



KentuckyOne Health Communication and Style Guide

This style guide should be used as the first reference when writing or editing KentuckyOne Health content for print media or electronic communications, both internal and external.

KentuckyOne Health’s style follows that established by the Associated Press, except for the KentuckyOne-specific style elements listed in this guide. This guide also includes some KentuckyOne-specific standards for written communications (e.g., email signature content, etc.). Unless otherwise noted, the entries in this guide apply to all types of printed and electronic communications.

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Additional references

For matters of style not addressed in this guide, refer to:

- *The Associated Press Stylebook* (most current version)
- *Webster’s New World College Dictionary (Fourth Edition)*

For Biblical quotations (for Catholic facilities only), refer to:

- *New American Bible* (Catholic Study Bible Edition)

For information about our logos, colors and appropriate use of the graphic identity, refer to:

- KentuckyOne Brand Center: KentuckyOneBrandCenter.org

Suggestions?

If you have a suggestion for an addition to this style guide, send it to news@kentuckyonehealth.org.

Style Guide A-Z

A	
abbreviations and acronyms	<p>Acronyms, or abbreviations for proper names, are acceptable after the first mention of the name, which should be followed by the acronym in parentheses (e.g., use Catholic Health Association (CHA) on first mention; CHA on second and subsequent mentions).</p> <p>This applies to facility names as well (e.g., use Jewish Hospital (JH) on first mention; JH on second and subsequent mentions). The facility acronyms are acceptable for internal use only; spell out full names in external communications.</p> <p>For information on use of the acronym KYOne, see <i>KentuckyOne Health</i>, for CHI, see <i>Catholic Health Initiatives</i>.</p> <p>For a list of acronyms commonly used within KentuckyOne Health, see the Glossary of Acronyms.</p>
academic credentials	See <i>credentials</i> .
addresses	<p>Email addresses:</p> <p>All email addresses within KentuckyOne should appear entirely in lowercase (e.g., johnsmith@kentuckyonehealth.org).</p> <p>Street addresses:</p> <p>Spell out all elements of street addresses (e.g., 123 North Park Boulevard rather than 123 N. Park Blvd.) whenever space permits.</p>
a.m.	The 12 hours starting at midnight (12 a.m.); use lowercase letters and periods (e.g., 6 a.m., 6-6:15 a.m.)
ampersand (&)	Use the word “and” rather than the “&” sign, except when & is part of the formal name of a company or program (such as in the former Jewish Hospital & St. Mary’s HealthCare).
apostrophe (’)	Do not use to indicate plurals (e.g., Those were new programs in the 1990s. She helped all the RNs today.) Exception: Use an apostrophe when single letters are involved (e.g., Mind your p’s and q’s.).

B	
Board of Directors	On first reference to the governing body of KentuckyOne Health, use initial caps and the full name: KentuckyOne Health Board of Directors. Use board or KentuckyOne board on later reference.
bold	Limit the use of bold text. Use bold sparingly for occasional emphasis.
bullet points	Avoid the term and use “dot points” when referring to symbols that appear before items in a list, in keeping with KentuckyOne Health’s preference for nonviolent language.
C	
Catholic Health Initiatives	<p>One of the two sponsors of KentuckyOne Health.</p> <p>In external communications (print or electronic):</p> <p>Spell out Catholic Health Initiatives in its entirety whenever space permits. The acronym CHI is only acceptable in a few specific situations – for example, as a label on a navigation bar or if the acronym is part of a name, such as CHI Connect or Inside CHI.</p> <p>In internal communications (print or electronic):</p> <p>The acronym CHI is acceptable in internal communications, except at the beginning of a sentence (e.g., use Catholic Health Initiatives (CHI) on first mention; CHI on second and subsequent mentions).</p> <p>See <i>CHI</i>.</p> <p>Also, see <i>sponsor</i>.</p>
CHI	Use full name Catholic Health Initiatives for external communications. For internal communications, use full name on first reference; abbreviation is acceptable on subsequent references (e.g., Catholic Health Initiatives (CHI) served as the presenting sponsor of the event.).
city	No initial cap (e.g., We worked with city officials.), unless part of a proper name (e.g., We worked with the mayor of Central City.).
colon (:)	Use an initial cap after a colon if the phrase that comes after the colon forms a complete sentence (e.g., Her question was this: What are my treatment options?).

Commonwealth	Always capitalize when referring to the Commonwealth of Kentucky. “State” is also acceptable in informal uses (e.g., KentuckyOne Health has nearly 200 locations including hospitals, outpatient facilities and physician offices across the state.).
communication	The act of disseminating or exchanging information. Often used as an adjective (e.g., communication plan). See <i>communications</i> .
communications	The tools that deliver information (e.g., news releases, newsletters, email messages, brochures). Communications also describes the field that involves networks by which transmissions are sent. Use plural in the division name: KentuckyOne Health Marketing and Communications Division.
community benefit / Community Benefit	Programs and activities undertaken by KentuckyOne to meet the health needs in a community; community benefit activities do not generate income for the organization. Use initial caps when used as a proper noun referring to a specific community benefit program; otherwise use all lowercase.
core strategies	Use an initial cap for the strategies; however, do not use initial caps for the words “core strategies” (e.g., KentuckyOne Health has four core strategies, which include People.). When listing all four core strategies, use initial caps and list them in this order: People, Quality, Stewardship and Growth.
core values	Use an initial cap for the values; however, do not use initial caps for the words “core values” – <i>KentuckyOne Health’s core values are currently under development; to be announced.</i>
corporate	Avoid the term when referring to KentuckyOne’s or CHI’s system-level employees, offices or policies. Instead use “system” for KentuckyOne (e.g., system employees) and “national” for CHI (e.g., the national office in Denver, the national staff).
county	Lowercase (e.g., We worked with county officials.), unless part of a proper name (e.g., We worked with stakeholders in Floyd County.).

credentials	<p>Academic and professional credentials should appear as acronyms after an individual's name and before his or her title on first mention (e.g., John Smith, PhD, director of research; Joan Bryant, APR, director of communication). Do not use periods in acronyms for credentials (e.g., MD, RN, JD, CPA, FACHE).</p> <p>List academic credentials at the doctorate level only. Limit professional and clinical credentials and licensures listed to: MD, RN, JD, Esq., CPA, FACHE.</p> <p>When an individual is a member of a religious order, the acronym for the order should appear before any other credentials (e.g., Peggy Murphy, SC, PhD).</p>
D	
dates	<p>Use the "month day, year" format (e.g., May 1, 2004; Nov. 24, 2010) whenever possible. If the date appears in the middle of a sentence, include a comma after the year (e.g., The committee will meet March 14, 2013, to review the guidelines.).</p> <p>When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone. Never use st, nd, rd or th (e.g., 1st, 2nd, 3rd, 4th).</p>
department names	<p>Spell out department names and use lowercase letters (e.g., nutritional services, human resources department). Use initial caps only in listings, or for the official name for a division across the organization (e.g., KentuckyOne Health Marketing and Communications Division) or a branded service line (e.g., Saint Joseph Heart Institute).</p>
dot point	<p>Preferred term (rather than "bullet") for a symbol that appears before the items in a list.</p>
E	
email	<p>Use a lowercase e (unless the word begins a sentence) and do not use a hyphen.</p>
email format	<p>Email messages that are written and distributed on KentuckyOne's system are official correspondence and should be created with the same professionalism as printed correspondence. Limit typefaces to Arial. Do not use background designs or color.</p>

<p>email signatures</p>	<p>All employees use a standard KentuckyOne email signature. The appropriate email signature is determined by where the employee has functional responsibility.</p> <p>You will find an explanation of various versions of standard email signatures at the KentuckyOne Brand Center.</p> <p>Below is a sample of a proper email signature for a KentuckyOne employee:</p> <p>Jane Smith, RN Clinical Nurse Specialist Saint Joseph Hospital, Saint Joseph East, Saint Joseph Jessamine</p>  <p>1 Saint Joseph Drive, Lexington, KY 40504 P 859.313.3444 x555 jsmith@kentuckyonehealth.org KentuckyOneHealth.org</p>
<p>emphasis</p>	<p>Underline, bold, italics and all caps are ways to add emphasis to text. However, emphasis is meaningless when it is overused. Use emphasis sparingly to improve readability or provide special emphasis to a word or phrase.</p>
<p>employees</p>	<p>Most KentuckyOne employees continue to be employed by their facility, which in turn is a part of KentuckyOne Health. People employed by KentuckyOne Health and its facilities are employees; do not routinely use the term associates or team members.</p>
<p>Ethical and Religious Directives for Catholic Health Care Services</p>	<p>Spell out on first mention using initial caps. After the first mention, the acronym ERD is acceptable. (plural: ERDs or directives)</p> <p>ERD is a document that offers moral guidance, drawn from the Catholic Church's theological and moral teachings on various aspects of health care delivery.</p>

F

facility names	<p>Facilities are part of KentuckyOne Health (e.g., Saint Joseph Berea, part of KentuckyOne Health).</p> <p>Hyphens are no longer used in any facility names. For example, “Saint Joseph Berea” and “Jewish Hospital Shelbyville” are correct.</p> <p>The facility acronyms are acceptable for internal use only on second reference (see Glossary of Acronyms); spell out full names in external communications.</p> <p>See <i>geographic distinction by market</i>.</p>
father	<p>Preferred term for a priest. Do not abbreviate. Use an initial cap when referring to a specific father (e.g., Father Jerry and Father Thomas led the development of the fund.).</p>
follow up (verb)	<p>Two words (e.g., Please follow up with Jim on Friday.).</p>
follow-up (noun, adjective)	<p>Two words joined by a hyphen (e.g., Sue finished her follow-up report.).</p>
former organizations	<p>Avoid using our former organization names, as the entities no longer exist. When identifying the two systems that merged Jan. 1, 2012, to form KentuckyOne Health, refer to them as former, not legacy, systems (e.g., the former Saint Joseph Health System, the former Jewish Hospital & St. Mary’s HealthCare).</p>

G

geographic distinction
by market

When geographic distinction is important, use “Louisville market” or “central and eastern Kentucky.” You also can use “central and eastern Kentucky market.” Never use “west” to describe the Louisville market; do not substitute “area” for “market.”

Don't capitalize market or central and eastern when used within text. You can capitalize them in a list format or as a heading (like below).

Use a hyphen for compound modifiers (e.g., Louisville-market employees). *Compound modifiers are two words connected by a hyphen, which acts like one adjective.*

Louisville Market:

Flaget Memorial Hospital

Frazier Rehab Institute

James Graham Brown Cancer Center

Jewish Hospital

Jewish Hospital Medical Center East

Jewish Hospital Medical Center Northeast

Jewish Hospital Medical Center South

Jewish Hospital Medical Center Southwest

Jewish Hospital Shelbyville

Jewish Physician Group

Our Lady of Peace

Sts. Mary & Elizabeth Hospital

University of Louisville Hospital

Central and Eastern Kentucky:

Continuing Care Hospital

Saint Joseph Berea

Saint Joseph East

Saint Joseph Hospital

Saint Joseph Jessamine

Saint Joseph London

Saint Joseph Martin

Saint Joseph Mount Sterling

Saint Joseph Physicians

The Women's Hospital at Saint Joseph East

<p>geographic regions</p>	<p>Campbellsville * Taylor Regional Hospital</p> <p>Bardstown Flaget Memorial Hospital</p> <p>Louisville Frazier Rehab Institute James Graham Brown Cancer Center Jewish Hospital Our Lady of Peace Sts. Mary & Elizabeth Hospital University of Louisville Hospital</p> <p>New Albany, IN * Southern Indiana Rehab Hospital</p> <p>Shelbyville Jewish Hospital Shelbyville</p> <p>Lexington Continuing Care Hospital Saint Joseph East Saint Joseph Hospital The Women’s Hospital at Saint Joseph East</p> <p>Nicholasville Saint Joseph Jessamine RJ Corman Ambulatory Care Center</p> <p>Carlisle * Nicholas County Hospital</p> <p>Mount Sterling Saint Joseph Mount Sterling</p> <p>Berea Saint Joseph Berea</p> <p>Martin Saint Joseph Martin</p> <p>London Saint Joseph London</p> <p><i>* Not used in most instances when listing KentuckyOne facilities</i></p>
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H	
health care	Two words, unless part of an official organization name (e.g., the former Jewish Hospital & St. Mary's HealthCare).
health system	KentuckyOne Health is a health system not a health care system, because KentuckyOne focuses on wellness and prevention as well as providing care. Also, do not use the term network.
I	
Inside CHI	The name of CHI's intranet. Acceptable use of the acronym CHI.
Internet	One word, initial cap.
intranet	One word, no initial cap.
italics	Limit the use of italicized text. Use italics sparingly for occasional emphasis, or for the titles of certain published works. See <i>publication titles</i> .
J	
Jewish Heritage Fund for Excellence	One of the two sponsors of KentuckyOne Health. See <i>JHFE</i> . Also, see <i>sponsor</i> .
Jewish Hospital & St. Mary's Foundation	One of a few approved uses of the Jewish Hospital & St. Mary's HealthCare name (this entity no longer exists, usage is to be avoided). See <i>Jewish Hospital & St. Mary's HealthCare</i> .

<p>Jewish Hospital & St. Mary's HealthCare</p>	<p>One of the two systems that merged Jan. 1, 2012, to form KentuckyOne Health. Avoid using this organization name, as it no longer exists. Rather, list out the KentuckyOne Health facilities which you are referring, or use "Louisville Market." See <i>geographic distinction by market</i>.</p> <p>Exception for some specific uses:</p> <p>If you must refer to the system prior to the merger, use with the word "former" (e.g., the former Jewish Hospital & St. Mary's HealthCare).</p> <p>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. This issue will be resolved once we are operating under one, single provider number.</p> <p>Jewish Hospital & St. Mary's Foundation will retain its current name. Also, see <i>JHSMH</i>.</p>
<p>JHFE</p>	<p>Use full name Jewish Heritage Fund for Excellence for external communications. For internal communications, use full name on first reference; abbreviation is acceptable on subsequent references (e.g., The Jewish Heritage Fund for Excellence (JHFE) served as the presenting sponsor of the event.).</p>
<p>JHSMH</p>	<p>Jewish Hospital & St. Mary's HealthCare no longer exists. If you must refer to the system prior to the merger, use with the word "former" (e.g., the former Jewish Hospital & St. Mary's HealthCare).</p> <p>Use the full name on first reference; the abbreviation is acceptable on subsequent references for internal use only (e.g., the former JHSMH).</p> <p>See <i>Jewish Hospital & St. Mary's HealthCare</i></p>

K

KentuckyOne Health	<p>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.</p> <p>KYOne is the only acceptable written abbreviation for KentuckyOne Health. KYOne may be used only internally; never with the public. Do not use KOH.</p> <p>When speaking, use KentuckyOne Health or KentuckyOne. Do not use “K-Y-One” when speaking.</p> <p>It is not correct to say KentuckyOne Health is the “parent” of any part of the organization. It is also not correct to say KentuckyOne “owns” the facilities, medical groups or service lines.</p> <p>Together, the facilities, medical groups, services lines, etc., “are part of,” “make up” or “comprise” KentuckyOne Health.</p>
KentuckyOne Health Partners	The clinically integrated network being developed by KentuckyOne.
KYOne	The only acceptable abbreviation for KentuckyOne Health; for internal use only.

L

legacy	<p>Do not use. When identifying the two systems that merged Jan. 1, 2012, to form KentuckyOne Health, refer to them as former, not legacy, systems.</p> <p><i>See former organizations.</i></p>
list format	<p>Initial cap each item in a list where items are on separate lines beginning with a number or a point. If items are not complete sentences, use no ending punctuation.</p> <p>Write items in a consistent format. Make them all single words, all phrases or all sentences. If each item in the list begins with a verb, use the same verb tense for each item. If using full sentences, end each with a period.</p>
lists	Use commas to separate the items in a list of three or more items, but do not use a comma before the final item (e.g., You will need a notebook, pen, pencil and calculator for the meeting.).

log in to (verb)	Three words.
login (noun)	One word.
logoff (noun)	One word.
log on (verb)	Two words.
logon (noun)	One word.
M	
mission statement	The KentuckyOne Health mission statement is consistent across the organization. It is currently under development.
N	
names of individuals	<p>For religious persons:</p> <p>Refer to religious individuals by first name, last name, congregation/synagogue, other credentials and title on first mention (e.g., Margaret O'Connor, OSF, RN, vice president of nursing; Joseph Brown, SJ, JD, board member). For formal written communications, after the first mention, refer to religious individuals by informal religious titles and last names only (e.g., Sister O'Connor, Father Brown, Rabbi Feldstein). For informal written or verbal communications, after the first mention, you may refer to religious individuals by informal religious titles and first names only (e.g., Sister Margaret, Father Joseph, Rabbi Laura). Some religious persons may prefer not to use religious titles; in such a case, follow the guidelines for lay persons.</p> <p>For lay persons:</p> <p>Refer to individuals by first name, last name, credentials and title on first mention (e.g., John Smith, PhD, director of research; Janice Jones, MD, chief executive officer). After the first mention, refer to individuals by last names only. In written personal profiles, the use of first names on later reference is acceptable.</p>
names of organizations	Use initial caps only in the complete, formal names of associations, committees, work groups and programs (e.g., American Medical Association, Healthy Communities Task Force, Mission and Ministry Fund). Do not use initial caps for references that do not include the full name of an organization (e.g., the association, the task force, the fund).

national	Preferred term (rather than “corporate”) for CHI’s system-level employees, offices or policies.
national groups	Spell out the names of national groups, including the word “national.” Use initial caps except for the word “national,” unless the word is part of the group’s name (e.g., the national Communications Group; the Operations Leadership Group).
national offices	The official names of the CHI national offices are: Denver; Denver-Meridian; Fargo and Northern Kentucky. These offices should always be referred to by these names, e.g., “national office – Northern Kentucky” in written communications and “national office in Northern Kentucky” with verbal communications. Often national office locations have a number of levels and/or services. Naming of these levels, locations or services is acceptable for internal purposes only and is not used to reference the national office location.
nonprofit	One word, no hyphen.
nonviolent language	Use nonviolent words and phrases whenever possible. Words and phrases to avoid include: <ul style="list-style-type: none"> Bullet point (prefer “dot point” or “point”) Target (prefer “goal,” “objective,” “light switch,” etc.) Fight (as in “Catholic Health Initiatives is committed to fight for social justice”; prefer “Catholic Health Initiatives is committed to promoting social justice.”)
not-for-profit	“Nonprofit” is preferred in most cases.
numbers	Spell out numbers one through nine, in most cases; use numerals for numbers of 10 or more. (See <i>The Associated Press Stylebook</i> for exceptions.) Do not begin a sentence with a numeral: rephrase the sentence or spell out the number (e.g., Eighty-three percent of patients say they receive excellent care.).
nun	“Sister” is preferred.
O	
online	One word.

Operations Council	<p>KentuckyOne group including all vice presidents and above across the system. Includes vice presidents of Conifer and CHI national vice presidents based in KentuckyOne.</p> <p>On first reference, use initial caps and the full name: KentuckyOne Health Operations Council. Use council or KentuckyOne operations council on later reference.</p>
organization names	See <i>names of organizations</i> .
P	
percent	Spell out the word percent whenever possible. In charts and graphs, use of the percent symbol (%) is acceptable. When using the symbol, numbers of nine or less may appear as numerals (e.g., 8%).
phone numbers	Use periods, not hyphens, to separate the parts of a phone number (e.g., 802.555.1234), in all cases. Do not put area code in parentheses.
Physician Leadership Council	<p>The council includes leading physicians from across the state and across specialties who advise the KentuckyOne senior leaders.</p> <p>On first reference, use initial caps and the full name: KentuckyOne Health Physician Leadership Council. Use council or KentuckyOne physician leadership council on later reference.</p>
p.m.	The 12 hours starting at noon (12 p.m.); use lowercase letters and periods (e.g., 6 p.m., 6-6:15 p.m.)
President's Council	<p>KentuckyOne group composed of senior leaders.</p> <p>On first reference, use initial caps and the full name: KentuckyOne Health President's Council. Use council or KentuckyOne president's council on later reference.</p>
priest	See <i>father</i> .
professional credentials	See <i>credentials</i> .
publication titles	<p>Enclose titles of articles, short stories, poems, presentations, book chapters, musical compositions, radio and television programs in quotation marks.</p> <p>Use italics for titles of books, magazines, newspapers, plays, movies and works of art.</p>

Q	
quotation marks	<p>The period and the comma always go within the quotation marks. The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted material only. They go outside when they apply to the whole sentence.</p> <p>Refer to <i>The Associated Press Stylebook</i> for other rules applying to quotation marks.</p>
R	
rabbi	Use an initial cap when referring to a specific rabbi (e.g., Rabbi Laura Metzger led the development of the fund.).
religious affiliations	<p>Indicate the affiliation of a member of a religious order by placing the appropriate acronym after the individual's name on first reference (e.g., Peggy Murphy, SC; Joseph Dunn, SJ). The acronym of the religious order should come before any other credentials listed after the individual's name (e.g., Peggy Murphy, SC, PhD).</p> <p>See <i>names of individuals</i>.</p>
S	
saint	<p>Abbreviate when referring to a person in most cases (e.g., St. Paul). For proper nouns, follow the style of the entity (e.g., Saint Joseph Martin, St. Joseph Medical Center, Tacoma, WA).</p> <p>Do not use hyphens in the names of KentuckyOne Saint Joseph hospitals (e.g., Saint Joseph London).</p>
Saint Joseph Health System	<p>One of the two systems that merged Jan. 1, 2012, to form KentuckyOne Health. Avoid using this organization name, as it no longer exists. Rather, list out the KentuckyOne Health facilities which you are referring, or use "Central and Eastern Kentucky." See <i>geographic distinction by market</i>.</p> <p>Exception for some specific uses:</p> <p>If you must refer to the system prior to the merger, use with the word "former" (e.g., the former Saint Joseph Health System).</p> <p>Also, see <i>SJHS</i>.</p>
sentences	Do not double-space between sentences. Single space only.

sister	Preferred term for a nun. Do not abbreviate. Use an initial cap when referring to a specific sister (e.g., Sister Maryanna and Sister Helen led the development of the fund.). Use lowercase when referring to sisters in general (e.g., The sisters founded the hospital in 1877.).				
SJHS	<p>Saint Joseph Health System no longer exists. If you must refer to the system prior to the merger, use with the word “former” (e.g., the former Saint Joseph Health System).</p> <p>Use the full name on first reference; the abbreviation is acceptable on subsequent references for internal use only (e.g., the former SJHS).</p> <p>See <i>Saint Joseph Health System</i></p>				
sponsor	KentuckyOne has two sponsors, Catholic Health Initiatives and Jewish Heritage Fund for Excellence. Do not refer to them as owners. When referring to them together, list them in alphabetical order.				
stakeholder	Preferred term for “audience” in marketing and communications.				
state	<p>No initial cap (e.g., We worked with state officials.), unless the word is part of a proper name (e.g., We worked with the Indiana State Department of Health.).</p> <p>See <i>Commonwealth</i>.</p>				
state abbreviations	In print media:				
	Use traditional abbreviations for state names. Note that some state names have no abbreviation:				
	Ala.	Hawaii	Mass.	N.M.	S.D.
	Alaska	Idaho	Mich.	N.Y.	Tenn.
	Ariz.	Ill.	Minn.	N.C.	Texas
	Ark.	Ind.	Miss.	N.D.	Utah
	Calif.	Iowa	Mo.	Ohio	Vt.
	Colo.	Kan.	Mont.	Okla.	Va.
	Conn.	Ky.	Neb.	Ore.	Wash.
	Del.	La.	Nev.	Pa.	W.Va.
	Fla.	Maine	N.H.	R.I.	Wis.
	Ga.	Md.	N.J.	S.C.	Wyo.

state abbreviations	<p>In electronic communications: Use postal service abbreviations for state names:</p>	
	<p>Alabama AL Alaska AK Arizona AZ Arkansas AR California CA Colorado CO Connecticut CT Delaware DE District of Columbia DC Florida FL Georgia GA Hawaii HI Idaho ID Illinois IL Indiana IN Iowa IA Kansas KS Kentucky KY Louisiana LA Maine ME Maryland MD Massachusetts MA Michigan MI Minnesota MN Mississippi MS Missouri MO</p>	<p>Montana MT Nebraska NE Nevada NV New Hampshire NH New Jersey NJ New Mexico NM New York NY North Carolina NC North Dakota ND Ohio OH Oklahoma OK Oregon OR Pennsylvania PA Rhode Island RI South Carolina SC South Dakota SD Tennessee TN Texas TX Utah UT Vermont VT Virginia VA Washington WA West Virginia WV Wisconsin WI Wyoming WY</p>
Strategic Advisory Council	<p>KentuckyOne Health division leaders and other senior leaders meet regularly as a group to address matters of strategic importance to the organization.</p> <p>On first reference, use initial caps and the full name: KentuckyOne Health Strategic Advisory Council. Use council or KentuckyOne strategic advisory council on later reference.</p>	

strategies	See <i>core strategies</i> .
system	KentuckyOne is a health system; do not use network.
T	
telephone numbers	See <i>phone numbers</i> .
theme line	The current KentuckyOne Health theme line is “Better care is here.” (Note the initial cap and use of an ending period.) The theme line may not be altered.
time of day	Use a.m. to indicate a time during the 12 hours starting at midnight. Use p.m. to indicate a time during the 12 hours starting at noon. Do not include minutes for a time that is on the hour (e.g., 8 a.m.).
time zones	Use two-letter abbreviations for time zones and list east to west when identifying the same time in multiple zones (e.g., 11 a.m. ET/10 a.m. CT/9 a.m. MT/ 8 a.m. PT). It is preferable to list four time zones. It is usually unnecessary to indicate Standard Time or Daylight Savings Time.
titles	<p>Position individuals’ titles after their names on first mention only, usually without initial caps (e.g., Janice Jones, MD, chief executive officer). When a title appears before an individual’s name, it should include initial caps (e.g., Chief Executive Officer Janice Jones, MD).</p> <p>When listing an individual’s department or organization after a title, separate the two with a comma (e.g., Bill Bates, senior vice president, marketing and communications; Susan Smith, director, clinical quality management, Saint Joseph Hospital). If the number of commas seems awkward, substitute “of” or “for” as appropriate (e.g., Susan Smith, director of clinical quality management for Saint Joseph Hospital, Lexington, Ky.).</p> <p>For information about publication titles, see <i>publication titles</i>.</p>
U	
University Hospital	This previously used name is no longer used when referring to University of Louisville Hospital, part of KentuckyOne Health.
University of Louisville	<p>Not part of KentuckyOne Health. University of Louisville Hospital and the James Graham Brown Cancer Center are part of KentuckyOne Health.</p> <p>See <i>UofL</i>.</p>

UofL	Use the full name University of Louisville on first reference; abbreviation is acceptable on subsequent references. <i>See University of Louisville.</i>
University Medical Center	No longer includes University of Louisville Hospital and the James Graham Brown Cancer Center, which are now part of KentuckyOne Health. University Medical Center is a separate legal entity and not part of KentuckyOne Health.
U.S.	Preferred abbreviation for United States, with periods.
V	
values	<i>See core values.</i>
violent language	Avoid using words or phrases that create violent images. See <i>nonviolent language</i> .
vision statement	The KentuckyOne Health vision statement is consistent across the organization and should not be altered. It is currently under development.
W	
Washington, D.C.	Preferred first reference to the capital of the United States; "Washington" alone is acceptable in subsequent references.
Web addresses	Do not use http://www. before a Web address. To make Web addresses easier to remember, capitalize the first letter of each word (e.g., KentuckyOneHealth.org). Keep address on same line; if you must break onto a second line, do not add a hyphen but break before the period. If address falls at end of sentence, use a period.
website	Website is one word and lowercase. Also, webcam, webcast and webmaster. Web, a short form of World Wide Web, is capitalized.
women religious	Preferred term for a group or congregation of sisters (e.g., Representatives from several congregations of women religious attended the meeting.). Individual members of these groups are called sisters (e.g., Many people remember when a sister served as president of the local hospital.).

Glossary of Acronyms A-Z

This glossary includes commonly used health care acronyms, as well as acronyms specific to KentuckyOne Health. If you have a suggestion for an addition, send it to news@kentuckyonehealth.org.

Acronym	Term	Definition
A		
ACO	Accountable Care Organization	A health care model with the ability to provide a continuum of care across different settings; encouraged by the Patient Protection and Affordable Care Act (the “health care reform” act) of 2010.
ADL	activities of daily living	Basic tasks that individuals perform in the course of daily life, such as eating, bathing, dressing, toileting and transferring from a bed to a chair.
AEHR	Ambulatory Electronic Health Record	A medical or health record that has been digitized and stored electronically and moves with a patient across different types of providers.
AHA	American Hospital Association	A national organization that represents and serves all types of hospitals, health care networks and their patients and communities.
AHRQ	Agency for Healthcare Research and Quality	The lead federal agency charged with improving the quality, safety, efficiency and effectiveness of health care for all Americans.

AMI	acute myocardial infarction	A heart attack
APRN	Advanced Practice Registered Nurse	A nurse with post-graduate education in nursing; utilizes extended and expanded skills, experience and knowledge
ARRA	American Recovery and Reinvestment Act	A law passed in February 2009 to provide a stimulus to the U.S. economy.
APSC	Accounts Payable Support Center	National platform supporting accounts payable
ASR	Annual Strategy Review	An annual review of the current year's strategic objectives and priorities, as well as proposed strategic objectives and priorities for the next fiscal year.
C		
CAP	Change Acceleration Process Community-acquired pneumonia	A process, used in Change Leadership, which has seven parts, including shaping a vision, mobilizing commitment and making change last. OR Community-acquired pneumonia. Pneumonia that develops outside of a health care setting.
CBP	Capital Business Plan	Details the threshold and above-threshold capital requirements of the strategic plan.
CCH	Continuing Care Hospital	Use of the acronym for this KentuckyOne facility in Lexington is generally acceptable on second and subsequent references for internal use.

CDC	Centers for Disease Control and Prevention	U.S. federal agency under the Department of Health and Human Services
CEO	Chief Executive Officer	A leader responsible for all of the operations, strategic directions and outcomes of an organization.
CHA	Catholic Health Association	The nation's largest group of Catholic health care sponsors, systems and facilities.
CHAN	Catholic Healthcare Audit Network	Provides internal audit services to the health care industry. A collaboration of CHI and Ascension Health.
CHC	Catholic Health Corporation Community Health Center	One of the predecessor systems of CHI, based in Omaha, NE. OR Community Health Center, a federally designated and funded nonprofit health clinic that provides primary care services regardless of patient ability to pay.
CHCF	Catholic Health Care Federation	The public juridic person (Church corporation) of CHI.
CHF	congestive heart failure	A condition in which the heart cannot pump enough blood to sustain the body's other organs.
CHI	Catholic Health Initiatives	Use of the acronym is generally acceptable on second and subsequent references for internal use only.

CHSO	Community Health Services Organization	A type of non-hospital-based service delivery unit of CHI. Each letter of the acronym is pronounced separately – do not pronounce as “cheese-o.” Use of the acronym is generally acceptable on second and subsequent references.
CIA	Corporate Integrity Agreement	An agreement negotiated by the federal Office of the Inspector General and imposed on providers when serious misconduct is discovered through an audit or self-disclosure.
CMO	Chief Medical Officer	Provides leadership to the physician enterprise and directs clinical quality and patient safety programs.
CMS	Centers for Medicare and Medicaid Services	A federal agency that administers Medicare, Medicaid and other government health programs.
CNO	Chief Nursing Officer	Provides leadership to the nursing enterprise and directs clinical quality and patient safety programs.
COBRA	Consolidated Omnibus Budget Reconciliation Act	A law passed in 1986 that lets qualified individuals who lose their jobs maintain the group health benefit coverage in which they were enrolled for an additional 18 months. The ARRA extended COBRA benefits for a limited amount of time.

COI	conflict of interest	A situation in which an individual or organization has multiple interests, one of which might affect the impartiality of decisions made or actions taken regarding another interest.
CRO	Corporate Responsibility Officer	A leader responsible for a corporate responsibility program.
CRP	Corporate Responsibility Program	Resources and activities that ensure an organization's compliance with federal, state and local laws, regulations and rules, promotion of good corporate citizenship and adherence to standards of conduct.
D		
DME	durable medical equipment	Medical equipment that helps individuals with functional limitations, such as shower equipment, walkers, wheelchairs and hospital beds.
DO	Doctor of Osteopathy	Professional doctoral degree for physicians
DSH	disproportionate share hospital	A federal program that provides enhanced Medicaid funding to hospitals that serve a significant number of low-income Medicaid and uninsured patients.

E		
EAP	<p>Ethics Associate Program</p> <p>Employee Assistance Program</p>	<p>A CHI program to provide health care professionals with mentoring in health care ethics.</p> <p>OR</p> <p>Employee Assistance Program, a CHI benefit available to help employees and their families access confidential, professional counseling assistance.</p>
EBIDA	earnings before interest, depreciation and amortization	Earnings before interest on investments, depreciation expenses and amortization expenses are deducted.
EBP	evidence-based practice	The use of clinical evidence in medical decision-making for patient care.
ED	emergency department	A department (usually within a hospital) that specializes in the assessment and treatment of patients with acute care needs who present without an appointment.
EHR	electronic health record	A medical or health record that has been digitized and stored electronically.
EMPI	Enterprise Master Person Index	Patient identifier IT application that ensures information flowing between the AEHR and other applications such as lab, imaging and hospital EHRs is assigned to the correct patient.

EMS	emergency medical services	Services provided by ambulance personnel, firefighters, police officers and others who are usually first to respond to an emergency situation.
EMTALA	Emergency Medical Treatment and Active Labor Act	Law passed as part of COBRA that requires hospitals and ambulance services provide immediate medical care to anyone who needs emergency treatment regardless of citizenship, legal status or ability to pay.
ePHI	electronic protected health information	Individual identifiable health information in electronic form, protected by the HIPAA Security Rule. It is intended to protect the confidentiality, integrity, and availability of ePHI when it is stored, maintained, or transmitted.
ERDs	Ethical and Religious Directives for Catholic Health Care	A publication by the U.S. Conference of Catholic Bishops (USCCB) that reaffirms ethical standards of behavior for health care according to the teachings of the Catholic Church.
Esq.	Esquire	A title used by attorneys to indicate that they are licensed to practice law.
F		
FACHE	Fellow in the American College of Healthcare Executives	Professional certification
FMH	Flaget Memorial Hospital	Use of the acronym is generally acceptable on second and subsequent references for internal use.

FPL	federal poverty level	Income guideline established by the U.S. Department of Health and Human Services to determine eligibility for various federal and state programs.
FRI	Frazier Rehab Institute	Use of the acronym is generally acceptable on second and subsequent references for internal use.
FTE	full-time equivalent	A way of quantifying a workforce. An FTE of 1.0 is equivalent to a full-time employee; an FTE of .5 is equivalent to a half-time employee.
G		
GPO	group purchasing organization	An organization that uses the combined purchasing volume of its members to negotiate contract terms and prices. CHI's GPO is HealthTrust Purchasing Group, Nashville, TN.
H		
HCAHPS	Hospital Consumer Assessment of Healthcare Providers and Systems	A CMS program that provides a standardized survey and data collection process for measuring patients' perspectives of their hospital care.
HHS	Department of Health and Human Services	U.S. federal department that administers all federal programs dealing with health and welfare
HIPAA	Health Insurance Portability and Accountability Act	A law passed in 1996 that includes protections for health insurance coverage and patient privacy.

I		
IHI	Institute for Healthcare Improvement	A nonprofit organization that provides resources and services to health care organizations to make improvements.
IMC	Information Management Council	The CHI group charged with implementing business analytics systems to enable CHI to have consistent, comparable data. Members represent CHI operations teams.
IOM	Institute of Medicine	Part of the National Academy of Sciences, a nonprofit, nongovernmental organization that serves as a national advisor on the improvement of health and health care.
ISCLT	Integrated Supply Chain Leadership Team	Works with MBO management, staff and physicians to leverage CHI size, strengths, knowledge and skills to build and maintain a strategically and operationally integrated supply chain and related business process.
J		
JCAHO	Joint Commission on Accreditation of Healthcare Organizations	Now known as The Joint Commission (TJC).
JCD	Juris Canonici Doctor	A credential that indicates an individual has a doctorate in canon law. Canon law is the law created or recognized by papal authority in the Roman Catholic Church.

JCL	Juris Canonici Licentiate	A credential that indicates an individual has a licentiate (an intermediate graduate degree) in canon law. Canon law is the law created or recognized by papal authority in the Roman Catholic Church.
JD	Juris Doctor	A credential that indicates an individual has a professional doctorate in law.
JGBCC	James Graham Brown Cancer Center	Use of the acronym is generally acceptable on second and subsequent references for internal use.
JH	Jewish Hospital	Use of the acronym is generally acceptable on second and subsequent references for internal use.
JHFE	Jewish Heritage Fund for Excellence	One of the two sponsors of KentuckyOne Health. Use of the acronym is generally acceptable on second and subsequent references for internal use.
JHMCE	Jewish Hospital Medical Center East	Use of the acronym is generally acceptable on second and subsequent references for internal use.
JHMCS	Jewish Hospital Medical Center South	Use of the acronym is generally acceptable on second and subsequent references for internal use.
JHMCN	Jewish Hospital Medical Center Northeast	Use of the acronym is generally acceptable on second and subsequent references for internal use.

JHMCSW	Jewish Hospital Medical Center Southwest	Use of the acronym is generally acceptable on second and subsequent references for internal use.
JHS	Jewish Hospital Shelbyville	Use of the acronym is generally acceptable on second and subsequent references for internal use.
JHSMH	Jewish Hospital & St. Mary's HealthCare	One of the two systems that merged Jan. 1, 2012, to form KentuckyOne Health. Only use with the word "former" as the entity no longer exists. Use of the acronym is generally acceptable on second and subsequent references for internal use.
JOA	Joint Operating Agreement	A market-based collaboration between a CHI market-based organization and another provider of health care services.
JPG	Jewish Physician Group	Use of the acronym is generally acceptable on second and subsequent references for internal use.
K		
KYOne	KentuckyOne Health	Use of the abbreviation is acceptable for internal use only.
L		
LEAD	Leadership Education and Development	A CHI program designed to strengthen leadership skills and abilities.

LEARN	Learning Effectiveness and Resource Network	CHI's online resource for training and continuing education.
LOI	Letter of Intent	A document that outlines an agreement (such as an agreement to acquire a hospital) before the agreement is finalized.
LPN	Licensed Practical Nurse	Nurse certification
LTC	long-term care	Services that meet the needs of people who are unable to care for themselves for long periods of time.
M		
M&A	mergers and acquisitions	The purchase, sale or combining of different business entities (in CHI's case, health care facilities and providers).
MARCOM	Marketing and Communications	Often used to refer to an organization's marketing and communications division
MD	Doctor of Medicine	Professional doctoral degree for physicians
MRSA	methicillin-resistant Staphylococcus aureus	A type of staph that is resistant to certain antibiotics.
N		
NCCCP	National Community Cancer Centers Program	A program of the National Cancer Institute that is designed to extend clinical cancer trials and treatment opportunities into community hospital settings; some CHI hospitals participate in the NCCCP.

NCI	National Cancer Institute	A federally funded oncology research center that is part of the National Institutes of Health.
NIH	National Institutes of Health	An agency of the U.S. Department of Health and Human Services, responsible for biomedical and health-related research.
NPSR	net patient services revenue	Revenues earned from providing services to patients minus expenses; also called the “bottom line.”
O		
OCM	Organizational Change Management	A discipline within CHI’s Center for Formation and Organizational Effectiveness. It facilitates comprehensive performance gap analysis for strategic priority initiatives to assure that optimal solutions are implemented to address the initiative’s requirements for talent structure, process and change readiness.
OEM	Organizational Effectiveness Methodology	A performance gap analysis methodology used to discover, design and implement solutions to those gaps for the strategic priority initiative components of talent, structure, process and change readiness.
OIG	Office of the Inspector General	A federal office that identifies and investigates fraud, abuse and mismanagement.

OLOP	Our Lady of Peace	Use of the acronym is generally acceptable on second and subsequent references for internal use.
OPR	Operations Planning Review	Details overall year-to-date performance and actions needed to adjust to planned performance levels.
P		
P4P	Pay for Performance	A nickname for the Values-Based Purchasing program of the Centers of Medicare and Medicaid Services, which requires hospitals to earn back certain payment reductions based on performance.
PACS	picture archiving and communication system	A system used for the electronic storage of X-rays and other scanned images.
PCA	Performance Culture Assessment	Annual employee survey that measures CHI's progress toward achieving a distinctive, high-performance workplace
PharmD	Doctor of Pharmacy	Professional doctoral degree
PhD	Doctor of Philosophy	Professional doctoral degree
PHI	protected health information	Under the HIPAA Privacy Rule, protected health information (PHI) refers to individually identifiable health information. Individually identifiable health information is that which can be linked to a particular person. Common identifiers of health information include names, social security numbers, addresses and birth dates.

PIA	Practice in Action	CHI's "best practice" database, a searchable online collection of proven and leading practices.
PJP	Public Juridic Person	An entity that functions within the Catholic Church as a corporation does within civil law. CHI's PJP is called Catholic Health Care Federation.
PSC	Procurement Support Center	National platform supporting supply chain/purchasing
R		
R&D	research and development	At CHI, R&D leverages the experience and resources of the entire system to position CHI as a national laboratory for exploration and testing of new technologies, products and services that have the potential to transform health care delivery.
RFP	request for proposal	A document submitted to current or potential suppliers asking for a proposal to provide goods or services.
RN	Registered Nurse	Nursing certification
RPh	Registered Pharmacist	Pharmacy certification
RRC	Revenue Realization Center	CHI facilities that focus on revenue collection, including patient billing, posting and customer service.
S		
SC	Sisters of Charity	Based in Cincinnati, OH

SCHIP	State Children's Health Insurance program	A federal-state program, administered by the states, in which the federal government provides a block grant to help states offer health care coverage to low-income children and other family members who do not qualify for Medicaid.
SCN	Sisters of Charity of Nazareth	Based in Nazareth, KY
SJB	Saint Joseph Berea	Use of the acronym is generally acceptable on second and subsequent references for internal use.
SJE	Saint Joseph East	Use of the acronym is generally acceptable on second and subsequent references for internal use.
SJH	Saint Joseph Hospital	Use of the acronym is generally acceptable on second and subsequent references for internal use.
SJP	Saint Joseph Physicians	Use of the acronym is generally acceptable on second and subsequent references for internal use.
SJHS	Saint Joseph Health System	One of the two systems that merged Jan. 1, 2012, to form KentuckyOne Health. Only use with the word "former" as this entity no longer exists. Use of the acronym is generally acceptable on second and subsequent references for internal use.
SJJ	Saint Joseph Jessamine	Use of the acronym is generally acceptable on second and subsequent references for internal use.

SJL	Saint Joseph London	Use of the acronym is generally acceptable on second and subsequent references for internal use.
SJM	Saint Joseph Martin	Use of the acronym is generally acceptable on second and subsequent references for internal use.
SJMS	Saint Joseph Mount Sterling	Use of the acronym is generally acceptable on second and subsequent references for internal use.
SMEH	Sts. Mary & Elizabeth Hospital	Use of the acronym is generally acceptable on second and subsequent references for internal use.
STD	Sacred Theologiae Doctor	Doctorate in sacred theology
STEEEP	safe, timely, effective, efficient, equitable and person-centered care	A definition of quality care created by the Institute of Medicine.
T		
TJC	The Joint Commission	An independent, nonprofit organization that accredits and certifies health care organizations in the U.S.
TWH	The Women's Hospital at Saint Joseph East	Use of the acronym is generally acceptable on second and subsequent references for internal use.
U		
UB	uniform billing	A standard billing form and data set used by providers and payers nationwide for handling health care claims.

ULH	University of Louisville Hospital	Use of the acronym is generally acceptable on second and subsequent references for internal use.
UofL	University of Louisville	Use the full name University of Louisville on first reference; abbreviation is acceptable on subsequent references. Not part of KentuckyOne Health. University of Louisville Hospital and the James Graham Brown Cancer Center are part of KentuckyOne Health.
UMC	University Medical Center	No longer includes University of Louisville Hospital and the James Graham Brown Cancer Center, which are now part of KentuckyOne Health. University Medical Center is a separate legal entity and not part of KentuckyOne Health.
ULP	University of Louisville Physicians	Use of the acronym is generally acceptable on second and subsequent references for internal use.
USCCB	United States Conference of Catholic Bishops	An assembly of the hierarchy of the Catholic Church in the United States and the U.S. Virgin Islands who jointly exercise certain pastoral functions on behalf of the Christian faithful.

V		
VBP	Value-Based Purchasing	A program of the Centers of Medicare and Medicaid Services that requires hospitals to earn back certain payment reductions based on performance. Also called Pay for Performance, or P4P.
W		
WO	Work-Out	A highly focused process, used in Change Leadership, in which a problem is discussed and a solution crafted by those closest to it.

Communication Guiding Principles

KentuckyOne Health has established the following principles for effective communications:

- Start with what we need people to believe, know, do and feel.
- Be open, honest and realistic in our communications.
- Communicate what we know when we know it, unless bound by confidentiality or business necessity.
- Set realistic expectations.
- Act aggressively with rumors and bad news.
- Communicate in probabilities – what will happen, what is likely to happen, what we don't know.
- Demonstrate respect for our stakeholders in our words and actions.
- Match the medium to the message.
- Keep it simple and relevant, use clear language, and eliminate jargon and acronyms.
- Be stakeholder-focused, not project-focused.
- Communicate to stakeholders in multiple ways, many times.
- Make people the centerpiece and communication products the support.
- Stay fast, flexible and adaptive.
- Leverage the communication systems in place.

Standard Description of KentuckyOne Health

The standard description of KentuckyOne Health (often referred to as our boilerplate) for use at the end of news releases and elsewhere is as follows:

KentuckyOne Health was formed when two major Kentucky health care organizations came together in early 2012. KentuckyOne Health combines the Jewish and Catholic heritages of the two former systems – Jewish Hospital & St. Mary’s HealthCare and Saint Joseph Health System. In late 2012, the organization formed a partnership with the University of Louisville Hospital | James Graham Brown Cancer Center.

The nonprofit system is committed to improving the health of Kentuckians by integrating medical research, education, technology and health care services wherever patients receive care. KentuckyOne Health has more than 200 locations including hospitals, physician groups, clinics, primary care centers, specialty institutes and home health agencies, with nearly 15,000 employees across the state of Kentucky and southern Indiana. KentuckyOne Health is the largest health system in Kentucky and has more than 3,100 licensed beds.

Note: The boilerplate likely will change as the system evolves. Please confirm you have the most current language before publishing.

Updated: Jan. 25, 2013

KentuckyOne Health produces a variety of communication tools, available for both receiving and sharing information. Keep informed and share your news and stories with us by sending a message to news@kentuckyonehealth.org.

Employee Communications

NAME	PRODUCT	AUDIENCE	CONTENT
This Week	Weekly employee email newsletter	All KYOne employees	News items/stories with broad systemwide appeal that link back to KentuckyOneEmployees.org
In Person	Daily in-person messages managers share with employees	All KYOne employees	High-level, action-oriented system news affecting large audiences across KYOne
Online KentuckyOneEmployees.org	Employee focused site for all primary KYOne information	All KYOne employees	Timely and relevant system and local/facility news, human interest stories
Common Thread	Quarterly employee magazine	All KYOne employees	Human interest, mission, purpose, outreach that celebrates employees
Leader Headlines	Leader news email	Leaders across KYOne	Must-read, brief items for leaders with attachments if merited, sent on as-needed basis

Physician Communications

NAME	PRODUCT	AUDIENCE	CONTENT
Physician Headlines	Physician news email	Physicians	Mission-critical brief items that link back to KentuckyOnePhysicians.org
Physicians KentuckyOnePhysicians.org	Physician news website	Physicians	Simple posts of news of interest to physicians

Other Resources

NAME	PRODUCT	AUDIENCE	CONTENT
 <small>Advancing patient care through information</small>	Monthly email newsletter	KYOne leaders and others by request	Focus on various projects related to electronic health records; links back to CHIOneCare.net
Brand Center KentuckyOneBrandCenter.org	Online resource for brand standard information	All KYOne employees	Brand, design and communication guidelines; downloadable Logos and electronic stationery, etc.
External Website KentuckyOneHealth.org	Corporate hub of external information about KentuckyOne Health	Public	Mission, partners, locations, services, news and events, etc.

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