

Style for Journalists

Children's Medical Center has evolved as a health system to become Children's HealthSM, which includes our hospitals in Dallas and Plano and the primary care practices and specialty centers throughout Texas.

Children's HealthSM refers to the system as a whole and is appropriate for general and broad use in media.

Please note:

Please avoid abbreviations or generic names which are not endorsed by Children's Health, including: Children's Hospital, Children's, CMCD, CH or Children's Dallas.

Please use Children's Medical Center Foundation when referencing any affiliations, activities or donations to the development arm of Children's Health.

Below are the preferred styles for use in external communications.

Preferred Children's Health Style

- The system has unified all offerings under Children's HealthSM.
- The preferred style for the system on first reference for any external communication is: Children's HealthSM. The use of the "SM" is not needed on subsequent references.
- On second reference and thereafter, Children's Health is the preferred proper name.

When to use Children's Medical Center:

- When referring to a specific hospital either in Dallas or Plano, the preferred proper name is: Children's Medical Center Dallas or Children's Medical Center Plano.
- On second reference and thereafter, Children's Medical Center is the preferred proper name.

When to use Children's HealthSM Pediatric Group (formerly known as MyChildren's):

- When referring to the physician offices, the preferred proper name is: Children's HealthSM Pediatric Group or Children's HealthSM Pediatric Group Bachman (or insert other geographic location).
- On second reference and thereafter, Children's Health Pediatric Group is the preferred proper name or simply Children's Health.

When to use Children's HealthSM Specialty Center:

- When referring to the specialty centers, the preferred proper name is: Children's HealthSM Specialty Center or Children's HealthSM Specialty Center Plano (or insert other geographic location).
- On second reference and thereafter, Children's Health Specialty Center is the preferred proper name or simply Children's Health.

When referring to a doctor, nurse or other professional:

- Please use the appropriate professional designation after their name, which may include M.D., D.D.S., D.O., Ph.D., RN, etc. – example: John Smith, M.D., Children's HealthSM Pediatric Group.
- On second reference and thereafter, please use Dr. Smith.
- If the professional is also affiliated with UT Southwestern, please include their title with UT Southwestern as well.