Thomas Jefferson University
Web Style Guide

This Web Style Guide is effective as of May 23, 2014 and was created by Jefferson Marketing, Web Services. Changes made after this date will appear in red.

If you have any questions regarding this guide, please contact Web Services.

Abbreviations
Abbreviate titles when used before a full name: Dr., Mr., Mrs.

Academic Degrees
Use such abbreviations as BA, MA, MD, and PhD (without periods) only after a full name — never after just a last name. When used after a name, an academic abbreviation is set off by commas: Theresa A. Freeman, PhD, Orthopedic Surgery.

Academic Departments
Use uppercase when referring to the department, division, center or program, even when not using the official name: the Orthopedic Surgery Department, the Department of Medicine, the Amputee Program, the Department, the Center, the Program.

Acronyms
Do not use periods for most acronyms (such as FDA and JDDI), but do use periods for two-letter acronyms (such as U.S. for United States). An exception to this rule is credentials (e.g., MD). If the acronym spells an unrelated word, use periods between letters to avoid confusion (such as S.T.A.R.). Jefferson school names should be spelled out on first use (e.g., Jefferson Medical College) and then may be replaced by an acronym on following references on the same page.

Do not use acronyms in titles.

Addresses
Spell out Avenue, Boulevard, Street, Alley, Drive and Road.

Use numerals when there are numbers in street names and floors: 11th Street, 1st Floor

Spell out compass points in a numbered address: 1234 West Girard Avenue, 13 South College Avenue

Bulleted Lists
Introducing a Bullet List

There are 3 main ways to introduce lists:

- Ellipsis (...)
While the ellipsis was previously used to indicate missing words or phrases, in the web world it has also been used to indicate more information is coming.

- Colon ( : )
  This is perhaps the most commonly used punctuation to indicate the beginning of a bullet list.

- Em Dash ( – )
  An em dash is the longer version of the hyphen. An em dash is preferred to a hyphen as the increased width provides a better visual break.

**Bullet Lists of Full Sentences & Paragraphs**

When using full sentences or paragraphs as list items, use ending punctuation. For example:

- Jefferson is the first hospital in Philadelphia, and the Delaware Valley, offering endoluminal fundoplication (ELF).
- More than two-dozen scientists at Jefferson are continually involved in a wide variety of clinical trials to advance the prevention, detection and treatment of digestive diseases.
- Our Gastrointestinal Endoscopy Unit is one of the busiest academic endoscopy units on the East Coast. Doctors there perform more than 13,000 endoscopic procedures a year.

**Single Words or Phrases as Bulleted Items**

When using single words and phrases as bulleted list items, grammar and punctuation aren't the issues; capitalization is. Capitalization of the first letter looks cleaner and gives more importance to each item.

If the phrase would not be considered a full sentence, it should not have any ending punctuation and the first letter should be capitalized.

If bullet list items are titles of things like books, magazines, websites or occupational titles, use title capitalization and only any punctuation needed by the elements of the list. For example:

- President of Patient Services
- Mktg. Coordinator
- Director of Consumer Web Development
- www.hospitals.jefferson.edu

**Capitalization**

Proper nouns: Capitalize nouns that constitute the unique identification for a specific person, place or thing: *John, Thomas Jefferson University Hospital, Center City Philadelphia, Kidney Transplant Program*

*If you're talking about a specific program, center, department or service and don't want to spell out the entire name after first/second reference, you can use: *The Program, The Department, the Service, our Center*

Building: Capitalize the proper names of buildings, including the word *Building* if it is an integral part of the proper name: *Dorrance H. Hamilton Medical Education Building, College Building, Gibbon Building*
Citing Sources
You must never copy another's work and claim it as your own; always cite your source. If you want to mention a fact, a quote, tips or the like, always say something like according to, says Dr. Brown, Philadelphia Inquirer reported, etc.

If you want to reprint material on our website, you must first get permission from the author.

Co-
Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status:

c0-author
c0-director
c0-owner
c0-sponsor
c0-worker

Company Names
Follow the spelling and capitalization preferred by the company. Lowercase "the" unless it is part of the company name: the American Medical Association, Thomas Jefferson University, the Jefferson Digestive Disease Institute, The Joint Commission

Disease Names
Names of diseases should always be lowercase unless it starts a sentence or it's supposed to be capitalized according to Webster's Dictionary: Parkinson's disease; leukemia; Celiac disease is an autoimmune disease; Type 1 diabetes; Achilles tendon; pancreatic cancer

If you're going to abbreviate a disease name, please spell out the disease first and then abbreviate it in the rest of the copy.

Dollar Amounts
For amounts less than $1 million: $4, $25, $1,000, $725,000.

For amounts of more than $1 million, use the $ sign and numerals up to two decimal places: $4.35 million.

Eagles and Phillies Language
Here's what we should say about our orthopedic surgeons who treat professional sports teams:

Example 1: Orthopedic surgeons of the Rothman Institute at Jefferson are the choice of pros like the Philadelphia Eagles and Philadelphia Phillies.

Example 2: Jefferson is the Official Hospital of the Philadelphia Eagles and Proud Sponsor of the Phillies.

Endowment Centers
Spell out the full names of endowment centers instead of using acronyms.

Fractions
Spell out amounts less than 1, using hyphens between the words: two-thirds, four-fifths.

**Headlines**

*Use the ampersand (&) instead of "and" in titles.*

**Hyphens**

When combinations of two or more words are to be understood as a single concept, a hyphen is needed: *speech-language pathologist, board-certified physician, 30-hour procedure*

Hyphens are also used in compound adjectives: *brain-dead, life-threatening*

When hyphenated modifiers appear after a NOUN they do not carry hyphens: *5-year-old boy, the boy is 5 years old; full-time practitioner, a practitioner full time; a well-qualified physician, a physician well qualified.*

Never follow an adverb that ends in "ly" with a hyphen. *Ex: newly-diagnosed*

**Months**

Capitalize the names of months in all uses.

**Numbers**

- Spell out numbers under 10, e.g., *eight children, four locations, 10 procedures*
- Spell out numbers one through nine for days, weeks, months and years, e.g., *two days, 10 days, three weeks, 32 weeks, six months, 11 months, one year, 25 years*
- Spell out numbers if they begin a sentence unless the number is a year.

Exceptions to these rules include the following in which numerals should always be used:

- Ages, e.g., 3 years old
- Currency, e.g., 2 cents, $5
- Days of the month
- Degrees of temperature
- Dimensions, e.g., 5 feet
- Hours, e.g., 4 hours, 24 hours
- House numerals
- Proportions
- Scores
- Serial Numbers
- Speeds
- Sums of money
- Time of day
- Time of races
- Votes

**Occupational Titles**

Titles that serve primarily as occupational descriptions, always lowercase: *Jefferson pediatricians, pathologist Tara Berman, gastroenterologist Paul Anisman*
Exception: always capitalize Doctor – *Doctor Yeo, Dr. Trabulsi*

**Oxford Comma**
Omit oxford commas from lists (e.g., degrees, certificates and approval), unless, of course, one is needed for clarity.

**Prefixes**
Generally, do not hyphenate when using a prefix with a word starting with a consonant. Prefixes include co-, semi-, sub-, intra-, extra-, pre-, post- and anti-.

Examples: preoperative, postdoctoral

The exceptions:
Except for "cooperate" and "coordinate," use a hyphen if the prefix ends in a vowel and the word that follows begins with the same vowel: pre-existing, pre-establish

**Phone Numbers**
Phone numbers should always be displayed with dashes 215-955-1234 and *never* periods 215.955.1234 nor parentheses (215) 955-1234.

**Point of View**
Use first person (e.g., I, we).

**Room Numbers**
Use figures and capitalize "room" when used with a figure: *Room 201, Suite 930*

**State Names**
When using in an address, always abbreviate with no periods: *Philadelphia, PA; New York, NY*

When referring to a state in copy, spell it out OR abbreviate: *Pennsylvania, Delaware, New Jersey OR Pa., Del., N.J.*

In copy, place one comma between the city and the state name, and another comma after the state name, unless ending a sentence or indicating a dateline: *We also care for children with the following conditions at our Wilmington, Del., location.*

**Tense**
Use active present tense instead of passive.

- **Good:** The report summarizes our findings.
- **Bad:** Our findings are summarized in the report.

**Time Zones**
Capitalize the full name of the time within a particular zone: *Eastern Standard Time, Central Standard Time*. Or you can use their abbreviations: *EST, CST*

Lower case all in their short forms: *the Eastern time zone, Mountain time*

**Voice and Tone**
The University prefers a conversational but professional tone. Use first person (e.g., we, our) to achieve the desired tone.

Writing Tips:
Physicians treat patients, not centers, departments, divisions and programs. For example:

The Department of Orthopedic Surgery performed more than 8,000 joint replacement surgeries last year. **Wrong**

The Department of Orthopedic Surgery team performed more than 8,000 joint replacement surgeries last year. **Right**

Orthopedic surgeons at Jefferson performed more than 8,000 joint replacement surgeries last year. **Right**

Surgeons of Jefferson's Department of Orthopedic Surgery performed more than 8,000 joint replacement surgeries last year. **Right**

Web Policies

1. **Outbound Links**
   In general we do not like to link to external sites. We would prefer to keep our visitors on our website. When we link off, we lose track of our users and cannot track conversions and ROI. But if we do link to outside resources, always make sure they open in new windows.

2. **Staff Members Not Credentialed Through Medical Staff Office**
   We are not including the names, contact information and photos for staff that are not credentialed through the MSO and in the JNIS database. As an alternative, we can create copy that describes the services that the social workers, counselors, coordinators, nutritionists and others provide to patients.

3. **Staff Bios**
   If you have written a bio on a doctor or other staff member, we will not display it on the website due to maintenance issues. Instead, please utilize your web profiles by adding any recent awards, education, certifications, specialties and office locations/phone numbers. There is also a "Notes" field if you have additional information you'd like to mention.

4. **Photos**
   We cannot use photos of family members, friends or other acquaintances on the website. Photos that are graphic in nature will not be shown on the website.

   Photos taken of patients for use in our "Patient Stories" section of the website must sign the appropriate release form.
Thomas Jefferson University
Wordlist – Web

This version is effective for May 23, 2014 and was created by Jefferson Marketing, Web Services. Changes made after this date will appear in red.

Note: For words not listed here, we normally use the spelling listed in The Associated Press Stylebook. If the word cannot be found there, you can use Merriam-Webster. If you're still unsure, please contact KT Ferrera, Associate Director, Web Services.

3-D
Achilles tendon
acoustic neuroma
acupuncture
Addison's disease
administrator
adviser – not advisor
advisory
AIDS
Alzheimer's disease

American Hospital Association – AHA is acceptable on second reference. Also: the hospital association, the association

American Medical Association – AMA is acceptable on second reference. Also: the medical association, the association

a.m., p.m. – always use periods

and – use the ampersand (&) in titles

annual – An event cannot be described as annual until it has been held in at least two successive years. Do not use the term first annual. Instead, note that sponsors plan to hold an event annually.

antibiotic, antibody, antiseptic – no hyphen

antirejection medications – no hyphen
arthritis
assistive listening device – ALD for short
associate degree
autoimmune
autoinflammatory diseases
baby boomer
Bachelor of Art
bachelor's degree
back up (v); backup (n and adj)
barbecue
Bell's palsy
biannual – twice a year
biennial – every two years
bimonthly – means every other month
bipolar disorder
biweekly – means every other week
BlackBerry
board – capitalize only when an integral part of a proper name
board-certified – only hyphenated when used as an adjective. Examples: board-certified physician, the doctor is board certified
board of directors, board of trustees, board of supervisors – always lowercase
brachytherapy
brain-dead
brainstem
brand-new (adj)
brittle bone disease

brow lift

build up (v); buildup (n and adj)

Cesarean section or c-section

call up (v); call-up (n and adj)

cancel, canceled, canceling, cancellation

cancer prevention therapies

cannot

caretaker

carpal tunnel syndrome

carry-over (n and adj)

CD

CD-ROM

cell phone

channel – Capitalize when used with a figure; lowercase elsewhere: She turned to Channel 5. No channel will broadcast the conference.

Charity Care – when referring to hospital charges you can't afford

check up (v); checkup (n)

chickenpox

child care – n., adj.

Chinese herbal medicine

Chinese medicine

chip-maker, chip-making – hyphenate as adjective but two words as noun.

citywide
clean up, cleanup – v., n. and adj.
close-up – n. and adj.
co-author
co-director
complimentary – means to get for free, a courtesy
complementary – means the process of supplementing something
co-owner
Coombs test
copayment, copay
core needle biopsy
coo-sponsor
cost-effective (adj); cost-effectiveness (n)
co-worker
CT scan
cut back, cutback – v., n. and adj.
cutting edge – clichéd, replace with form of “advance”
da Vinci®
deceased-donor kidney
DEXA scan
double-click
Down syndrome – more widely searched for on Google than Down's syndrome
dual energy X-ray absorptiometry
DVD
Eastern Standard Time (EST), Eastern Daylight Time (EDT)
E. coli

e.g. – means *for example* and always followed by a comma

e-mail

emphysema

energy-efficient

every day (adv); everyday (adj)

every one, everyone – two words when it means each individual item, one word when used as pronoun meaning all persons

eyelid lift

eyestrain

eye to eye, eye-to-eye – hyphenate when used as a compound modifier, e.g., an eye-to-eye confrontation

face lift

fact-finding (adj)

fall – seasons are never capped

FAQ – acronym for *frequently asked questions*. Never use periods

farmers market – no apostrophe

far-ranging (adj)

farsighted

farther – refers to physical distance, e.g., He walked *farther* than he should have

Father's Day

Fax (n, v)

fewer, less – use *fewer* for individual items, *less* for bulk or quantity

fiber-optic lights

fine-needle aspiration biopsy (FNAB)
first quarter, first-quarter – hyphenate when used as a compound modifier, e.g., The marketing team met their first-quarter goal.

fiscal year

-fold – no hyphen, e.g., twofold, fourfold

follow-up (n and adj); follow up (v)

fore- – no hyphen when using this prefix, e.g., forefront, foregoing

Fourth of July, July Fourth, Independence Day – any of these are acceptable

front page (n); front-page (adj)

FTP – means file transfer protocol, for transferring files over the Internet. The acronym is acceptable in second reference

fulfill, fulfilled, fulfilling

full- – hyphenate when used to form compound modifiers, e.g., full-time job

fundraising, fundraiser

further – refers to an extension of time or degree, e.g., She will look further into the diagnosis

fundraiser, fundraising

Gamma Knife™ – use trademark symbol in first reference

genetic counseling

genetic disease

genetic engineering

geneticist

GPS

hand-held – a device you can hold in your hand, e.g., cell phone, MP3 player

health care (n); healthcare (adj) – exceptions to both Webster's and AP's rules

Healthy Living/Healthy You – this is a program through Integrative Medicine; always include the slash

heartbeat
hepatitis A
hepatitis B
hepatitis C
high definition (n); high-definition (adj); high-def (adj.)
high-tech (adj)
HIV, HIV-positive
home page
hospital bill
Hospital personnel
hospital services
hospital stay
hot line
hot spot – the area where computers can connect wirelessly
hyper- – no hyphen when using this prefix, e.g., hyperactivity, hypercritical. When in doubt, check Webster's
hyperlink
i.e. – means that is and is always followed by a comma
image-guided radiation therapy – IGRT for short
-in – precede with a hyphen, e.g., walk-in, write-in
in- – no hyphen when it means not, e.g. inaccurate, insufferable. The exceptions: in-depth, in-group, in-house. When in doubt, check Webster's
inbox – as in e-mail inbox
infra- – no hyphen when using this prefix, e.g., infrared, infrastructure. When in doubt, check Webster's
intensity-modulated radiation therapy – IMRT for short
Internet
intra-arterial chemotherapy
intra-aortic balloon pumps
intrahepatic chemotherapy
intranet
intraoperative
IP address

it's, its – It's is a contraction for it is or it has, e.g., It's been around since 1825. Its is the possessive form, e.g., Jefferson received Medicare approval for its Advanced Heart Failure and Cardiac Transplant Center

JavaScript
Jefferson Apothecary
Jefferson at Bala Cynwyd
Jefferson-GetWellNetwork
Jefferson Guest Wireless Network – also referred to as JeffGuest
Jefferson Hospital for Neuroscience
Jefferson's Methodist Hospital
Jefferson at the Navy Yard
Jefferson at Voorhees
JeffFIT
JEFF NOW® – use trademark symbol on first reference
JeffSTAT

The Joint Commission

*Keep In Touch with Jefferson* – always italicized

leading edge – clichéd, replace with form of “advance”

left hand (n); left-handed (adj); left-hander (n)
-less – no hyphen before this suffix, e.g., childless

-like – do not precede this suffix by a hyphen unless the letter l would be tripled or the main element is a proper noun, e.g., businesslike, shell-like

leukemia

Level IIIC Neonatal Intensive Care Unit (NICU) – on second reference you may refer to it as the NICU

life-support

life-threatening

living-donor kidney

living-donor transplant

login, logon, logoff (n); log in, log on, log off (v)

-ly – do not use a hyphen between adverbs ending in –ly and adjectives they modify, e.g., internationally renowned expert, highly realistic environment

MAGNET® – use trademark symbol on first reference and always cap the entire word

master's degree

Master of Science

MBA – no periods

MD – no periods

Medicaid

Medicare

microendoscopic

microneedle

mid- – no hyphen unless a capitalized word follows, e.g., mid-America, midsemester. However, you'll also want to use a hyphen when mid- precedes a number, e.g., mid-30s

migraine

minimally invasive spine surgery (MISS)

monthlong
National Institutes of Health (NIH)

neck lift

Nemours/Alfred I. duPont Hospital for Children – when referring to specialists, it's Nemours specialists or Nemours pediatric neurologist

neurointensivists

neuro-otologists

New Year's

New Year's Day, New Year's Eve

non-trauma

Novalis® Shaped Beam Surgery™ – use trademark symbol in first reference

OB-GYN – use when referring to the medical specialty

ob-gyn(s) – use when referring to obstetricians and gynecologists

off-hours

open-heart surgery

Oriental medicine

orthopedics – use this spelling when referring to the patient terminology; orthopaedics when referring to the doctor terminology

outpatient

Pap smear

Pap test

Parkinson's disease

Pediatric/CRH Unit

pH

PhD – no periods

pneumonia – not capitalized
postoperative
precancerous
physiatrists – rehab medicine physicians
pre-approval
Presidents Day
preventive
professor – never abbreviate, lowercase before a name: professor Smith
qigong
Rothman Institute at Jefferson
Safe Haven – when referring to Pennsylvania Safe Havens
second hand (n.), secondhand smoke (adj. and adv.)
self-care
semiannual – twice a year
sign up (v.), sign-up (n. and adj.)
sound waves
speech language pathologist – no hyphen
spokesman, spokeswoman
startup (n. and adj.)
state-of-the-art (adj); state of the art (n)
statewide
subacute
subcommittee
swimmer's ear
Thomas Jefferson University – can be replaced with "the University." Do not just use "Jefferson" to refer to the University, as it implies the Hospital and the entire Jefferson system. Avoid using "TJU."

Thomas Jefferson University Hospital – when referring to Center City Campus; okay to use Jefferson University Hospital or Jefferson for short

Thomas Jefferson University Hospitals – when referring to all of the institutions; okay to use Jefferson University Hospitals or Jefferson for short

touch screen (n); touch-screen (adj)

Tourette's syndrome

traditional Chinese medicine – also known as TCM

Type 1 diabetes

Type 2 diabetes

United States – abbreviated form is U.S.

U.S.News & World Report – when referring to the publication, use italics and there is no space between "U.S." and "News". To abbreviate, it's U.S. News (with space).

vitamin A, vitamin B, vitamin C and so on – "vitamin" is never capped

walk-ins

webcast

website

weight loss surgery – no hyphen

well-being

Wi-Fi-capable

workplace

X-ray (n); x-ray (v)

yttrium-90