ADDENDUM to Co-Branding Guidelines – UAB Medicine & Children’s of Alabama

January 2013
Relationship Terminology

To ensure all co-branded materials accurately portray the relationship between UAB Medicine, Children’s of Alabama, and UAB faculty, please use the following terminology:

• UAB Medicine and Children’s of Alabama are two separate healthcare systems within the state of Alabama working in affiliation with each other for educational, clinical and research purposes.

• Children’s provides residency training for UAB medical, dental, nursing and other health education students.

• Children’s serves as the primary teaching hospital for UAB School of Medicine (SOM) Pediatrics and the UAB SOM Chair of Pediatrics serves as Physician-in-Chief of Children’s.

• A Joint Oversight Committee made up of Children’s and UAB Representatives coordinate matters of common interest, including joint program development and common research and medical education initiatives.

• Combined Level IV Neonatal Intensive Care Unit beds at UAB and Children’s total as many as 175. Level IV designated by the American Academy of Pediatrics as the highest and most comprehensive level of care available.
Media Relations Guidelines

Media relations activities between UAB and Children’s will be predicated on two factors:

1. the administrative home of the lead source
   - Children’s media relations will lead media efforts for programs/services that are led by Children’s staff or housed/located at Children’s
   - If the source is primarily a UAB faculty member or located at UAB, UAB’s media relations will lead efforts

2. the physical location of the media interaction
   - If UAB media relations schedules an interview that will take place on Children’s campus, or if the interview includes a current Children’s patient, UAB media relations should notify Children’s and a staff member from Children’s will provide an escort or make necessary arrangements.
   - If Children’s Corporate Communications and Marketing schedules an interview that will take place at UAB, or if the interview includes a current UAB patient or staff member, Children’s should notify UAB and a staff member from UAB media relations will escort the group or make arrangements.

Additional Notes about Releases and Notification

- Media relations staff at Children’s and UAB should communicate with each other in a timely, cooperative manner when media activities involve faculty, staff or resources of the other’s institution. Whenever possible advance notice should be given so staffing arrangements can be made.

L to R: Rune Toms, MD, Sergio Stagno, MD, Wally Carlo, M.D.

- In independent press releases each institution will use only its respective boilerplate and marks in media releases. Hyperlinks will be employed, when possible, to refer readers to appropriate sites for each institution as explained above. Joint press release will include both UAB and Children’s marks and boilerplates.

- UAB press releases that include a reference to programs, services or research primarily administered by UAB should properly identify when patient care is delivered at Children’s. Hyperlinks to the appropriate websites should be included when possible.
Media Relations Guidelines, con’t

• Likewise, Children’s releases that include a reference to programs, services or research primarily conducted at UAB or by UAB faculty should properly identify UAB’s institutional role and the faculty’s UAB title. This includes media releases about research conducted at Children’s, i.e. a journal study about research conducted at Children’s using Children’s patients.

• Children’s media releases should properly identify the faculty’s UAB academic title in addition to his/her Children’s title/appointment and hyperlink to a UAB Medicine website if possible. UAB should review these releases and include the appropriate hyperlinks.

• UAB media releases that include faculty with appointments at Children’s should properly identify the faculty’s Children’s title/appointment when practicable. Children’s will review the release in these circumstances.

• Children’s staff should notify UAB media relations prior to conducting interviews that include UAB faculty or staff. Likewise, UAB staff should notify Children’s staff prior to conducting interviews involving programs located at Children’s or involving faculty or staff housed administratively at Children’s.

• As a department of Children’s, UAB Sports Medicine is the exception to these media cobranding guidelines when their administrators and trainers are participating in certain media and public events. Media activities involving faculty who practice at Children’s UAB Sports Medicine clinic, however, should follow these guidelines as mentioned above.
Marketing

UAB and Children’s will collaborate on the development of co-branded materials templates for use by UAB and Children’s.

For marketing and informational materials and promotions, please adhere to the following guidelines:

• Marketing for pediatric services that have some connection to the two entities should have both UAB Medicine and Children’s marketing departments’ approval before implementation.

Development

Fundraising/Development campaigns and materials where UAB faculty; or, services or research at both Children’s and UAB are addressed, should be presented to Development officers at both UAB and Children’s for a determination regarding co-branding.
Children’s of Alabama has provided specialized medical care for ill and injured children across the state and throughout the southeastern U.S. since 1911. For the past three years, Children’s has been ranked among the best children's hospital programs in the nation by US News & World Report. Last year, patients made more than 634,000 outpatient and nearly 14,000 inpatient visits to Children’s from every county in Alabama and from 47 other states. With more than 2 million square feet, it is the third largest pediatric medical facility in the U.S. Children’s offers inpatient and outpatient services across its Russell Campus on Birmingham’s historic Southside with additional outpatient services provided at Children’s South and Children’s on 3rd. Primary care is provided at more than a dozen medical offices in communities across central Alabama. Children’s of Alabama is the only medical center in Alabama dedicated solely to the care and treatment of children. It is a private, not-for-profit medical center that serves as the primary site of the University of Alabama at Birmingham (UAB) pediatric medicine, surgery, research and residency programs. Children’s recently moved much of its inpatient services into a new building named The Benjamin Russell Hospital for Children. More information is available at www.childrensal.org.

Brief version
Children’s of Alabama has provided specialized medical care for ill and injured children since 1911, offering inpatient and outpatient services throughout central Alabama. Last year, families made more than 634,000 outpatient and nearly 14,000 inpatient visits to Children’s from every county in Alabama and from 47 other states. With more than 2 million square feet, Children’s is the third largest pediatric medical facility in the U.S. and has been ranked among the top children’s hospital programs in the country for the past three years by US News & World Report. More information is available at www.childrensal.org.
About the UAB Health System

The UAB Health System includes all of the University of Alabama at Birmingham’s patient-care activities, including UAB Hospital, the UAB Callahan Eye Hospital and The Kirklin Clinic and several affiliated community hospitals. UAB is the state of Alabama’s largest single employer and an internationally renowned research university and academic health center; its professional schools and specialty patient-care programs are consistently ranked among the nation’s top 50. UAB is the largest academic medical center in Alabama and one of the top four largest academic medical centers in the United States.
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Acknowledgements
# Poster Template

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## Background


**Approach**


**Results**


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**Concluding Remarks**


**Acknowledgements**