MEDIA STYLE GUIDE

We understand -- UW Medicine can be a bit confusing. That’s why we developed these guidelines: we want to make it easier for you when you reference UW Medicine in media stories. We also included interactive links that provide an overview and facts on UW Medicine and our health system. We hope you find this style guide helpful.

CORRECT WAY TO USE OUR NAME

✅ UW Medicine

OR UW Medicine, Seattle

INCORRECT WAY TO USE OUR NAME

❌ Please do not refer to UW Medicine as:

• University of Washington Medicine
• UW Medical Center
• UW Medical
• UW

HOW TO REFER TO OUR FACULTY

Option 1:
Dr. Lisa McIntyre
UW Medicine Surgeon
Harborview Medical Center

Option 3:
Dr. Lisa McIntyre
Associate Professor of Surgery
University of Washington
School of Medicine

Option 2:
Dr. Lisa McIntyre
UW Professor of Surgery
UW Medicine

Option 4:
Dr. Lisa McIntyre
University of Washington medical school

HOW TO REFER TO OUR HOSPITALS

Harborview Medical Center OR Harborview Medical Center/UW Medicine
Northwest Hospital & Medical Center OR Northwest Hospital & Medical Center/UW Medicine
Valley Medical Center OR Valley Medical Center/UW Medicine
University of Washington Medical Center OR University of Washington Medical Center/UW Medicine

UW MEDICINE FACT SHEET
uwmedicine.org/about/documents/
UW-Medicine-Fact-sheet.pdf

UW MEDICINE MEDIA RELATIONS
mediarelations@uw.edu | 206.543.3620

UW Medicine represents all of our entities related to clinical care, research and education. Our mission is to improve the health of the public.