



# *ADDENDUM* to Co-Branding Guidelines – UAB Medicine & Children's of Alabama



Children's  
of Alabama

**UAB** MEDICINE

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

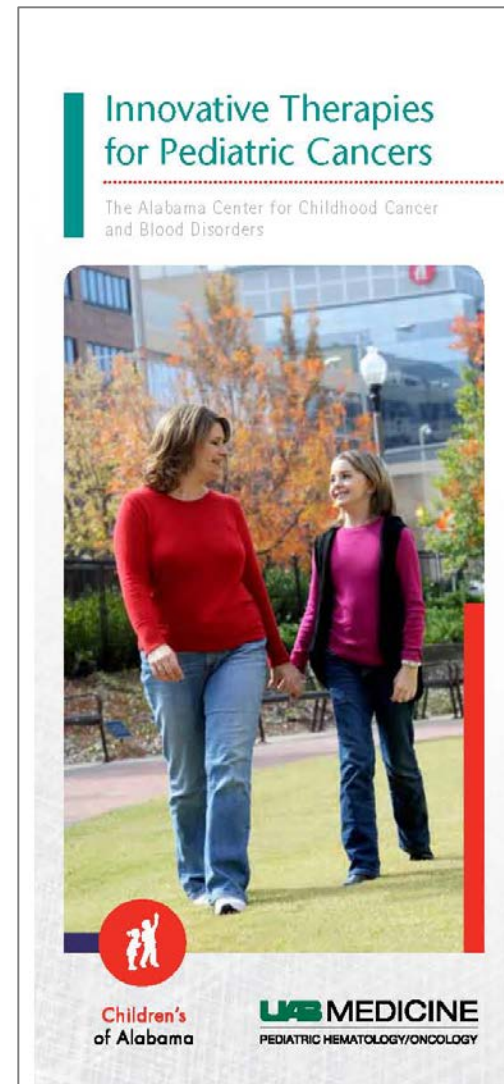
UAB and Children's will collaborate on the development of co-branded materials templates for use by UAB and Children's.

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 Boilerplates

### Standard version

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](http://www.childrensal.org)

### Brief version

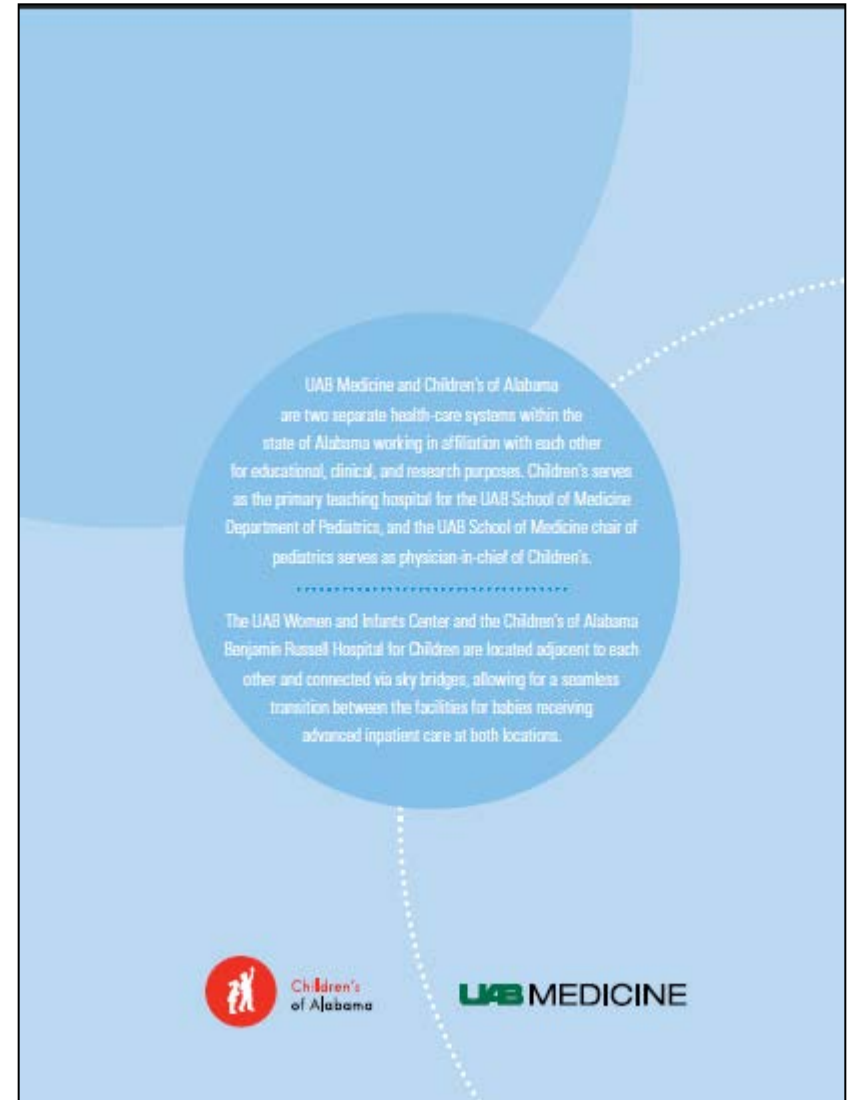
Children's of Alabama has provided specialized medical care for ill and injured children since 1911, offering inpatient and outpatient services throughout central Alabama. Last year, families made more than 634,000 outpatient and nearly 14,000 inpatient visits to Children's from every county in Alabama 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](http://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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## Headline

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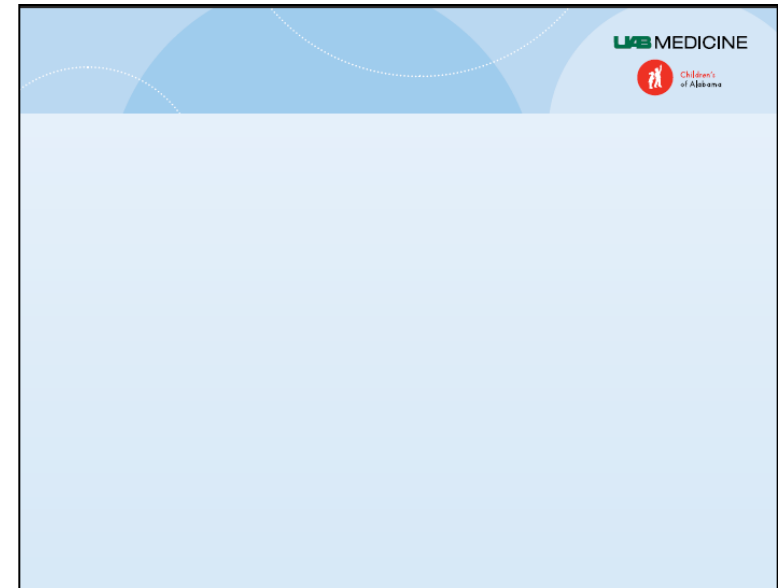


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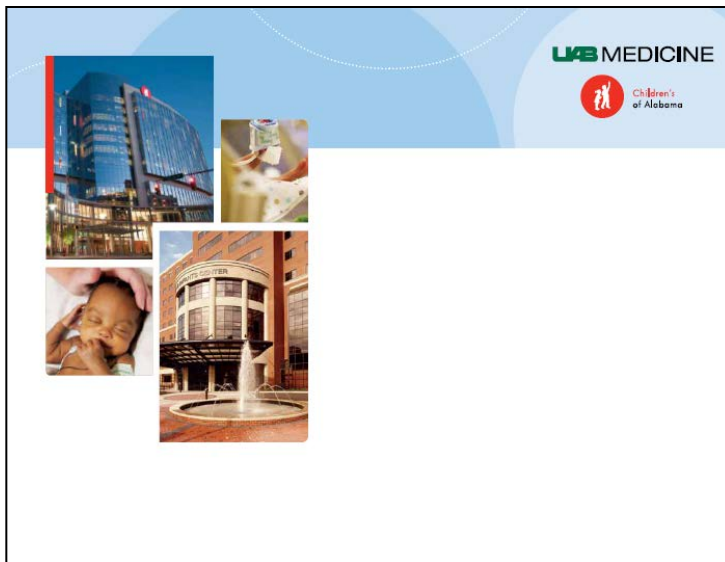
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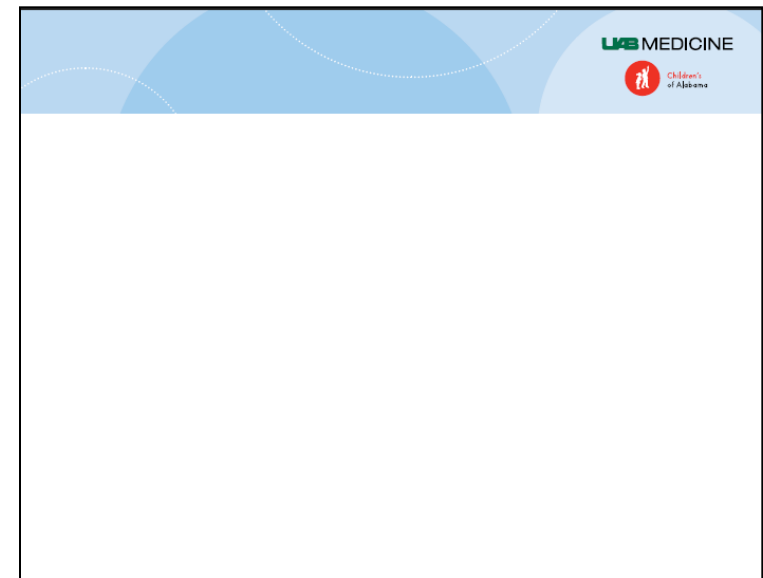
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Department/Division Name: University of Alabama at Birmingham

Department/Division Name: Children's of Alabama

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## Acknowledgements

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First Name	Last Name	Title	First Name	Last Name	Title	First Name	Last Name	Title
John	Doe	Dr.	Jane	Smith	Prof.	Michael	Brown	Assoc. Prof.
Alice	Johnson	Asst. Prof.	David	Wilson	Adjunct	Sarah	Garcia	Lecturer
Robert	Lee	Visiting	Emily	Martinez	Fellow	James	Harris	Postdoc
Karen	White	Researcher	Christopher	Clark	Graduate	Nancy	Perez	Student
Thomas	Green	PhD Student	Matthew	Rodriguez	Master's	Olivia	Wong	Bachelor's
Stephanie	King	Undergrad	Andrew	Scott	Transfer	Isabella	Nguyen	Newcomer
Benjamin	Adams	Exchange	Maria	Kim	Alumni	Ethan	Carter	Former
Alexander	Baker	Guest	Sophia	Evans	Visitor	Noah	Phillips	Observer
Charlotte	Turner	Consultant	Lucas	Roberts	Advisor	Aria	Stevens	Reviewer
Jonathan	Young	Panelist	Mia	Coleman	Participant	Wyatt	Reed	Attendee
Zoe	Allen	Workshop	Samuel	Watson	Speaker	Harper	Gray	Host
Joshua	King	Organizer	Victoria	Chen	Coordinator	Leo	Miller	Staff
Madison	Wright	Volunteer	Sebastian	Nguyen	Intern	Penelope	Clark	Assistant
Jack	Scott	Manager	Grace	Wong	Director	Henry	Nguyen	Chair
Chloe	Green	President	Timothy	Clark	Vice Chair	Abigail	Wong	Treasurer
Christian	White	Secretary	Elizabeth	Clark	Member	Joseph	Wong	Associate
Amelia	Green	Executive	William	Clark	Board	Charles	Wong	Committee
Anthony	White	Advisory	Oliver	Clark	Task Force	Sophia	Wong	Working Group
Matthew	White	Steering	Isabella	Clark	Ad Hoc	Benjamin	Wong	Special Committee
Abigail	White	Emergency	Lucas	Clark	Advisory Board	Charlotte	Wong	Academic Council
Jonathan	White	Faculty Senate	Mia	Clark	Senate Committee	Wyatt	Wong	Department Council
Zoe	White	Institutional Review	Samuel	Clark	IRB Subgroup	Harper	Wong	Research Ethics
Joshua	White	Data Privacy	Victoria	Clark	Privacy Working Group	Leo	Wong	Security Task Force
Madison	White	IT Security	Sebastian	Clark	IT Steering Committee	Penelope	Wong	Technology Advisory
Jack	White	Facilities Management	Grace	Clark	Facilities Committee	Henry	Wong	Building Safety
Chloe	White	Environmental Sustainability	Timothy	Clark	Sustainability Task Force	Abigail	Wong	Green Building Initiative
Christian	White	Community Outreach	Elizabeth	Clark	Outreach Committee	Joseph	Wong	Public Engagement
Amelia	White	Partnership Development	William	Clark	Partnerships Task Force	Charles	Wong	Industry Relations
Anthony	White	Government Affairs	Oliver	Clark	Policy Analysis	Sophia	Wong	Legislative Liaison
Matthew	White	Public Policy Research	Isabella	Clark	Policy Studies Center	Benjamin	Wong	Think Tank
Abigail	White	Center for Urban Studies	Lucas	Clark	Urban Planning Institute	Charlotte	Wong	Smart City Solutions
Jonathan	White	Transportation Research	Mia	Clark	Transit Authority	Wyatt	Wong	Metropolitan Planning
Zoe	White	Infrastructure Development	Samuel	Clark	Infrastructure Commission	Harper	Wong	Regional Growth
Joshua	White	Transportation Planning	Victoria	Clark	Planning Bureau	Leo	Wong	Urban Design
Madison	White	Architecture & Design	Sebastian	Clark	Design Studio	Penelope	Wong	Architectural Firm
Jack	White	Engineering & Construction	Grace	Clark	Construction Industry	Henry	Wong	Engineering Consortium
Chloe	White	Manufacturing & Logistics	Timothy	Clark	Logistics Network	Abigail	Wong	Supply Chain Management
Christian	White	Healthcare & Biotech	Elizabeth	Clark	Biotechnology Hub	Joseph	Wong	Medical Device Innovation
Amelia	White	Life Sciences & Medicine	William	Clark	Pharmaceutical Research	Charles	Wong	Healthcare Analytics
Anthony	White	Art & Culture	Oliver	Clark	Cultural Heritage Foundation	Sophia	Wong	Arts Administration
Matthew	White	Performing Arts & Theater	Isabella	Clark	Theater District	Benjamin	Wong	Music Industry Association
Abigail	White	Visual Arts & Museums	Lucas	Clark	Museum of Modern Art	Charlotte	Wong	Gallery Representation
Jonathan	White	Media & Journalism	Mia	Clark	News Media Outlets	Wyatt	Wong	Journalism Education
Zoe	White	Advertising & Marketing	Samuel	Clark	Marketing Agencies	Harper	Wong	Brand Strategy Consultants
Joshua	White	Public Relations & Communications	Victoria	Clark	PR Firms	Leo	Wong	Communications Strategists
Madison	White	Event Planning & Management	Sebastian	Clark	Event Production Companies	Penelope	Wong	Convention Services
Jack	White	Real Estate & Property Development	Grace	Clark	Real Estate Firms	Henry	Wong	Property Management
Chloe	White	Finance & Banking	Timothy	Clark	Investment Banks	Abigail	Wong	Financial Advisors
Christian	White	Insurance & Risk Management	Elizabeth	Clark	Insurance Companies	Joseph	Wong	Risk Assessment Firms
Amelia	White	Legal & Compliance	William	Clark	Law Firms	Charles	Wong	Compliance Consultants
Anthony	White	Accounting & Tax Services	Oliver	Clark	Accounting Firms	Sophia	Wong	Tax Preparation Services
Matthew	White	Human Resources & Recruitment	Isabella	Clark	Recruitment Agencies	Benjamin	Wong	HR Consulting
Abigail	White	Education & Training	Lucas	Clark	EdTech Startups	Charlotte	Wong	Online Learning Platforms
Jonathan	White	Non-Profit & Social Impact	Mia	Clark	Charitable Foundations	Wyatt	Wong	Impact Investment Firms
Zoe	White	Philanthropy & Fundraising	Samuel	Clark	Grantmaking Organizations	Harper	Wong	Foundation Management
Joshua	White	International Trade & Commerce	Victoria	Clark	Export-Import Firms	Leo	Wong	Global Supply Chains
Madison	White	Geography & Environmental Science	Sebastian	Clark	Mapmakers	Penelope	Wong	GIS Data Providers
Jack	White	History & Archaeology	Grace	Clark	Historical Societies	Henry	Wong	Archaeological Excavations
Chloe	White	Political Science & Government	Timothy	Clark	Think Tanks	Abigail	Wong	Policy

Department/Division Name University of Alabama at Birmingham

Department/Division Name: Children's of Alabama

## Objectives

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## Results

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## Discussion

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### Concluding Remarks

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## Acknowledgements

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