

Tips for Working Virtually – Week of 08.10.2020 (Language & Communications)

Happy Tuesday DOR Colleagues!

This week's working virtually tips include resources to help guide you through the ever-evolving language we use – whether for patient-facing research study materials or daily internal communication. The Kaiser Permanente Editorial Style Guide is written to serve as “the first reference that Kaiser Permanente communicators should consult on matters of style, terminology, and usage in external and internal communications.” But it is not a one-way street. The Editorial Guide staff asks for input to improve the Editorial Style Guide, and you can post your own comments/feedback.

<https://wiki.kp.org/wiki/display/KPSTYLEGUIDE/Kaiser+Permanente+Editorial+Style+Guide>

A few topics covered:

- What is preferred and when: provider, physician, clinician, doctor?  
<https://wiki.kp.org/wiki/display/KPSTYLEGUIDE/provider>
- Did you know that Kaiser Permanente draws from the Associated Press Stylebook to guide discussions of race, ethnicity, and racism?  
[https://apstylebook.com/kaiserpermanente/ap\\_stylebook/race-related-coverage](https://apstylebook.com/kaiserpermanente/ap_stylebook/race-related-coverage)

And we conclude with naming convention style tips from our own Communications department at the Division Research. (Excuse us, we mean “The Kaiser Permanente Northern California Division of Research [on second reference, the Division].”) <https://insidedor.kaiserpermanente.org/administration/communications/style-tips/>

Now doesn't “The Division” sound perfect for our own t-shirts?

Stay Healthy!

The PC Advisory Group