

# UW Medicine - Media Style Guide

UW Medicine is a Seattle-based family of organizations (some public, some private nonprofit) operated or managed as part of an integrated health system. The clinically integrated parts include Harborview Medical Center, University of Washington Medical Center (Montlake and Northwest campuses), Fred Hutchinson Cancer Center, UW Medicine Primary Care, UW Physicians, University of Washington School of Medicine, Valley Medical Center and Airlift Northwest.

## How to identify us



### UW Medicine

University of Washington  
School of Medicine

is OK for all clinical/research/teaching faculty

## Incorrect way to identify us



- University of Washington Medicine
- UW Medical Center
- UW Medical
- UW



## How to identify our faculty members and staff

Examples:

- Dr. Helen Chu, a UW Medicine infectious diseases specialist
- Dr. Lara Oyetunji, an assistant professor of surgery at the University of Washington School of Medicine
- Dr. Douglas Diekema, UW Medicine / Seattle Children's Hospital
- Dr. Susan Wong, a nephrologist with UW Medicine and the VA Puget Sound Health Care System



## How to refer to our hospitals and clinics

Harborview Medical Center  
University of Washington Medical Center – Montlake  
University of Washington Medical Center – Northwest  
Valley Medical Center  
UW Medicine Eastside Specialty Center  
UW Medicine Primary Care clinics



## Media relations team

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## Fact book

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