UW Medicine – Media Style Guide

UW Medicine is a Seattle-based family of organizations (some public, some private nonproﬁt) operated or managed as part of a University of Washington integrated academic health system. The integrated parts include Harborview Medical Center, University of Washington Medical Center (Montlake and Northwest campuses), Fred Hutchinson Cancer Center, UW Medicine Primary Care, UW Physicians, University of Washington School of Medicine, and Airlift Northwest.



**How to identify us**

**Incorrect ways to identify us**

**University of Washington School of Medicine**

is OK for all clinical/research/teaching faculty

* **University of Washington Medicine**
* **UW Medical Center**
* **UW Medical**
* **UW**

**How to identify our faculty members and staff**

Examples:



* Dr. Helen Chu, UW Medicine infectious diseases specialist
* Dr. Lara Oyetunji, assistant professor of surgery at the University of Washington School of Medicine
* Dr. Douglas Diekema, UW Medicine / Seattle Children’s Hospital
* Dr. Susan Wong, a nephrologist with UW Medicine and the VA Puget Sound Health Care System



**How to refer to our hospitals and clinics**

Harborview Medical Center

University of Washington Medical Center – Montlake

University of Washington Medical Center – Northwest

UW Medicine Eastside Specialty Center

UW Medicine Primary Care clinics



**Media relations team**

**Fact book**

[mediarelations@uw.edu](mailto:mediarelations@uw.edu)

Newsroom: newsroom.uw.edu

X: [@uwmnewsroom](https://x.com/uwmnewsroom)

Bluesky: @[uwmnewsroom.bsky.social](https://bsky.app/profile/uwmnewsroom.bsky.social)



uwmedicine.org/factbook