

# 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](http://uwmedicine.org/about/documents/UW-Medicine-Fact-sheet.pdf)

### UW MEDICINE MEDIA RELATIONS

[mediarelations@uw.edu](mailto: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.

**UW Medicine**  
STRATEGIC MARKETING  
& COMMUNICATIONS

[uwmedicine.org](http://uwmedicine.org)