

GROUND RULES AND GUIDELINES

KentuckyOne Online, located at KentuckyOneEmployees.org, is an employee news site published by the KentuckyOne Health Marketing and Communications Division. It is a go-to resource that provides credible, timely and relevant system and facility news that connects the mission and strategy of KentuckyOne with the work of employees. It is the main source for KentuckyOne news and is easy for employees, managers and leaders to navigate. The content shared is appropriate for the general public.

Submission Guidelines

- You may submit items for consideration for *KentuckyOne Online* to news@kentuckyonehealth.org.
- Submissions typically will be posted within the week, based on timeliness.
- Submissions may be included in the weekly email newsletter, *KentuckyOne This Week*.
- All submissions are for consideration only and will be posted based on a set of criteria.

Submission Criteria

The Marketing and Communications Division will determine if submissions are appropriate for posting on the **general pages** of the site based on the following criteria:

- Submissions must pertain to official organization business or to organization-sponsored activities for employees, medical staff, volunteers, or for the entire organization community.
- Only KentuckyOne employees may submit news and announcements.
- Acceptable submissions pertain to official organization business/activities or human interest stories that relate to the mission and culture of the organization.
- Submission text must be written in paragraph format of no more than 500 words.
- Submissions must indicate the specific hospitals/facilities the information applies.
- Submitter information will not be included at the end of the announcement.
- Include applicable artwork/photos with your submission (and identifying captions).
- Announcements will be repeated only if 10 working days have passed since initial post.

For **local news pages**, submissions should be specifically relevant to the facilities, not to KentuckyOne overall.

The following content is not appropriate for *KentuckyOne Online*:

- Job postings (exception: recruiting events or employee referral information)
- Business or personal advertisements
- Conferences, events or organizations not sponsored/endorsed by KentuckyOne
- Messages directed to a limited audience

How Do We Identify Ourselves?

KentuckyOne Health

- Use the full name KentuckyOne Health on first reference. KentuckyOne is one word, with an uppercase O; Health is a separate word. KentuckyOne is appropriate on subsequent references.
- KentuckyOne is a health system; do not use “network” or “health care system.”
- KentuckyOne is not the “parent” of any part of the organization and doesn’t “own” any of the facilities. The facilities “are part of,” “make up” or “comprise” KentuckyOne Health.
- KYOne is the only approved abbreviation for KentuckyOne Health, and it is only acceptable for internal use.
- **Do not use KOH.**

Organization names

- When identifying the two systems that merged Jan. 1, 2012, to form KentuckyOne Health, refer to them as former, not legacy, systems.
- **Jewish Hospital & St. Mary’s HealthCare:** It no longer exists. Rather, list out the KentuckyOne Health facilities to which you are referring, or use “Louisville market.” Exceptions: For legal reasons, we will continue to use “a service of Jewish Hospital & St. Mary’s HealthCare” temporarily only on patient medical record/billing documents. Jewish Hospital & St. Mary’s Foundation retains its current name.
- **Saint Joseph Health System:** It no longer exists. Rather, list out the KentuckyOne Health facilities to which you are referring, or use “central and eastern Kentucky.”
- **University Hospital:** No longer used when referring to University of Louisville Hospital, part of KentuckyOne Health
- **University of Louisville:** Not part of KentuckyOne Health
- **University Medical Center:** A separate legal entity and not part of KentuckyOne Health
- Hyphens are no longer used in any facility names

Geographic distinction by market

When geographic distinction is important, use “Louisville market” or “central and eastern Kentucky.” Don’t capitalize market or central and eastern when used within text. Capitalize in a list format or as a heading.

Other Style Tips

Acronyms: Facility acronyms are acceptable on second reference for internal use only; include in parentheses after first mention of the facility name. Spell out full names in external communications.

Credentials: Do not use periods in acronyms for credentials (e.g., MD, RN).

Dates/times: Do not use military time; don’t capitalize a.m./p.m. (e.g., Oct. 22, 2012, 3 p.m.)

Email addresses: Use lowercase letters (e.g., johnsmith@kentuckyonehealth.org).

Health care: Two words unless part of official entity name.

Phone numbers: Use periods, not hyphens (e.g., 802.555.1234).

Saint or St.: Do not abbreviate in the names of Saint Joseph hospitals in central and eastern Kentucky. Abbreviate in the name of Sts. Mary & Elizabeth Hospital.

Web addresses: Do not use http://www. Capitalize the first letter of each word (e.g., KentuckyOneHealth.org).

You can find the *KentuckyOne Health Communications and Style Guide* on our brand center at KYOneBrandCenter.com or at [KentuckyOne Online](http://KentuckyOneOnline) (under Resources). For matters of style not addressed in this guide, refer to the *AP Stylebook* (most current version).