

Stanford Medicine Collective Brand



Stanford Medicine is the collective brand representing Stanford Medicine Children’s Health, Stanford Health Care, Stanford Health Care Tri-Valley, Stanford Medicine Partners and the Stanford School of Medicine.

Brand Name/DBA:

Stanford Medicine

Legal Name:

N/A. Stanford Medicine is not a legal entity

Acronyms:

SM (Internal usage only)

Criteria for using Stanford Medicine:

The Stanford Medicine name and logo is used when a program, center, shared service, event, or campaign is managed by or represents two or more of these organizations: Stanford Medicine Children’s Health, Stanford Health Care, or the School of Medicine.

(Note: There are other instances where it may be appropriate to use Stanford Medicine dependent on content and content and requires prior review/ approval from the Stanford Medicine brand team).



Children’s Health

Stanford Medicine Children’s Health is the maternal and pediatric health care system of Stanford Medicine.

Brand Name/ DBA:

Stanford Medicine Children’s Health

Acronyms:

Internal usage: SMCH

Shortened Names:

Always use Stanford Medicine Children’s Health on first mention.
Can use Stanford Children’s Health, Stanford Children’s on subsequent mentions in the same text.

Stanford Medicine Children’s Health is comprised of the following two separate legal entities:

Lucile Packard Children’s Hospital Stanford

Departments, centers, and clinics operated by the hospital

Brand Name/ DBA (hospital only):

Lucile Packard Children’s Hospital Stanford

Legal Name:

Lucile Salter Packard Children’s Hospital at Stanford

Acronyms:

Legal documents: LPCHS, LPCH
Internal usage: LPCHS

Shortened Names:

Always use Lucile Packard Children’s Hospital Stanford on first mention. Can use Packard Children’s on subsequent mentions in the same text.

Packard Children’s Health Alliance

Primary care practices and specialty clinics operated by the medical foundation

Brand Name/ DBA:

N/A – no external branding

Legal Name:

Packard Children’s Health Alliance

Acronyms:

Legal documents: PCHA
Internal usage: PCHA



Health Care

Stanford Health Care, along with Stanford Health Care Tri-Valley, and Stanford Medicine Partners, is part of the adult health care delivery system of Stanford Medicine.

Brand Name/ DBA:

N/A. Use legal name.

Legal Name:

Stanford Health Care (excludes Stanford Health Care Tri-Valley and Stanford Medicine Partners)

Acronyms:

Legal documents and internal usage: SHC (excludes Stanford Health Care Tri-Valley and Stanford Medicine Partners)



**Health Care
Tri-Valley**

Stanford Health Care Tri-Valley is part of the adult health care delivery system of Stanford Medicine.

Brand Name/ DBA:

N/A. Use legal name.

Legal Names:

Stanford Health Care Tri-Valley

Acronyms:

Legal documents and internal usage: SHC Tri-Valley



Partners

Stanford Medicine Partners is the medical foundation supporting the community care network for Stanford Medicine’s adult health care delivery.

Brand Name/ DBA:

Stanford Medicine Partners

Shortened Name:

Always use Stanford Medicine Partners or Stanford Medicine Partners [clinic name] on first mention. Use Stanford Medicine Partners or clinic name on subsequent mentions in the same text.

Legal Name:

University HealthCare Alliance

Acronyms:

Legal documents: UHA and SMP
Internal usage: SMP



School of Medicine

The Stanford School of Medicine, part of Stanford University, includes its faculty, staff and students, its specific location on campus, and activities conducted there or led by its people.

Brand Name/ DBA:

Stanford School of Medicine

The Stanford School of Medicine

Stanford University School of Medicine

The Stanford University School of Medicine

Shortened Names:

School of Medicine

The School of Medicine

Legal Name:

The Board of Trustees of the Leland Stanford Junior University

Acronyms:

Legal documents and internal usage: SOM

Notes and Guiding Principles:

- Use full brand/ DBA name in first mention for communications, marketing, etc. Use shortened names in same text.
- Use respective entities' legal names in legal documents, regulatory filings, bank accounts, etc.
- Legal names acronyms to be only used only in legal documents.

Other Entities

The following organizations are also affiliated with Stanford Medicine and should be represented as follows:



The Risk Authority Stanford (TRA Stanford) is an innovative healthcare risk consulting firm dedicated to transforming risk management practices with cutting-edge solutions.

Brand Name:

The Risk Authority

Legal Name:

Stanford University Medical Network Risk Authority, LLC

Shortened Name/ Acronyms:

TRA



Affinity Medical Group provides high-quality, innovative, and affordable health care solutions and operates as the affiliated IPA network for Stanford Medicine Partners.

Brand Name:

Affinity Medical Group, Inc.

Legal Name:

Affinity Medical Group, Inc.

Shortened Name/ Acronyms:

AMG



Stanford Blood Center is an independent community blood center and leader in transplantation and transfusion medicine.

Brand Name:

Stanford Blood Center

Legal Name:

Stanford Blood Center, LLC

Shortened Name/ Acronyms:

SBC

Blood Center



CareCounsel (www.carecounsel.com) is a leading provider of employer-sponsored health advocacy and health care assistance services.

Brand Name:

CareCounsel

Legal Name:

CareCounsel, LLC

Shortened Name/ Acronyms:

CC