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).

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**Lucile Packard Children's Hospital Stanford**

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.

**Lucile Packard Children's Hospital Stanford at Stanford**

Departments, centers, and clinics operated by the hospital

**Brand Name/DBA (hospital only):**
Lucile Packard Children's Hospital Stanford

**Legal Name:**
Lucile 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.

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**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

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**Stanford Health Care**

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)

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**Stanford Health Care Tri-Valley**

Health Care

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 Name:**
Stanford Health Care Tri-Valley

**Acronyms:**
Legal documents and internal usage: SHC Tri-Valley

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**Stanford Medicine Partners**

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

**Legal Name:**
University HealthCare Alliance

**Acronyms:**
Legal documents: UHA and SMP
Internal usage: SMP

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**The Stanford 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

**Legal Name:**
The Board of Trustees of the Leland Stanford Junior University

**Acronyms:**
SOM

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

<table>
<thead>
<tr>
<th>Organization</th>
<th>Brand Name</th>
<th>Legal Name</th>
<th>Shortened Name/ Acronyms</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Risk Authority Stanford (TRA Stanford)</td>
<td>The Risk Authority</td>
<td>Stanford University Medical Network Risk Authority, LLC</td>
<td>TRA</td>
</tr>
<tr>
<td>Affinity Medical Group</td>
<td>Affinity Medical Group, Inc.</td>
<td>Affinity Medical Group, Inc.</td>
<td>AMG</td>
</tr>
<tr>
<td>Stanford Blood Center</td>
<td>Stanford Blood Center</td>
<td>Stanford Blood Center, LLC</td>
<td>SBC</td>
</tr>
<tr>
<td>CareCounsel</td>
<td>CareCounsel</td>
<td>CareCounsel, LLC</td>
<td>CC</td>
</tr>
</tbody>
</table>

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

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

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