week, unless space is extremely limited.

- ✓ The class will be held at 4 pm on Wednesday, Sept. 20.
- ✓ The class will be held Monday-Friday.
- ✓ Mon-Fri (OK to abbreviate when used alone, for a cleaner look)

Email addresses

Format all email addresses as all lowercase letters, regardless of how emails are formatted by an organization's email system.

- ✓ john.smith@endeavorhealth.org
- ✓ jsmith@gmail.com
- ✗ John.Smith@EndeavorHealth.org

In digital copy, email address can be clickable/linked directly to email address. In print pieces, do not use a blue hyperlink or underline to indicate an email address.

Website addresses

Format all website addresses in lowercase letters:

- ✓ endeavorhealth.org
- ✓ Visit us at endeavorhealth.org
- ✓ Visit hhs.gov
- ✗ EndeavorHealth.org
- ✗ Visit us at EndeavorHealth.org

Fiscal years

Fiscal years should be abbreviated using "FY" followed by the year in full numerals. The below are all correct.

- ✓ FY 2024
- ✓ FY24
- ✓ Fiscal 2023-24
- ✓ FY 2023-24
- ✓ FY23-24

Headlines & headers

For headings and subheads (H1, H2, etc.), use sentence case (only capitalize the first word). It's more conversational than title case (in which each word is capitalized). The exception is proper nouns/names and formal names of departments, programs, etc.

- ✓ **Correct:** Expert heart care close to home
- ✗ **Incorrect:** Expert Heart Care Close to Home

Do not include punctuation at the end of a headline. Exception: If the headline includes two sentences, punctuation is needed.

- ✓ Expert heart care close to home
- ✓ Expect expert heart care. We're close to home.

More headline tips:

- Match the headline's tone to the story's tone.
- Include keywords that are central to the story's content.
- Use a verb in the headline as much as possible.
- Capitalize only the first word and proper nouns.
- The first word after a colon is always uppercase.
- Always capitalize the first letter.
- Use numerals (including numbers under 10), do not spell out numbers except in casual uses or formal names. This is an AP style exception for readability.
- Spell out **ordinals** under 10: first, ninth, etc.
- Make every word and every character count.

Lists & bullets

➡ See the [Website elements: Bulleted & numbered lists](#) section.

Names

In general, use an individual's last name on second reference. For children 17 or younger, use their first name on second reference.

- ✓ John Smith had a lifesaving heart scan. Smith was grateful for his Endeavor Health care team.

When two people use the same last name, use the first and last name on subsequent references.

Numbers

In copy, write out numbers from one to nine; use numerals thereafter.

- ✓ Two, four, six, eight, 10
- ✓ 20-25

See the [Headlines & headers](#) section.

Percentages

Use numerals. AP stylebook says the percentage sign is acceptable when paired with a numeral in most cases. It is also acceptable to write out percent, but the percentage sign is preferred. Whichever one you choose, be consistent throughout your writing.

- ✓ 5% of patients
- ✓ 5 percent of patients

Phone numbers

Use parentheses in all instances (for accessibility). This is an exception to AP style of using hyphens. If you are using a phone word, always follow it up with the full numeral version with hyphens). Only use hyphens for phonewords (1-800 toll-free numbers) — international info:

- ✓ (630) 527-3000
- ✓ (888) 555-4444
- ✓ Call us at (800) MEDICARE (800-633-4227)

- ✓ Call us at (800) 355-CARE (800-355-4283)
- ✓ (847) 333-4444

When providing an extension, use a comma after the number.

- ✓ (630) 527-3000, ext. 1234

Time/ranges

Use **am** and **pm** (no periods) and add a space between the numeral and the time designator.

- ✓ 7 am
- ✗ 7am

Do not use all caps AM or A.M. Spell out noon and midnight.

- ✓ 10 am-noon
- ✓ Noon-2 pm
- ✓ Midnight-4 am

Don't use 00 minutes with mentions of time.

- ✓ 7 am
- ✓ 7:30 pm CT
- ✗ 7:00 am

Use a hyphen for ranges (no spaces before or after).

- ✓ 2:30-5 pm
- ✓ Monday-Friday
- ✓ Jan. 1-4
- ✓ 2024-2025

It's ok to abbreviate time zones within the continental United States as follows:

- ✓ Eastern time or ET or Eastern time zone (Eastern Standard Time)
- ✓ Central time or CT or Central time zone (Central Standard Time)
- ✓ Mountain time or MT or Mountain time zone (Mountain Standard Time)
- ✓ Pacific time or PT or Pacific time zone (Pacific Standard Time)

Trademarks & copyright

Trademarks, registered marks & service marks

A trademark is a symbol, word, phrase, design, etc., used by a business that identifies and connects the brand to its services or products (e.g., corporate logos, slogans, etc.). It is protected by law to prevent a competitor from using it.

Include trademarks in superscript (SM or ®) on first reference in headlines (and if it's a big font) and first reference in body copy. OK to omit the mark in second and subsequent references.

Definitions:

- A trademark, denoted by the symbol TM, identifies the source of a product. It is used prior to registration. NOTE: Endeavor Health does not use the trademark TM.
- A service mark, denoted by the symbol SM, identifies the provider of a service. It is used prior to registration.
- A registered trademark, denoted by the symbol ®, is used upon official registration with the U.S. Patent and Trademark Office (USPTO).

Service mark usage for Endeavor HealthSM

See the [Endeavor Health Brand Guidelines](#) for more information about usage of the service mark. Follow this direction until our organization receives the federal registered mark.

Written content

Do not include the Endeavor Health service mark (SM) in any digital or print text.



Exception: In media (press) releases, use **Endeavor HealthSM** on first reference in text body and in boilerplate copy.

Logo

Use the logo with service mark for:

- Websites, global headers and footers (no change to written copy or blogs)
- Social media profile photo on all channels
- Newly created printed branded collateral

- Campaigns, including OOH and digital ads
- Videos (new videos created as of January 2025)
- Business stationery*
- Legal forms and regulatory materials*

Use the logo with no service mark for:

- Signage
- Bus wraps, fleet vehicles
- Sponsorships
- Uniforms and badges
- Patient education
- Promotional items (T-shirts, fleece, hats, mugs, tumblers, etc.)
- MyChart desktop, mobile apps and other areas of Epic*
- Intranet

*Continue using original mark on existing materials and phase out original mark over time.

Website copyright statements

At the bottom of every page of our website and in the footer of our emails, include a copyright.

✓ ©2025 Endeavor Health. All rights reserved.

Punctuation & symbols

Ampersands (&)

Don't use ampersands (&) in copy, unless the ampersand itself is a part of the legal name (e.g., Johnson & Johnson). Please spell out the word "and" in most cases.

OK to use "&" instead of "and" in headlines and navigation/CTAs, just not in body copy.

Apostrophes (')

Do not use an apostrophe with plural capital letters and numbers when they are used as nouns.

✓ This is a room full of RNs in the 1980s.

Use an apostrophe when needed for clarification.

- ✓ The last three digits are 0's.

For plural acronyms, add an "s" at the end.

- ✓ Endeavor Health uses several content management systems (CMSs).

Colons (:)

Do not place a colon after an incomplete sentence. Only place a colon where you could logically place a period. This applies even when using a colon to introduce a list.

- ✓ The doctor requested three items: a scalpel, gauze and gloves.

Capitalize the first word after a colon in article headlines.

- ✓ Grocery store tips: Decoding nutrition labels

Commas (,)

Commas in a series

Don't use a comma before a conjunction ("and" or "or") in a simple series. For more complex phrases, use commas after each item in the series to avoid confusion. If it's confusing without it, include the comma!

- ✓ Healthy blood vessels and blood flow are essential to maintaining the health of your heart, brain and body.

Sentence clauses

Use a comma before the coordinating conjunction when a sentence contains two independent clauses (a sentence with a subject and verb that could stand alone).

- ✓ I wrote the text, and she edited the pages for accuracy.

Do not use a comma when each clause has the same subject.

- ✓ I created the content and did my own editing.

Introductory phrases and clauses

Do not use a comma after a short introductory phrase (around three words).

- ✓ In July we take our family vacation.

Use a comma after longer introductory phrases for clarity.

- ✓ When we're traveling long distances, we always rent audiobooks.

Dashes & hyphens

Em dash (—)

Use the longer em dash to denote an abrupt change in thought in a sentence or an emphatic pause. Also use as one option to set off a series within a phrase; before attribution to an author or composer in some formats; after datelines; and to start lists. AP style calls for a space on both sides of a dash in all uses except the start of sports agate summaries.

- ✓ We never stop moving your health — or our technology, innovation and creativity — forward.
- ✓ We're highlighting our advanced technology, convenient care and integrative medicine — all things that set Endeavor Health apart.

En dash (–)

Use the shorter en dash to express ranges, to show a connection or conflict between two linked terms, or to clarify more complex compound words. AP does not generally use en dashes.

Hyphens (-)

AP uses hyphens as joiners, such as for compound modifiers: small-business owner. AP also uses hyphens for ranges, such as Jan. 1–4. There should be no spaces surrounding a hyphen.

The fewer hyphens the better, but use a hyphen when needed to avoid ambiguity.

When a compound modifier precedes a noun, use a hyphen to link the words.

- ✓ She has a full-time job.
- ✓ Estimate your out-of-pocket expenses.
- ✓ Use our hospital-based services for non-life-threatening illnesses and injuries.
- ✓ The nurse-patient relationship is central to effective care.

If it occurs after a noun, don't hyphenate it.

- ✓ She works full time.

In some cases, keep hyphen to avoid confusion.

- ✓ She is soft-spoken.

With numerals, use a hyphen to separate figures in odds and ratios.

- ✓ He is serving a 10- to 20-year term.
- ✓ The clinic is open Monday-Friday, 9 am-5 pm.
- ✓ The internship is for the 15-18 age group.

Ellipsis (...)

Treat as a three-letter word, constructed with three periods and a space before and after.

- ✓ I was thinking we could go to the clinic later ... or maybe tomorrow.

Exclamation points (!)

Use exclamation points sparingly, and never more than one at a time.

Quotation marks (")

Use "said" instead of "says" when quoting someone.

- ✓ "We practice patient-centered care," said Dr. Smith.

Place periods and commas within quotation marks.

- ✓ The team stated, "We are ready for the conference."
- ✓ "The conference will be held in Suite C," said the meeting coordinator.

Place dashes, semicolons, question marks, and exclamation points within quotation marks when they apply to the quoted material.

- ✓ She asked, "Who is your primary care physician?"

When dashes, semicolons, question marks, and exclamation points apply to the whole sentence, they go outside the quotation marks.

- ✓ Do you agree with the saying, “An apple a day keeps the doctor away”?

Semicolons (;)

Use a semicolon only between independent clauses that could stand alone as two separate sentences.

- ✓ He walked to the office; she took the bus.

Use a semicolon between items in a series if the items themselves contain commas and to clarify a series when the items in the series are long.

- ✓ The team consists of Mary, social worker; Jack, occupational therapist; and Kate, physical therapist.

Solidus or forward slashes (/)

Use a forward slash to indicate that two or more things have a close relationship or are in opposition to each other.

- ✓ Visit your local Walk-In Clinic/Immediate Care Center today.

Use the forward slash to state an alternative.

- ✓ As payment, we accept cash and/or credit cards.

No space needed on either side of the slash. Exception: can include a space in headlines (for readability).

Spacing after punctuation

Use one space in between sentences! Use one space after periods, commas, semicolons, colons, exclamation points, question marks and quotation marks.

Tildes (~)

Use the word “about” in copy, not the ~ symbol. Only use a tilde (to indicate approximation) for design purposes if it looks cleaner.

- ✓ The project will take about 3 months to complete.
- ✓ ~3 months

Words, terminology & abbreviations

Health system

Our health system name is simply “Endeavor Health.” Do not refer to our health system as “the Endeavor Health.”

After the first reference, it is OK to use “our health system” if it makes sense.

Do not use “EH” when referring to Endeavor Health or any of our hospitals.

Do not use “Endeavor” alone when referring to our health system. Always use the full name Endeavor Health.

When not referring to our health system, lowercase “endeavor.” Example in tagline below:

- ✔ Your best health is our endeavor.

Do not use North and South regions in external copy. OK to use internally until further notice. When used internally, North and South are capitalized, and region is lowercase.

Do not use former health system names (NorthShore University HealthSystem or Edward-Elmhurst Health). If you must use them, include Endeavor Health after:

- ✔ NorthShore University HealthSystem, now Endeavor Health
- ✔ Edward-Elmhurst Health, now Endeavor Health

Use “NorthShore hospitals” only for research/clinical trials, leader bios/stories, including leadership roles where NorthShore hospitals was or is part of their title, or other health system historical copy:

- ✔ Endeavor Health’s NorthShore hospitals
- ✔ NorthShore hospitals, now Endeavor Health

🔗 Download the [Endeavor Health Brand Guidelines](#), section Brand Architecture, for more details.

📄 See the [Abbreviations](#) section for abbreviations.

Hospitals

Hospitals are listed using this format: Endeavor Health + [hospital name]

- ✓ Endeavor Health Glenbrook Hospital

For body text, spell out the hospital on first reference (Endeavor Health Edward Hospital) and use the hospital's name alone for subsequent references (Edward Hospital).

Use lowercase “hospital” in second and subsequent references if not using formal name.

- ✓ Example: Endeavor Health Swedish Hospital has served the diverse communities of Chicago's North Side for more than 130 years. Located in one of the most diverse zip codes in America, multiculturalism is a key element woven across the Swedish Hospital fabric. It is also an award-winning hospital that provides a full range of comprehensive health and wellness services.

Endeavor Health Hospitals

Hospital name (first reference)	Subsequent reference	Abbreviation
Endeavor Health Edward Hospital	Edward Hospital	EDH
Endeavor Health Elmhurst Hospital	Elmhurst Hospital	ELH
Endeavor Health Evanston Hospital	Evanston Hospital	EVH
Endeavor Health Glenbrook Hospital	Glenbrook Hospital	GBH
Endeavor Health Highland Park Hospital	Highland Park Hospital	HPH
Endeavor Health Linden Oaks Hospital	Linden Oaks Hospital	LOH
Endeavor Health Northwest Community Hospital	Northwest Community Hospital	NCH
Endeavor Health Skokie Hospital	Skokie Hospital	SKH
Endeavor Health Swedish Hospital	Swedish Hospital	SWH

⚠ Note: Abbreviations are for internal use only.

Behavioral health

Endeavor Health offers a range of behavioral health services, including inpatient care at our hospitals as well as outpatient care.

Category	Use case	Usage rule
General	Common noun	Lowercase “behavioral health” for referencing the service. ✔ Our behavioral health services are available for individuals age 8 and older.
Service line, department or team	Listing	Endeavor Health Behavioral Health
	First reference	Use “Endeavor Health Behavioral Health” when referring to our behavioral health services systemwide. ✔ The Endeavor Health Behavioral Health team offers comprehensive care.
	Subsequent reference	Behavioral Health
Location	Hospital	When referring to our behavioral health hospital on campus of Edward Hospital: ✔ Endeavor Health Linden Oaks Hospital
	Service at a location	Format: Endeavor Health Behavioral Health in [location] ✔ Endeavor Health Behavioral Health in Naperville ✔ Endeavor Health Behavioral Health in Arlington Heights

Emergency departments/centers

Emergency care is 24/7 medical care for **emergencies**.

Emergency departments are listed using this format: Endeavor Health + [hospital name] + Emergency Department

First reference: Endeavor Health + [hospital name] + Emergency Department

- ✓ Endeavor Health Edward Hospital Emergency Department
- ✓ Endeavor Health Elmhurst Hospital Emergency Department
- ✓ Endeavor Health Evanston Hospital Emergency Department
- ✓ Endeavor Health Glenbrook Hospital Emergency Department
- ✓ Endeavor Health Highland Park Hospital Emergency Department
- ✓ Endeavor Health Linden Oaks Hospital Emergency Department
- ✓ Endeavor Health Northwest Community Hospital Emergency Department
- ✓ Endeavor Health Skokie Hospital Emergency Department
- ✓ Endeavor Health Swedish Hospital Emergency Department

Subsequent references: [hospital name] + Emergency Department

- ✓ Edward Hospital Emergency Department
- ✓ Emergency Department

⚠ **Note:** Endeavor Health has a freestanding emergency center in Plainfield, but we are not permitted to call it an emergency department. Use: Endeavor Health Edward Emergency Center – Plainfield

- ✓ **Example:** We are ready to care for you at the Endeavor Health Edward Emergency Center in Plainfield.

Category	Use case	Usage rule
General	Common noun	<p>Lowercase “emergency departments” for referencing the service.</p> <ul style="list-style-type: none">✓ Endeavor Health emergency departments are conveniently located throughout Chicagoland to expertly address your medical emergencies.

Health centers

A health center is a physical location where a patient receives care.

Category	Use case	Usage rule
Common noun	General reference	Use lowercase “health center” for making a general reference about a center.
Standalone health center	Formal listing	Endeavor Health Center
	Location-specific listing	Endeavor Health Center – [location name] ✓ Endeavor Health Center – Downers Grove
	First reference (in copy)	Endeavor Health Center in [location] ✓ Endeavor Health Center in Downers Grove
	Subsequent references (in copy)	At the discretion of the writer.
Health center with immediate care services	Location-specific listing	Endeavor Health Center & Immediate Care – [location name] ✓ Endeavor Health Center & Immediate Care – Bolingbrook
	First reference (in copy)	Endeavor Health Center & Immediate Care in [location name] ✓ Endeavor Health Center & Immediate Care in Bolingbrook
	Subsequent references (in copy)	At the discretion of the writer.

Immediate care

Immediate care offers non-emergent, prompt care for **minor to moderate** illnesses and injuries. Some locations also offer more specialized care for orthopaedics cases. Immediate Care Centers are the physical location where care is provided.

Category	Use case	Usage rule
Common noun	General reference	Use lowercase “immediate care” for referencing the service. <ul style="list-style-type: none"> ✓ Endeavor Health offers convenient, expert immediate care for minor illnesses and injuries. ✓ Our immediate care locations offer convenient hours for you. ✓ Top-notch immediate care with unmatched convenience
Service line	Formal listing	Endeavor Health Immediate Care
	First reference	<ul style="list-style-type: none"> ✓ Endeavor Health Immediate Care ✓ Immediate Care
	Subsequent references	At the discretion of the writer.
Locations	General reference	Endeavor Health Immediate Care Centers <ul style="list-style-type: none"> ✓ When convenience and expertise matter most for you and your family, turn to Endeavor Health Immediate Care Centers.
	Listing	Endeavor Health Immediate Care – [location name] <ul style="list-style-type: none"> ✓ Endeavor Health Immediate Care – Bolingbrook
	First reference	Endeavor Health Immediate Care in Bolingbrook
	Subsequent references	At the discretion of the writer.
Locations with orthopaedic care	Listing	Format: Endeavor Health Orthopaedic Immediate Care – [location name] <ul style="list-style-type: none"> ✓ Endeavor Health Orthopaedic Immediate Care – Bolingbrook ✓ Orthopaedic Immediate Care – Bolingbrook
	First reference	<ul style="list-style-type: none"> ✓ Endeavor Health Immediate Care in Bolingbrook ✓ Immediate Care in Skokie at Old Orchard Mall
	Subsequent references	At the discretion of the writer.

Walk-In Clinics

Walk-in clinics offer non-emergent, walk-in care for **minor** illnesses, injuries and routine services. There are six locations:

- Endeavor Health Walk-In Clinic – Downers Grove
- Endeavor Health Walk-In Clinic – Elmhurst
- Endeavor Health Walk-In Clinic – Naperville
- Endeavor Health Walk-In Clinic – Plainfield
- Endeavor Health Walk-In Clinic – Yorkville
- Endeavor Health Walk-In Clinic – Woodridge

Category	Use case	Usage rule
Common noun	General reference	Use lowercase “walk-in care” when referencing the service. ✓ Our walk-in care locations open and ready to care for you.
Service line	Formal listing	✓ Endeavor Health Walk-In Clinics ✓ Walk-In Clinics
Locations	General reference	Endeavor Health Walk-In Clinics, Walk-In Clinics ✓ When convenience and expertise matter most for you and your family, turn to Endeavor Health Immediate Care Centers.
	Listing	Endeavor Health Walk-In Clinic – [location name] ✓ Endeavor Health Walk-In Clinic – Downers Grove ✓ Walk-In Clinic – Downers Grove
	First reference	Endeavor Health Walk-In Clinic in [location name] ✓ The new Walk-In Clinic in Downers Grove is open daily.
	Subsequent references	At the discretion of the writer.

Fitness & Wellness Centers

Endeavor Health has three medically-based fitness centers in Arlington Heights, Chicago and Woodridge. When referring to our fitness centers, use location when possible.

Category	Use case	Usage rule
Common noun	General reference	Use lowercase “fitness center” when referencing the offering. ✔ Select a location below to learn more about our fitness centers near you.
Service line	Formal listing	✔ Singular: Endeavor Health Fitness & Wellness Center ✔ Plural: Endeavor Health Fitness & Wellness Centers ✔ Fitness & Wellness Centers
Locations	Listing and first reference	Fitness & Wellness Center – [name] ✔ Endeavor Health Fitness & Wellness Center – Galter Life Center ✔ Endeavor Health Fitness & Wellness Center – Seven Bridges Endeavor Health Fitness & Wellness Center – NCH
	Subsequent references	✔ At the discretion of the writer.

Foundations

Endeavor Health has five foundations that connects donors and partners to initiatives that make a lasting impact on health and wellbeing for our patients and communities.

- ✓ Edward Foundation, part of Endeavor Health
- ✓ Elmhurst Memorial Hospital Foundation, part of Endeavor Health
- ✓ NorthShore Hospitals Foundation, part of Endeavor Health
- ✓ Northwest Community Hospital Foundation, part of Endeavor Health
- ✓ Swedish Hospital Foundation, part of Endeavor Health

Category	Use case	Usage rule
Common noun	General reference	Use lowercase “foundation” when referencing a foundation. ✓ Our foundations play a huge role in supporting our hospitals and programs.
Foundations	First reference	Foundations should be formatted as: [Foundation name] + “, part of Endeavor Health” ✓ Edward Foundation, part of Endeavor Health
	Subsequent references	The foundation name without “, part of Endeavor Health” ✓ Edward Foundation

Institutes

Endeavor Health has six institutes that are treated as a sub-brand, specially anchored in a specific discipline that has been deemed a strategic priority by the organization.

Category	Use case	Usage rule
Common noun	General reference	Use lowercase “institute” when informally referencing an institute. ✔ Our institutes play a huge role in supporting our hospitals and programs.
Foundations	First reference	Endeavor Health + [institute name] ✔ Endeavor Health Cardiovascular Institute ✔ Endeavor Health Cancer Institute ✔ Endeavor Health Neurosciences Institute ✔ Endeavor Health Orthopaedic & Spine Institute ✔ Endeavor Health Primary Care Institute ✔ Endeavor Health Research Institute
	Subsequent references	Institute name ✔ Cardiovascular Institute ✔ Cancer Institute ✔ Neurosciences Institute ✔ Orthopaedic & Spine Institute ✔ Primary Care Institute ✔ Research Institute

Medical groups & practices

- ✔ Endeavor Health Medical Group
- ✔ Endeavor Health Physician Partners

Patient portals

- ✔ Endeavor Health NorthShore *Connect*
- ✔ Endeavor Health Edward-Elmhurst MyChart
- ✔ Endeavor Health NCH MyChart

Clinical departments & service lines

↪ See [Appendix](#) section.

Corporate departments & teams

↪ See [Appendix](#) section.

Corporate initiatives & programs

↪ See [Appendix](#) section.

General terms

See the [Endeavor Health Brand Guidelines](#), section Brand Architecture, for more details.

Center: A physical location where a patient receives care.

- ✓ Edward-Elmhurst Health Center
- ✓ Advanced Neurosciences Center

Clinical institute: A sub-brand, specially anchored in a specific discipline that has been deemed a strategic priority by the organization.

- ✓ Endeavor Health Orthopaedic & Spine Institute

Department: A collection or group within the system that supports a common discipline.

- ✓ Emergency Department
- ✓ Dermatology Department
- ✓ Endeavor Health Department of Dermatology
- ✓ Legal
- ✓ Medical Records

Division: A unit of organization of individual departments.

- ✓ Corporate Services
- ✓ Division of Thoracic Surgery
- ✓ Division of Rheumatology

Hospital: A flagship location a patient will visit to receive care.

- ✓ Endeavor Health Edward Hospital

Service line: An umbrella term for a specific type of care or specialty.

- ✓ Cardiovascular
- ✓ Behavioral Health
- ✓ Hospice Care
- ✓ Imaging & Radiology

Team: A smaller, more focused group within a department (or sometimes cross-departmental) that collaborates on specific projects or functions.

- ✓ Contact the Social Media team, part of the Marketing & Communications Department.

Program: An area of specialization or focus usually within a clinical institute or department.

- ✓ Structural Heart Program
- ✓ Eating Disorders Program
- ✓ Health Weight Management Program
- ✓ Immunology Program

Service: The action, need or interaction a patient requires.

- ✓ Mammogram
- ✓ Blood work/labs
- ✓ X-ray
- ✓ Yearly physical

Offering: Additional value-add services that patients (and sometimes community members) receive to ensure they reach their goals.

- ✓ Lactation Club
- ✓ Advances in Heart Valve Care Webinar
- ✓ Bariatrics Support Group

Team member: Any person who is associated with Endeavor Health, as either a full- or part-time employee, contracted team member, independent provider, medical staff, fellow, researcher, volunteer or any other affiliation. Patients and donors are not considered team members. OK to use team member and employee interchangeably, but team member is recommended.

Clinician names & titles

Academic degrees/credentials

Use a comma after a name and after a title or degree. Do not use periods in credentials (e.g., MD, PhD, RN, MBA) for a cleaner look (this is an exception to AP style).

- ✓ Jennifer Cross, MD, will join our staff in May.

Use either “Dr.” before the name OR credentials after the name, NOT BOTH. (See “Use of the word doctor” below).

First reference/subsequent references

On first reference, use the individual's name followed by their credentials. On subsequent references: If the individual is a doctor, use Dr. [last name]. If the individual is not a doctor, use [last name].

- ✓ We recently heard from Cash Casey, MD, cardiologist at Endeavor Health. Dr. Casey shared his insights about heart disease risks.
- ✓ We recently heard from Ann Smith, RN, registered nurse at Endeavor Health. Smith shared her insights about wound care after surgery.

Use of the word doctor

Should only be used for MD, DO, DNP, PhD and PsyD clinicians.

Either include “Dr.” before the name or credentials like “MD” after the name. Do not use both (it is redundant).

- ✓ Correct: Dr. Cash Casey
- ✓ Correct: Cash Casey, MD
- ✗ Incorrect: Dr. Cash Casey, MD

Doctor/physician/provider

Use “clinician” for all clinicians (doctors, nurses, etc.). Also OK to use “provider.”

Doctor titles

Use system name rather than group name in first reference.

- ✓ John Smith, MD, a bariatric surgeon with Endeavor Health Medical Group.

Provider affiliations

Employed provider: Healthcare providers who are directly employed by Endeavor Health.

Affiliated provider: Providers or a practice of providers who have a documented affiliation under a professional service agreement, joint venture, management service agreements or other arrangement with Endeavor Health or an Endeavor Health affiliated entity beyond staff privileges.

Independent provider: Providers who operate their own practice or clinic, or providers who are part of an independent practice, without direct employment or formal affiliations with the health system, though they may refer patients to or collaborate with health system facilities.

Titles of independent physicians on our medical staff

Omit physician's practice name if not part of Endeavor Health.

- ✓ Cash Casey, MD, an independent cardiac electrophysiologist and a member of Endeavor Health Elmhurst Hospital's medical staff, was ...
- ✓ Mark Goodwin, MD, System Medical Director of Endeavor Health Cardiovascular Institute and independent interventional cardiologist on the medical staffs of Endeavor Health Edward Hospital and Endeavor Health Elmhurst Hospital.

Doctors with faculty appointments

Not all physicians have it, but list appointments if they exist

- ✓ Dr. Silver holds an academic appointment at the University of Chicago Pritzker School of Medicine.
- ✓ Dr. Silver holds an academic title at the Pritzker School of Medicine.

Foundation members

Confirm with the foundation(s) if the physician is an Endowed Clinical Chair and, if so, list as part of the title.

References to doctors

First reference and captions use: Firstname Lastname, MD

- ✓ Mark Talamonti, MD

Second reference use: Dr. Lastname

- ✓ Dr. Talamonti

Registered nurse (RN)

Registered nurse (RN)

- ✓ Ann Smith, RN, registered nurse with Endeavor Health.

Advanced practice registered nurses (APRN)

Advanced practice registered nurses (APRN). Do not use APN.

Dietitian

Use dietitians (not dieticians).

Other terms

electronic medical record (EMR): Is usually formatted this way on first reference, when specifically referring to the system.

Emergency services; emergency department: Use services at the system level; department at the hospital level.

- Proper name for Plainfield ER: Endeavor Health Edward Emergency Center – Plainfield.
- Do not group Plainfield as an Emergency Department.
- Use “freestanding emergency center in Plainfield” in references.

email: One word, no hyphen

Galter Life Center: Two words for Life and Center

health system: Two words

healthcare: One word

internet, intranet: Do not capitalize.

lifesaving: One word

log in and login: Use “log in” when describing the action; use “login” when referring to the thing (e.g. screen, process or app). Try to avoid using log into, sign in and sign out.

- ✓ **Verb:** Log in, log out

- ✓ **Verb phrase:** Please log in to your account to access your medical records.
- ✓ **Noun:** Enter your login and password to proceed.
- ✓ **Adjective:** Reset your login credentials if you've forgotten them.

online: One word no hyphen

orthopaedic. Use “ae” in the spelling (NOT orthopedic)

patient portal: See [Patient portals](#) section.

portal: Do not use the word “portal” without a descriptor, such as “patient portal.” For the employee intranet, use “myEndeavor” or “intranet.” Do not refer to the intranet as a “portal,” as our health system has numerous portals.

SharePoint: One word. Capitalize the “s” and “p” for the Microsoft presentation application.

systemwide: One word

third party: Noun used to refer to an independent entity, do not use numerical ordinal abbreviation 3rd party.

- ✓ The contract requires a third party to verify results.

third-party: A hyphenated adjective before a noun to describe something related to or involving an outside party.

- ✓ They hired a third-party vendor for the project.

website: One word, lowercase

- ✓ health system external website: endeavorhealth.org
- ✓ health system intranet: Use “intranet” or “myEndeavor”

Webex: One word, capital “W”

wellbeing: One word without a hyphen

wholly-owned subsidiary: Hyphenated

Terms to avoid

Avoid any terminology that uses superlatives (e.g., best, most, greatest) or claims/guarantees that can't be backed up.

- ⊗ free
- ⊗ partnership (ensure it is a true partnership)
- ⊗ most effective
- ⊗ avoid using any names of competitors
- ⊗ guarantees of success
- ⊗ historic
- ⊗ groundbreaking (particularly when referencing a clinical trial)
- ⊗ revolutionary (particularly when referencing a clinical trial)
- ⊗ first-of-its-kind

Abbreviations

It is OK to use abbreviations in a second reference, after the formal name is spelled out with the abbreviation in parentheses after. Note the use of abbreviations for external vs. internal.

↪ See [Words, terminology & abbreviations](#) section.

Never abbreviate Endeavor Health when communicating to external audiences.

↪ See [Health system & hospitals](#) section for recommendations on abbreviations for our health system.

Service lines & services

Formal health system services should be in Title case, particularly in headlines and website menus (navigation & dropdown lists).

↪ See [Clinical departments & service lines](#) section.

Digital content style

Writing style & elements

Write for readers who scan

How do people read on the web? In short — they don't, they scan. Research done with eye tracking studies shows that users engage with a web page in an F-shaped pattern. To make it easy for readers to skim:

- Write, cut in half, cut in half again
- Use headers and subheads, bulleted lists, accordions, listicles and tabs
- Chunk content into paragraphs
- Break up more than three paragraphs of text with subheads
- Shorter sentences are usually preferred
- Shorter paragraphs work better on the web for readability

↪ See the [Concise copy](#) section.

Headers & subheads

Headers (H1s) and subheads (H2s and H3s) are the most viewed content on the page. Readers, search engines and screen readers (technology for visually impaired visitors) scan these headlines for clues about page content. Headers and subheads should provide a short, meaningful introduction to the content that follows, with the following key elements:

- Active voice
- Concise, simple statements
- Relevant keywords
- Plain, straightforward language

Header hierarchy

Headlines should follow a sequential pattern. This hierarchy, called “nesting,” communicates important information to search engines about page content and emphasis. Nesting means that all pages start with an H1; each page only has one H1; H1s are followed by H2s (rather than skipping a subhead and going straight

to an H3). Don't go deeper than four levels with the header hierarchy. An example of proper nesting appears in the first column below.

YES	No	No
H1	H1	H2
H2	H3	H3
H3	H2	H2
H2	H3	H3
H3	H2	H2
H2	H2	H2
H2		

Paragraphs

Readers prefer small, easily digestible blocks of text, so each paragraph should only convey one concept or idea. Limit paragraphs to approximately three sentences totaling 60-70 words.

Bulleted & numbered lists

Bulleted lists help organize and clarify long strings of information. Use bullets to group similar information; use numbers to group sequential or ordered information. Best practice is to keep bulleted items to 5-7 and use two columns for longer lists. See the [Lists & bullets](#) section for more information.

Capitalize the first word only or proper nouns after the bullet.

Do not use a period at the end of a single word or single phrase.

- Scalpel
- Gauze
- Bandages

Use periods, not hyphens or dashes, to separate ideas in a bulleted list.

✓ Correct: • **Medications.** Take medications as directed.

✗ Incorrect: • **Medications –** Take medications as directed.

More guidelines for bullets:

- Start with the same part of speech for each item (e.g., a verb).
- Use the same voice (active preferred) for each item.
- Use the same verb tense for each item.

- Use the same sentence type (statement, question, exclamation) for each item.
- Introduce the list with a short phrase or sentence (e.g. “Common side effects include:”)
- Use periods at the end of each sentence only if it is a complete phrase. OK to omit periods for design purposes and for consistency if some items in the bulleted list aren’t complete phrases.

✓ Example:

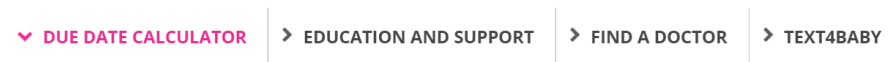
How to prepare for your appointment:

- Bring a list of your current medications.
- Arrive 15 minutes early to complete any necessary paperwork.
- Bring your insurance card and a photo ID.

Tabs & accordions

Tabs and accordions use similar approaches to group and display information in a visually attractive format and minimize the need for the user to scroll the page searching for what they want. Generally, accordions display vertically; tabs display horizontally.

Best practice is to keep tab containers to a maximum of five. Example of tabbed container:



From the moment you discover you’re pregnant, it’s exciting to look to the future. [Find out your baby’s “birth” day.](#)

Best practice is to keep accordions to a maximum of eight. Example of accordion container:

What you may be wondering:

▼ WHEN SHOULD I BUY MATERNITY CLOTHES?

Most women will need to buy maternity clothes during the second trimester, when your regular clothes become uncomfortable. Consider only buying a few items at first and then more as your belly continues to grow.

- SHOULD I HIRE A DOULA?
- HOW CAN I SAVE MONEY ON MATERNITY CLOTHES?
- WHICH MATERNITY CLOTHES ARE MUST HAVES?
- WHEN AND WHY SHOULD I GET AN ULTRASOUND?

Links

As a general rule, create links within body copy and avoid linking headers and subheads. Use links selectively; too many clutter the page and make it difficult to read.

Link text should be brief but more than one word, descriptive, action-oriented and meaningful, so that users know what to expect when they open a link. Avoid the use of “click here.” Link text should be sentence case. Link color and style will be determined in the design process.

Examples of descriptive links:

- ✓ Get driving directions
- ✓ Take a free heart assessment
- ✓ Find a stroke support group

The period at the end of the sentence should not be a part of the link.

- ✓ For more details, read our Terms of Use.

External links

In web copy, an external link takes a visitor to another website, unlike an internal link, which takes them to another page within the current website.

Avoid setting hyperlinks to open in new tabs or windows unless users need to view the hyperlinked content simultaneously to complete a task. Opening links in new tabs can cause confusion, particularly on mobile, as it disrupts the Back button and adds clutter. New windows are best suited for external files (e.g., PDFs) or pages where users need side-by-side content. When possible, indicate external links with an icon and/or alert users when a link opens in a new tab to maintain clarity and accessibility.

In print pieces, such as mailed patient letters, explain what the external website is before the URL.

- ✓ To learn more, visit the Centers for Disease Control and Prevention’s website at cdc.org.

Calls to action (CTAs)

- CTAs should be action-oriented and to the point.
- The CTA copy should align with the copy on the page.
- The benefit of clicking on the CTA should be very clear.
- Tap into the element of urgency, using words like “now” or “today,” when appropriate, such as registering for a class (just don’t be too salesy!).
- Schedule an appointment today.

- The CTA should stand out and look clickable (e.g., bold the text link, use a different color and underline it, or make it a button).
- A/B test multiple CTAs to find the best performer.

URLs

- Make URLs descriptive, short, keyword-rich, and avoid non-letter characters (target 6 words or less).
- Omit the word “and” in URLs.
- Don’t join words together in URLs. Separate words using hyphens (-) instead of underscores (_).
- In most cases, use lowercase for URLs.
- Beginning of URL: Don’t include https:// or www
- Visit endeavorhealth.org for more information.
- End of URL: Omit the trailing slash /

Search engine optimization (SEO)

Search engines should be considered an additional audience for your content. Search engines follow links and examine content for purposes of returning meaningful results when someone performs a search. Writing optimized content helps search engines find and index your content, which benefits both you and your users.

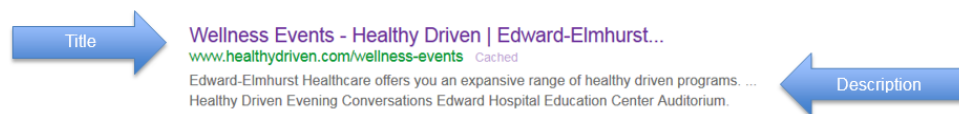
General SEO best practices

- Follow web writing best practices (e.g., nesting header tags, writing descriptive link text).
- Always add text to a page. Graphical text, screenshots and embedded .pdf documents aren’t searchable web content.
- Alt text: Use the page’s target keyword or a secondary keyword if appropriate in the alt text. Add descriptive “alt text” to images and descriptive text to video and flash content. See the [Accessible content: Alt text for visual impairments](#) section for guidance on writing alt text.
- Optimize titles, text, headlines and metadata with keywords. Also use semantically related terms in the copy (not just your MAIN keyword).
- Eliminate duplicate content.

Meta titles

Meta titles are sometimes referred to as browser titles or HTML title tags. Each meta title should be a clear and concise description of the page's content.

- Keep titles short, yet clear. Search engines and social media sites display a limited amount of characters — generally no more than 65 characters (including spaces) for search engines. After a certain length, the results cut off the title tag with an ellipsis (...).
- Place important keywords at the start of the title tag.
- Include localization (city/state for target market area).
- Create unique meta titles for each page of content.



Meta descriptions

A meta description is a short description of a page's content. It displays as text beneath a link on the search engine results page.

- Use 120 characters (max 160): This can change, and generally on mobile, even less copy will appear, so consider meta descriptions with slightly fewer characters.
- Include a hook or a reason to click to get more information, services or expertise. If they think they've found everything they need in the search results, there's no reason to click. Think about how we can set ourselves apart from other similar search results.
- Begin meta description with the most important keywords.
- Create concise, yet conversational, meta descriptions. Convince searchers that you have the information they're searching for.
- Search engines may cut truncate descriptions to 155-160 characters (including spaces), so trim unnecessary words.
- Create unique meta descriptions for each page of content.

Accessibility & inclusion: Mobile-first checklist

Keep it short and concise: However, pages without full paragraphs of text will have little ability to rank for keywords. Make sure you're including enough copy on the page to tell crawlers what it's about and optimize using keywords in both headers and body copy.

➔ See [Accessibility & inclusion](#) section.

Articles & patient stories

Best practices

- ~500-800 words (some can go a bit shorter or longer). Shorter posts won't be optimized for SEO. Try to aim for 1200 words when possible.
- Use active voice
- Second person point of view
- Be concise — have a focus for the blog and stick to it
- Remember your audience
- Limit paragraphs to no more than 3 sentences
- One idea per paragraph
- Break up content with bullets or numbered lists when possible
- Break up content with images
- Make it conversational — avoid jargon
- Make it relevant, interesting and informative, not salesy
- The voice and tone should match our brand
- Include a call to action (CTA) for what the reader can do next (learn more, take a HealthAware, join us for an event, etc.). Try to keep CTA in the top third of the page. Do not wait until the end of the story to suggest that a reader engage.
- Include tags on articles to help readers find posts on specific topics easily and improve the article's visibility in search engine results.
- See the [General SEO best practices](#) section.

Article author & byline

- Aim for every content hub article author to have their own bio that includes the author's background/credentials (unless there's a brand, customer, legal, compliance, etc. reason not to).

- Aim for including our clinical experts/doctors as authors as much as possible (we'd ghostwrite the article).
- Bylines should use a real person's name. Non-clinicians should have an accompanying bio that illustrates they are experienced health journalists.
- If writer is unknown, do not include an author (avoid using Endeavor Health as author).
- For freelance writers and interns, their byline would read something like: "by Ann Smith." And their bio would read something like: "Ann Smith is a freelance journalist who covers wellness, nutrition and lifestyle topics."

Patient stories

All patient stories should be reviewed and approved by the patient, with a signed patient consent form on file before the patient is interviewed or photographed. Teams responsible for managing web content should be established for reviewing patient stories that are more than 2-3 years old, by either confirming the patient's current health status or sunsetting the story.

Press releases

All press releases use AP Style and should be developed, approved and distributed by the External Communications team. Press releases should be drafted in inverted pyramid style, include at least one quote from the most senior/relevant SMEs and generally be limited to less than two pages. The press release may link to supplementary materials. Quotes should add something to the press release (e.g., new perspective, information, etc.) that is unique to the individual quoted. All press releases should include a media contact (name/email/phone) and the Endeavor Health boilerplate images and photos.

Images

For accessibility, include a short description in the alternative "alt" text attribute of the image's HTML code.

See the [Alt text for visual impairments](#) section for more details about alt text for images.

Photos

Stock photos purchased by Endeavor Health are usually acceptable as long as the organization still has a subscription with the stock photography company. Obtain signed release/consent forms for any patient photography used. Confirm team members pictured are current and in good standing.

To Endeavor Health photo library contains portraits and brand photography. Access photography resources at [Cumulus](#).

Include photo credit/source when appropriate. See [Citing sources, credits & attribution](#) section.

 Visit the myEndeavor intranet to access the [Endeavor Health Brand Guidelines](#), section Photography, for more details.

Credits

 See [Citing sources, credits & attribution](#) section.

Accessibility & inclusion

Our audience represents a wide range of backgrounds and abilities. Content must be accessible and inclusive in order for readers to create meaningful connections to it.

Accessible content

Writing accessible content helps your audience feel understood and supported. You can improve content accessibility with a global and mobile first approach.

Guidelines

- Have a global-first mindset, assuming every person on earth will consume your content.
- Provide alternatives for non-text content.
- Content should be viewable using a screen reader, keyboard navigation, or Braille interface.
- Make content easy to hear and see.
- Allow users to adjust timing on videos.
- Avoid content that blinks or flashes a lot.
- Solicit and accommodate user feedback.

Mobile-first checklist

- Keep it short and concise. On a smaller screen, text looks longer and more overwhelming.
- Use progressive disclosure. This design pattern simplifies and emphasizes the most important information. In portrait mode, content elements need to stack vertically.
- Pair words with icons for scannability.
- Put important info and CTAs above the fold.
- Leave extra room for translation. This will make your text grow by about 40%.

Modifying multimedia

Audio content

- Include a transcript with timestamps.

Video content

- Captions are required (exception: content with no spoken audio, like background music).
- Captions must be at least 95% accurate; don't use an autogenerated caption.
- Include a transcript with timestamps.

PDFs

- Process all text with optical character recognition (OCR) so it can be read by screen readers.
- Set the document reading order so that screen readers read the pages correctly.

Tables

- Specify titles with a caption tag inside the opening table tag.
- Avoid spanned cells.
- Use proportional sizing rather than absolute (% rather than a pixel dimension).

Color contrast

- Ensure sufficient contrast between text and background.
- Do not use colors to convey meaning or information.
- Use patterns or textures to differentiate information on graphs or diagrams.

Alt text for visual impairments

Alternative text ("alt text") is a written description of an online image or video that gives screen readers content to read aloud for users with visual impairments. This also helps search engines understand image content, even if the image is unable to load, ultimately boosting SEO.

- **Be concise.** Use concise, specific descriptions (under 100 characters) without redundant words like "image of."
- **Be descriptive and specific.** Clearly describe the content and purpose of the image. Image alt text should provide context to those who cannot see it (e.g., "A woman working on a laptop in a bright office space."). For an image of a healthcare professional, use "Dr. Jane Doe consulting with a patient" rather than just "doctor."
- **Functionality explained.** If an image is also a link or button, describe the action with a visual, e.g., "Book an appointment with our specialists now »"
- **Avoid keyword stuffing.** Focus on clarity over SEO; unnecessary keywords can harm accessibility.
- **Skip decorative images.** Use null alt text (alt="") for decorative images, so screen readers skip them.

- **Avoid redundancy.** Skip phrases like “image of.” Just describe what the image is about.
- **Contextual alt text.** Alt text should be aligned with the image on the page, e.g., “Graph showing diabetes type 2 prevalence in adults over 60.”

Examples:

- ✓ **Correct – acceptable alt text:** A physical therapist assisting a patient walking in rehab
- ✗ **Incorrect – insufficient alt text (too short):** Two people walking
- ✗ **Incorrect – unnecessary alt text (too long):** A female physical therapist in blue scrubs helping a male patient regain his strength by walking during rehabilitation in an open room during the day.



Inclusive content & language

Inclusive language creates a welcoming and respectful environment that avoids discriminatory biases, slang and expressions. The words and phrases used can either foster positive connections or create distance from readers.

Guidelines

- **Use people-centric language.** Acknowledge the reader’s uniqueness/individuality. Only reference personal attributes/characteristics when relevant and in context.
- **Use a strengths-based approach.** Focus on the reader’s abilities, knowledge and other positive attributes.
- **Do research and ask questions.** Use language that’s reflective of the audience. Where appropriate, ask about language preferences.
- **Be conscious of language implications.** Avoid language and expressions that exclude, trivialize, or disparage others.
- **Use diverse imagery.** Images convey an organization’s values and its intended audience.
- **Avoid euphemisms** like “differently abled” as most end up demeaning the group of people they intended to empower.
- **Don’t use mental health issues as metaphors** for everyday behavior.

- ✓ **Correct:** I like to keep my desk very organized.
- ✗ **Incorrect:** I’m so OCD about keeping my desk clean.

Anti-racist language

- Learn about harmful terms rooted in racist and anti-Black metaphors.
- Language placing a positive connotation on white/light and a negative one on black/dark reinforces anti-Black and colorist stereotypes.
 - Don't use "black," "white," "dark," or "light" as metaphors.
- Don't use language that makes you feel uncomfortable, even if you can't pinpoint why.
- If one group is harmed by a word or phrase, don't use it. It's harmful to all groups.

Gender-neutral language

- When writing about someone, use the pronouns they go by.
 - Use the person's name if you are unsure of their preferences.
- Avoid referencing gender whenever possible: business owner or businessperson, not businessman.

Nonbinary pronouns

- Use "they/their" instead of "he/him," "she/her" or "he/she." This creates a sense of belonging for nonbinary people.

Readability

Our readability target is 6th grade level and below. This makes content more supportive for users of all cognitive capabilities and more easily understood by non-native English speakers.

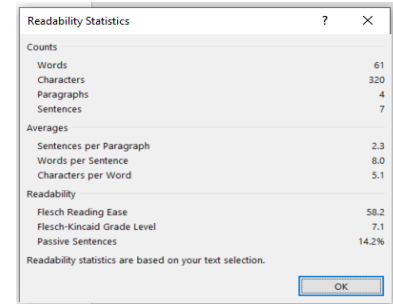
Recommendations

- **Make content easy to read and listen to.** Remember that when someone is using a screen reader, the content is spoken aloud.
- **Use images to support copy.** Illustrations and graphs can clarify complex topics. Provide captions for images and graphics to explain their relevance.
- **Use simple tenses.** This keeps content concise and makes translation easier. Plus, people process simpler verb tenses (past, present, future) more quickly. See [Active voice](#) section.
- **Have a glossary or footnotes** if you use complex terms that can't be avoided.
- **Use easy-to-read fonts** (e.g., sans-serif fonts like Arial or Helvetica). Avoid decorative fonts. Use at least 12-point font size. Larger fonts (14-16 points) are better for readability. Left-align text is easier to read.

Checking content reading level

To check the reading level of content, paste the content into a Word document and follow the steps below.

- In the toolbar, click “Review” then “Spelling and Grammar.”
- Exit the spell check function by clicking the X under “Editor.”
- Under the “Insights” header, click “Document stats.”
- “Flesch-Kincaid Reading Ease” in this window is the number we are using to determine reading level.
- Our content should have a Flesch-Kincaid Reading Ease score between 80-100.
- Note: Gen AI services can quickly edit and convert writing to meet certain standards. It still requires editing and careful review.



Flesch-Kincaid Reading Ease

Score	Grade	Avg. words per sentence	Syllables per 100 words
90-100	5	8	123
80-90	6	11	131
70-80	7	14	139
60-70	8-9	17	147
50-60	10-12	21	155
30-50	College	25	167
0-30	College graduate	29	192

Health literacy

All people are at risk for not understanding health information, and there is no way to know who has limited health literacy. Health literacy is the ability to obtain, understand and use healthcare information in order to make appropriate health decisions and follow instructions for treatment.

- ➔ For guidelines to follow for creating patient and family health education materials and other patient-facing educational content, see the [Writing fundamentals](#), [Accessibility & inclusion](#), and [Readability](#) sections.

Checklist

Before publishing or submitting your content, ask yourself:

- Would this language make sense to someone who doesn't work here?
- Could someone quickly scan this content and understand the material?
- Does this content have a clear benefit to the reader or a timely call to action?
- Is this message accessible for people unable to see the colors, images or video?
- Does this content work well with mobile devices?
- Is it necessary to refer to a person's or groups' personal characteristics? If it is, are the references to personal characteristics couched in inclusive terms?
- Do the references to people reflect the diversity of the audience, and is the material accessible to the audience?
- Are people or groups excluded by the design or delivery of your material?
- Have you evaluated your content's accessibility using an online tool?

Tools for checking content accessibility

- [WAVE – Web Accessibility Evaluation Tool](#) – This is a free plugin for the Chrome web browser that will check your web page for accessibility issues.
- [WebAIM Color Contrast Checker](#) – This tool will check your colors to ensure that you have sufficient contrast.
- [PDF Accessibility Checker 2 \(PAC2\)](#) – This is a free tool that can be used to check your PDFs for accessibility. [Adobe Acrobat Pro](#) also includes a PDF accessibility checker.
- [NVDA](#) – This is a free screen reader application that allows you to experience your web pages the same way a visually impaired user would.

Resources

- ↗ [Endeavor Health Brand Guidelines](#) – The official brand guidelines found on the myEndeavor intranet.
- ↗ [AP Stylebook](#) – Our organization uses AP Style as the foundation of our editorial standards. This resource requires a user license, with cost ownership and responsibility resting on the relevant department or vendor.

Get help

For questions, feedback or ways to improve this guide, contact the appropriate marketing team areas below:

- Editorial style and application – contact editorialstyle@eehealth.org.
- Brand – contact the Brand Strategy team at brandhelp@eehealth.org.
- Media relations, press releases, requests for external communications by outside organizations – contact the Media Relations team: [Kristen Spears](#), [Keith Hartenberger](#) or [Spencer Walrath](#).
- Patient and family health education – contact Patient_Education@northshore.org.

About this guide

Editorial governance

The Endeavor Health Marketing & Communications Department oversees the development and implementation of the Endeavor Health Editorial Style Guide. By maintaining these standards, we aim to create clear, cohesive, and accurate communications across all platforms, reflecting our commitment to professionalism and quality in patient, community and team member engagement.

Change log

Version	Updates
1.0 – January 2025	Initial release of the editorial guide.

Copyright notice

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Appendix

Clinical departments & service lines

Clinical department/service line (first reference)	Patient-friendly term	Abbreviation (subsequent reference)
Bariatrics	Weight Management	
Cardiovascular	Heart Care	
Concierge Medicine		
Diabetes & Endocrinology Diabetes & Metabolism	Diabetes Care	
Dermatology	Skin Care	
Emergency Care or Emergency Room (ER)		ER
Fitness & Wellness Centers		
Gastroenterology (GI)	Digestive Health	GI
General Surgery		
Personalized Medicine (Genetics)	Genetic Testing	
Home Health		
Hospice Care		
Imaging & Radiology		
Immediate Care (IC)		IC
Immunology	Allergy & Asthma Care	
Integrative Medicine		
Lab Testing		
Maternal Fetal Medicine		
Midwifery		
Nephrology	Kidney Care	
Neurosciences		Neuro
Occupational Health		

Clinical department/service line (first reference)	Patient-friendly term	Abbreviation (subsequent reference)
Obstetrics/Gynecology (OB-GYN)	Women's Health or Pregnancy & Baby Care	OB-GYN
Oncology	Cancer Care	
Ophthalmology	Eye Care	
Orthopaedics & Spine		Ortho
Otolaryngology	Ear, Nose & Throat (ENT)	ENT
Pain Management		
Palliative Care		
Pediatrics	Children & Teen Health	
Pharmacy		
Physical Medicine & Rehabilitation (Physiatry)		
Primary Care	Primary Care and Primary Care Provider (PCP)	PCP
Psychiatry/Psychology	Behavioral Health	
Pulmonology	Lung Care	
Rheumatology	Arthritis Care	
Rehabilitation		PT
Physical Therapy (PT)		OT
Occupational Therapy (OT)		SPT or ST
Speech-Language Pathology (SPT) or Speech Therapy		
Sleep Services	Sleep Care	
Spine Care		
Telehealth (Video Visits or Virtual Care)	Telehealth	
Urogynecology		

Clinical department/service line (first reference)	Patient-friendly term	Abbreviation (subsequent reference)
Urology		
Walk-In Clinic (WIC)		WIC
Wound Care		

Corporate departments & teams

Corporate department/team (first reference)	Abbreviation (second reference)
Human Resources (HR)	HR
Finance, Revenue Cycle & Supply Chain	Finance
Innovation & Transformation	Innovation
Information Technology Services	IT Services (IT)
Legal, Compliance, Insurance & Captives	Legal
Marketing & Communications	MarComm
Strategy, Planning & Business Development	Strategy

Corporate initiatives & programs

Corporate initiative/program (first reference)	Abbreviation (second reference)
Chicagoland Children's Health Alliance (CCHA)	CCHA
Community Investment Fund (CIF)	CIF
Execution Excellence	

Header 1

Header 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed finibus libero vel pulvinar placerat. Curabitur feugiat vestibulum imperdiet. Integer sit amet porta quam. Morbi mi turpis, elementum et congue ac, tempus sed magna. Duis sodales sapien quis augue vestibulum, id hendrerit diam suscipit. Proin scelerisque massa non lobortis tristique.

Header 3

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Header 4

Integer vulputate egestas massa sit amet tincidunt. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Sed dapibus magna ac magna blandit consequat.

Header 5

Integer vulputate egestas massa sit amet tincidunt. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Sed dapibus magna ac magna blandit consequat.

Element icons

✓ Example: An example of a correct term.

✗ Incorrect use

🔗 External link reference

⬇ Download

↪ Reference to another section

⚠ Note: Somewhere over the rainbow.

Table example

Category	Use case	Usage rule
Common noun	General reference	Use lowercase “immediate care” for referencing the service. ✓ Example: Endeavor Health offers convenient, expert immediate care for minor illnesses and injuries. ✓ Example: Our immediate care locations offer convenient hours for you.
	Formal listing	Endeavor Health Immediate Care
	First reference	Endeavor Health Immediate Care ✓ Example: Endeavor Health offers convenient, expert immediate care for minor illnesses and injuries. ✓ Example: Our immediate care locations offer convenient hours for you.
Physical location	Subsequent references	Immediate Care
	General listing	Format Endeavor Health Immediate Care – [location name] ✓ Example: Endeavor Health Immediate Care – Bolingbrook something else goes here somewhere
	First reference	Endeavor Health Immediate Care in Bolingbrook
	Subsequent references	At the discretion of the writer.