Department, institute, program and center names, and external names for clinics

GENERAL GUIDELINES

DO use words that best describe the entity (descriptive names help people quickly identify the service or department, and also helps search engines find official Vanderbilt web sites).

DO use the word Vanderbilt before the service description.

AVOID using VUMC shorthand when reference to the Medical Center (except where noted in this document).

AVOID starting with an acronym and working backwards to a name.

AVOID clever names that do not easily describe the service/program.

SEE Signage Guidelines on Page 25 for using names on signs correctly.

Names MUST be approved by Vanderbilt University Medical Center Strategic Marketing.

CLINICAL DEPARTMENT OR SERVICE

Vanderbilt + Description

EXAMPLES:
Vanderbilt Nurse-Midwives
Vanderbilt HealthIT

NON-CLINICAL DEPARTMENTS

Description + at + Vanderbilt University Medical Center

EXAMPLES:
Human Resources at Vanderbilt University Medical Center
Finance at Vanderbilt University Medical Center
SERVICES THAT ARE OFF-SITE

Vanderbilt + Description + Location (for internal reference only)

**EXAMPLE:** Vanderbilt Heart Lebanon

Each service/location should have a unique name to distinguish it from the same service at other locations. This is important for internal reference and online search listings. If there is more than one service within the same city, use a location descriptor such as area of city (e.g. Cool Springs) or street name (Edward Curd Lane), whichever is more familiar to the audience.

**NOTE:** The location identifier is not used on any public-facing materials such as stationery, advertisements, websites or signage. The display of the address on those materials will distinguish the location.

SERVICES THAT ARE OFF-SITE AT A 3RD-PARTY LOCATION

Vanderbilt + Description + at + Location

**EXAMPLE:** Vanderbilt Center for Women’s Health at NorthCrest

SERVICES THAT ARE JOINT VENTURE OR OTHER SERVICES

Refer to the *Affiliates Style Guide* for all JV and affiliate naming conventions. Any business relationship where an entity other than Vanderbilt University Medical Center (such as a joint venture) will be using a Vanderbilt mark requires a written sublicense agreement.

Contact *Vanderbilt University Medical Center Strategic Marketing* when naming JV and affiliate services.
**When to use words like Clinic, Center and Institute**

These words should come at the end of the name when possible (e.g. Vanderbilt Eye Institute).

**Clinic** — All faculty is from the same department.

**Center** — Faculty is from more than one department.

**Institute** — Faculty is from more than one school and/or entity outside Vanderbilt.

**Program** — May be subset of above definitions.

**Department** — May be subset of above definitions.

**EXAMPLES**

A clinic involves faculty in a single department (e.g., the medical oncology/hematology clinic, with faculty all in the Department of Medicine).

A center involves faculty in multiple departments (e.g., the Lung Cancer Center including oncologists from Medicine, surgeons from the Department of Thoracic Surgery, and radiation oncologists from the Department of Radiation Oncology).

An institute involves faculty from multiple schools (e.g., the Institute for Global Health, which includes faculty from the School of Medicine and from one or more schools within the University).

**IF THE ENTITY IS PATIENT-FACING**

The name needs to be in plain language and not academic terms.

The communication of the entity on web, etc. often does not include the official academic name (e.g. Vanderbilt Heart and Vascular Institute is called Vanderbilt Heart and the Vanderbilt Eskind Diabetes Center is called Vanderbilt Diabetes).

There is an expectation that one entity implies one phone number, web site, coordination process for meeting patient expectations.

Market research is recommended for clarity of meaning.

**NOTE:** Vanderbilt University Medical Center Development has donor naming guidelines.

**SOME CAVEATS THAT GO WITH THESE GUIDELINES**

New value needs to be created by the joining of entities (e.g. New protocols, research, standards, techniques, better coordination, etc.).

It is important to understand who is the priority audience(s) for the name (e.g. Referring, prospective students/recruits, patients).
Children's Clinic Naming Guidelines

FOR OFFSITE LOCATIONS WITH ONE SERVICE

Vanderbilt Children's + Service Description + location (for internal reference only)

EXAMPLES:
Vanderbilt Children's Urology Clinic
Vanderbilt Children's After-Hours Clinic Mt. Juliet

NOTE: Use a location for internal reference and online search listings.

FOR OFFSITE LOCATIONS WITH MORE THAN ONE SERVICE

Vanderbilt Children's Specialty Clinics + location (for internal reference only)

NOTE: Use a location for internal reference and online search listings.