



Commonly Used Words and Terms

- A** **ages 1+, ages 18+** (*not aged, not 18 and older*)
a.k.a.
at-a-glance
auto follow-up
Automated Assistant
auto-renew
- B** **behavioral health**
behind-the-scenes
birth date
Board (*e.g., We got approval from the Board*)
board-certified physicians
bot (*unspecified; Intro Bot and Question Bot, Treatment Bot as proper nouns*)
break room
- C** **Care Plan**
checkups (*no hyphen*)
Clinical Note
Clinician Console, "the Console"
copay
Core Values (*initial capped; Note: Individual Core Values are also initial capped, e.g., Relentless Improvement*)
COVID-19 (*not Covid or Covid-19*)
COVID-19-related, COVID-19-like (*two hyphens*)
- D** **day one**
D.C.
degrees (*spell out*)
direct-to-consumer, DtC (*abbrev.*)
- E** **on Earth**
e.g., (*when giving examples, followed by comma*)
email
etc. (*has a period*)
Executive (*e.g., Talk to your Executive; Our Executive team*)
- F** **follow-up** (*as a noun*)
follow up (*as a verb*)
fractions (*spell out and hyphenate, e.g., two-thirds*)
frontline (*of healthcare*)
Full-time In-office (*remote-friendly job category*)
- G** **gamechanger**
game-changing
- H** **hand-off**
healthcare
high-quality care
- I** **i.e.**, (*in other words; always use comma after*)
Internet
- J** **Job titles** (*lowercase unless preceding an individual's name; e.g., chief medical officer, chief people officer; e.g., 98point6 Chief Marketing Officer Samantha Bergin*)
- L** **login** (*"Use your login to access."*)
log in (*"Log in to the site and call customer support."*)
long-term
- M** **Management**
MD (*no periods*)
multitasking
- N** **near-term**
near-real-time
- O** **OK** (*Note: a change to previous*)
onboarding
on-demand
on-site
- P** **payer**
pediatrics
PhD (*no periods*)
pre-existing (*hyphenated*)
preventive (*not preventative*)
primary care
- Q** **Q&A**
Question Bot
- R** **record-sharing**
re-evaluate
roadmap
rollout (*as noun or adjective*) vs. **roll out** (*verb*)
- S** **self-insured employers**
short-term
smartphone
spring, summer, winter, fall (*use lowercase as general nouns*)
startup (*as a noun*)
start up (*as a verb*)
straightforward
subtasks
subsections
subscription (*how we refer to our consumer plan and in consumer-facing materials; membership-based is used to refer to our business model*)
symptom checkers

- T** **Team names** (initial cap name and lowercase team, e.g., *Marketing team, Medical team*)
technology-augmented
text-based care (avoid using “text” alone in messaging. Instead, use *text-based* or *in-app messaging*)
toward (not *towards*)
trade-off (a change to previous; hyphenated is our style moving forward)
- U** **U.S.**
U.S.-based
up-to-date

- V** **vs.**
visit ready (no hyphen)
visit history (lowercase)
- W** **website**
well-being
white paper
Work From Anywhere (remote-friendly job category)
Work From Seattle (in-office or at-home) (remote-friendly job category)
write-up

Numbers

- 98point6** (not *98.6* and never possessive. **INCORRECT**: *98point6's*)
98point6 Inc. (no comma)
24/7 (not *24x7*, not *24/7/365*)
one, two, three, four, five, six, seven, eight, nine, 10, 11, 12... (usually in copy, unless numeric needed for emphasis)
Dates - August 18, 2019 or 8/18/19 (Don't do *18th* for date; don't do '19 for year)
Fractions - two-thirds (not $\frac{2}{3}$)

- Percent** - 90% (not *percent*)
Time - 4:55 pm; 2 am (space between numbers and *am/pm*; never periods with *am/pm*)
Time spans - Use “to” to separate time span if they are not uniform *am* or uniform *pm*. (e.g., *Noon to 1 pm*); Use en dash if uniformly *am* or *pm* (e.g., *9–11:30 am*)
Time zones - Always *ET, PT* (e.g., *9 am ET*) (**INCORRECT**: *EST, PDT, Pacific Time*)

Punctuation, Symbols and More

- Ampersand, &** - Don't, unless part of a proper name (*Johnson & Johnson*) or generally accepted term (*P&L*)
Attribution - Em dash, no space (e.g., *—David McCune*)
Contractions - Use them (e.g., *If you're facing similar challenges vs. If you are facing similar challenges...*)
Degrees - 90 degrees (do not use symbol)
Ellipsis - Three dots only; no spaces on either side (e.g., *Takes seconds to sign up...great doctors!*)
Em dash - Looks like this—and has no spaces on either side
En dash - Looks like this—and has no spaces on either side

- Exclamation point** - Generally best to avoid altogether. If you must, use only once per communication.
Footnotes - Go outside the period
Forward slash - No spaces on either side. (If needed cosmetically, can be evaluated on a case-by-case basis.)
Quotes - Look like this ‘ ’ Should always be curved “smart quotes,” not straight “dumb quotes” like ‘ ’ or “ ”
Serial comma - Don't (e.g., *For copy questions ask Tess, Jenna or Sam*)
Spacing after a period - One (not two)
Underline - Don't, unless hyperlinking