



REQUIRED EXPERIENCE FOR HEALTHY CAREERS

I. Introduction to the Style Guide

The Healthcare Businesswomen's Association communicates to its members and the public through printed periodicals (the *HBA Advantage*), collateral materials (such as brochures), news releases, eblasts and the website. In order to enhance its professional image, HBA members must be consistent in all of its communications.

II. Recommended References

Users of this guide may consult the following references: exceptions used by the HBA are listing in this guide.

- The primary reference is *The Associated Press Stylebook (AP)*, the prevailing guide used by journalists in the major newspapers and popular magazines.
- For spelling consult the Merriam Webster dictionary. We use American spellings for corporate materials and most chapter materials; the European chapter uses British spellings.

III. Grammar and the HBA Style

- **HBA vs. the HBA:** Because the HBA follows AP style, the association is referred to as "the HBA" except where it is grammatically incorrect: at an HBA Chicago chapter board meeting...)
- **HBA vs. Healthcare Businesswomen's Association:** Because HBA also means the Homebuilders Association, health and beauty aids, the Hawaiian Bible Association and many more, please spell out the whole name in the first mention in any document or at the podium during an event. Be sure you use businesswomen's as a possessive ('s), plural (women's not woman's) and as a compound word (businesswomen's not business women's).
- **HBA vs. chapter/affiliate:** The HBA is incorporated as The Healthcare Businesswomen's Association Inc., but we refer to ourselves as the HBA. Chapters/affiliates are required to distinguish themselves from the parent organization: the HBA (strictly speaking, there is no such entity as the corporate HBA; it is the HBA and the HBA board of directors, etc.) Therefore, each chapter and affiliate must use the full name: HBA Mid-Atlantic Chapter. **Note that HBA precedes the chapter name: HBA Metro chapter not Metro HBA.** Please be clear when referring to a chapter board member in a press release: Jane Doe, president of the HBA Europe chapter, not Jane Doe HBA president.
- **eBulletin:** The eBulletin should always be written with "bulletin" capitalized.
- **HBAAddsValue:** The enewsletter for our corporate partners.
- **HBA Advantage:** The magazine of the Healthcare Businesswomen's Association.
- **HBA Leaders' Briefing:** a monthly communication outlining key deadlines and critical information about HBA operations. Distributed via email the last week of the month to all volunteer leaders.
- **HBA Leadership Conference:** Our annual leadership conference. It is not the annual meeting. You can add the year "HBA 2011 Leadership Conference."
- **Woman of the Year Celebration:** An annual celebration each May honoring the HBA Woman of the Year, Honorable Mentor, Star Volunteer and Rising Stars. The event includes a luncheon and receptions before and after the luncheon.
- **Compound words:** The HBA uses the following as one word:
 - healthcare
 - online
 - email
 - eblast
 - website
 - enewsletter
 - kickoff



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- **Acronyms (mostly for internal use)**
 - 3BC – [Building Better Business Connections](#) (Corporate Partner only community)
 - ACE – Advancement, Commitment, Engagement Award. A program is honored, not the company
 - BH- [Blue Hornet](#), HBA's chosen eblast platform
 - BOD – Board of Directors
 - C/A – Chapters/Affiliates
 - CCP - Council of Chapter Presidents
 - CP – [Corporate Partner](#)
 - CR – Corporate Relations
 - [E.D.G.E.](#) - Empowerment, Diversity, Growth, Excellence (HBA benchmark research study)
 - EC – Executive Committee
 - EW - Executive Women
 - HBA- Healthcare (one word) Businesswomen's (plural, apostrophe before the s) Association
 - IPP – Immediate Past President
 - LC- [Leadership Conference](#)
 - LI- [Leadership Institute](#)
 - MM- [Mary Margaret Armstrong](#), HBA staff director of chapter development
 - MOU – Memorandum of Understanding
 - RS - [Rising Star](#)
 - WIS - Women in Science
 - WIT - Women in Transition
 - WOTY -[Woman of the Year](#)

A. Capitalization

1. **Job Titles:** Capitalize job titles only when they immediately precede the individual's name. After the name it is lower case. When a person has a very long title, put the title after the name to avoid clumsy syntax and too much capitalization.

- The meeting was called to order by President Susan Torroella.
- The president, Susan Torroella, made us all feel welcome.
- The president of the HBA serves a one-year term of office.
- Susan Torroella, president of the HBA and COO of MEDEX Global was quoted in the press release.
- Terri Pascarelli, pharmaceuticals, LPCV, sales strategy and alliance director at AstraZeneca serves on the HBA board of directors.

Descriptive job titles, as opposed to formal, or administrative titles, are not capitalized even when preceding the name.

- Features photographer Suzie Smith and writer Sally Verbal presented the proposal to director Noah Comment.



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Please read this excerpt from the University of Colorado style guide: “The Case for Lowercase.”

“In general, this guide recommends a lowercase style, for several reasons:

- When too many words are capitalized, they lose their importance and no longer attract attention.
- Standard style guides, including the *Associated Press Stylebook and Briefing on Media Law* and *The Chicago Manual of Style*, require lowercase letters in running text for things like job descriptions and unofficial department names.
- Copy is more easily read when it isn’t peppered with initial caps or all caps.
- Using lowercase letters in no way diminishes the stature or credibility of an individual’s position or a department’s reputation. After all, even the title “president of the United States” is lowercased in running text when it doesn’t immediately precede the president’s name.
- When writing promotional or marketing materials (such as brochures or print ads), emphasis can be achieved more effectively by the skillful use of white space, typeface, and typestyle than by excessive use of initial caps or all caps.
- Keeping everything except full, official names lowercase also simplifies decisions about when to capitalize shortened forms of official names.”

2. Committee, group, and program names: These are not capitalized if the title is a generic term. The exception is a committee with a not widely used generic term.

- The HBA president leads the board of directors.
- The first vice president serves as the executive committee liaison for the director of marketing and communication.
- The advisory board met in June.
- The Council of Chapter Presidents meets twice a year.

B. Numbers/Dates/Time

- Spell out zero to nine and any numbers that start a sentence (with the exception of a year), and first through ninth.
- Use numerals for 10 and above, ages, percentages and 10th and above.
- Spell out the month. We use the US convention with the month first, then day, then year.
- Times are noted with capital letters, no periods and a space between the number and letters.
 - The reception starts at 6:30 PM.
- Telephone numbers: Area code-Exchange-Number for US/Canadian numbers and use only spaces for numbers outside the US and Canada.
 - 215-646-9300 for use within the US
 - +1-215-646-9300 for materials used both in and out of the US
 - +41 61 696 7169 for European numbers.

C. Punctuation

- Do not use an exclamation point unless you are shouting.
- Do not underline unless it is a hyperlink.
- Create emphasis with word choice and not all caps, bold, italics, exclamation points or red text. Chose one font.
- Do not punctuate academic degrees with periods: MD, PhD
- Serial commas: Do not place a comma before a conjunction in a serial (e.g. – medical devices, biotechnology and pharmaceuticals) unless it’s needed for clarity separating complex phrases or phrases with the word “and” within them.
- Use **one** space at the end of sentences.



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- Do not use periods in abbreviations – US, UK– and acronyms –AIDS.
- Quotation marks: periods and commas always go within quotation marks; dashes, semicolons, question marks and exclamation points go within the quotes when they relate solely to the quoted information – they go outside the quotes when they apply to the entire sentence.
- Colons: capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence (e.g. – She promised this: Women will one day be equally represented in the board room.) Colons go outside of quotation marks, unless they are part of the quoted material. Use one space after a colon.
- Ellipsis ... There should be a single space before and after an ellipsis.
- Ampersand: write out the word and unless it is a registered company name. (Suzie leads the research and development at her company, Johnson & Johnson.)
- Bulleted lists: The HBA style is to capitalize the first word of the bullet and only use punctuation if the bullet is a complete sentence.

D. Use of States and State Abbreviations

- Use two-letter Postal ZIP Code abbreviations or the full name of the state.