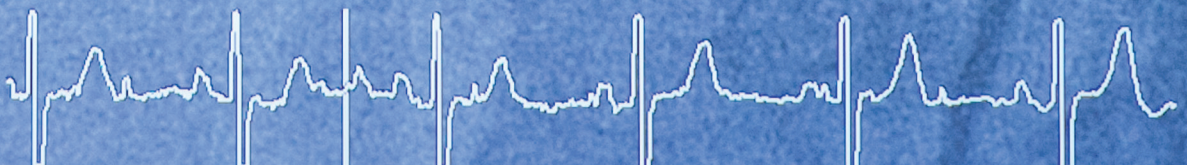


Design for the Healthcare Industry



The image shows a large white logo on a glass window. The logo consists of a stylized 'M' followed by the text 'Northwestern Medicine' with a registered trademark symbol. The background is a blurred view of a city street with cars and buildings.

M Northwestern
Medicine®



Help bring our brand to life!

Our Brand Center offers a variety of resources, tools, downloads and tips so that we can all help build the Northwestern Medicine brand with clarity and consistency. Use this site as an ongoing reference and resource. Visit often to find new postings.

Quick Links

- [Brand Guidelines](#)
- [Visual System](#)
- [Choosing a Logo](#)
- [Logo Placement](#)
- [Logo Downloads](#)
- [Photo Downloads](#)
- [PowerPoint](#)
- [Email Signature](#)



Learn more about our brand and how you can help bring it to life.



Find our visual brand identity guidelines and logo downloads.



Select and download business templates and order branded materials.

Northwestern Medicine
Northwestern Memorial University Feinberg School of Medicine transform healthcare through excellence and breakthrough research. It's also our master brand identity so that we clearly communicate our mission.

Find a guide to editorial style and other editorial resources.



Learn about our visual style and download images for business use.



Find answers about our transition to the Northwestern Medicine brand.

For email signature instructions, [click here](#).

Questions about the brand? [Contact us](#).



Psychiatry and Behavioral Sciences

and the Norman and Ida Stone Institute of Psychiatry

Northwestern Memorial Hospital
Northwestern University Feinberg School of Medicine

Connections Home

NM Downtown

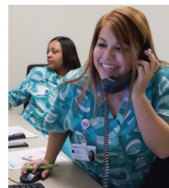


nmquestions@nm.org

DO YOU HAVE QUESTIONS ABOUT OUR HEALTH SYSTEM?

A new email address – nmquestions@nm.org – is now available.

1 2



EMPLOYEE ANNUAL MEETINGS ARE ON THEIR WAY!

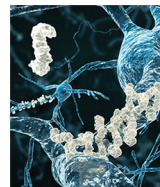
A MESSAGE FROM DEAN M. HARRISON

What our patients are saying

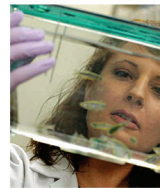
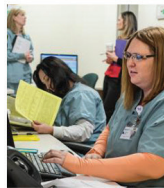
'PEACE OF MIND' FOR ONE OF OUR OWN

SOCIAL WORKER ASHLEY KAPPMAYER, LCSW, EARNS A PATIENTS FIRST AWARD.





CLICK FOR MORE.




Follow Us!



NORTHWESTERN MEDICINE BY THE NUMBERS

 600,000 Together we serve more than 600,000 patients.	 60 Sites of care and growing.	 3,400 A faculty of 3,400 conduct research and teach future physicians.	 25,000 A workforce of 25,000 strong.
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Twist Out Cancer Annual Report 2022



Mary Angel Warrior

By Kate Van Doren

Inspired by Mary Jenkins, two-time Breast Cancer – Invasive Ductal Carcinoma Triple

Twist Hearts

an all-ages Twistshop series
exploring love through creative arts



Private, Corporate, and School-Based



Almost Home Kids™

Share the Care

2022 Annual Report





Transitional Care is the bridge between hospital and home for a child who is clinically ready for discharge from a hospital, yet important factors need to be considered in order to bring the child home safely.

Almost Home Kids provides a bridge from hospital to home through an innovative community-based care system for children with medical complexities. We respond to the needs of families, train caregivers, offer respite care, advocate for accessibility and inclusion and educate healthcare professionals.

Learn how we do it [here](#).



AA

almosthomekids.org



profile | logout

Policies ▾ Case Management ▾ Clinical ▾ Operations ▾ Resources ▾ EPIC ▾



The Almost Home Kids Playbook provides documentation of all AHK policies and procedures for the start-up and operation of a successful new AHK facility. The Playbook incorporates "lessons learned" for helping families make the transition from a hospital to home with a child that is medically fragile. It provides clinical checklists and caregiver training guides, case management tools and hyperlinks to key government agencies. On the operational side, the Playbook provides detailed guidelines for billing as well as volunteer orientation notes, fund raising tips and much more.

User Profile

Logout

New to the Playbook!

This section will be utilized to post any updates regarding additions or changes to the Playbook.

The Verigene™ System

The new standard for molecular testing.

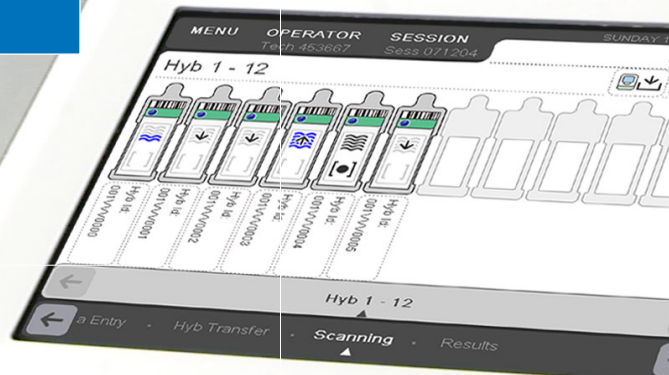
This elegantly simple system for testing DNA, RNA and proteins introduces a revolutionary step forward in molecular testing. Delivering unparalleled accuracy, the Verigene System is remarkably easy to use from start to finish.

Objective results are achievable in less than one hour of processing time without PCR, specialized labor or extensive training of laboratory staff. This is due to the advances of the Verigene System's automated assay process and pat-

ented ClearRead™ nanoparticle probe technology. With the affordable Verigene System, a virtually limitless range of molecular diagnostics assays can be performed wherever and whenever they are needed.

One
System.

Infinite
Assays.



The ADA Signature

Signature Orientations

The signature is provided in two different orientations, stacked and horizontal. Having the option of two signatures, one vertical and one horizontal, provides flexibility for designing various layouts.

- Never use the symbol alone.
- Never alter the spatial relationship between the symbol and typography.
- Only the stacked vertical and horizontal signatures may be used, no other configurations are allowed.



ADA American
Dental
Association®

Stacked vertical



ADA American Dental Association®

Horizontal



The endorsement by the American Dental Association appears on consumer products nationwide



An report highlighting the scientists at the Brain Research Foundation of the University of Chicago is helping to study all aspects of the brain

Our State of the Art Facility

Our first priority is treating you as efficiently as possible. That's why we've established an advanced facility with all the equipment necessary to diagnose and treat you in one convenient location. In one office visit, you can receive diagnostic tests, preliminary results and a recommended treatment plan. Not only does this save you time, it's a way for us to ensure the speed and accuracy of your diagnosis. We've also integrated technology into your medical care in ways that actually help you better understand your health.



CT Scans

At Northwestern Nasal + Sinus, we invest in the latest technologies that help us diagnose and treat your nasal and sinus conditions. Our new on-site CT scanner, one of the most advanced models in the US, provides ultra-high resolution scans in a matter of minutes. When performed at our office, CT scans can expedite your diagnosis by providing your doctor with an immediate view into your sinuses. That helps us treat you as soon as possible so that you can experience relief.

While you may have to wait weeks for an appointment at an imaging center, same-day appointments are often available at our office. All scans are completed by a certified CT Technologist and analyzed by an experienced radiologist from Global Medical Imaging Group. When you have a sinus scan, your doctor will review the preliminary results with you immediately, so you don't have to schedule an additional appointment. If you receive any other type of scan, the radiologist will review your results and issue a report to your doctor within 24-48 hours.

Best of all, you can relax in familiar surroundings where we always emphasize your comfort.

CT scans are painless exams used to provide doctors with a detailed view of virtually any part of the body. Our advanced CT scanner captures precise images in as little as 2 minutes.



ADA American
Dental
Association®

nsa **Northwestern
Surgical** Associates

M **Northwestern
Medicine**®

MDI Molecular Diagnostics


Thyroid Surgical Clinic

 **Almost Home Kids**
Share the Care

TWIST
OUT
CANCER


NN
NORTHWESTERN NASAL + SINUS


HealthLink

CLINCO


HARSHA
BEHAVIORAL CENTER

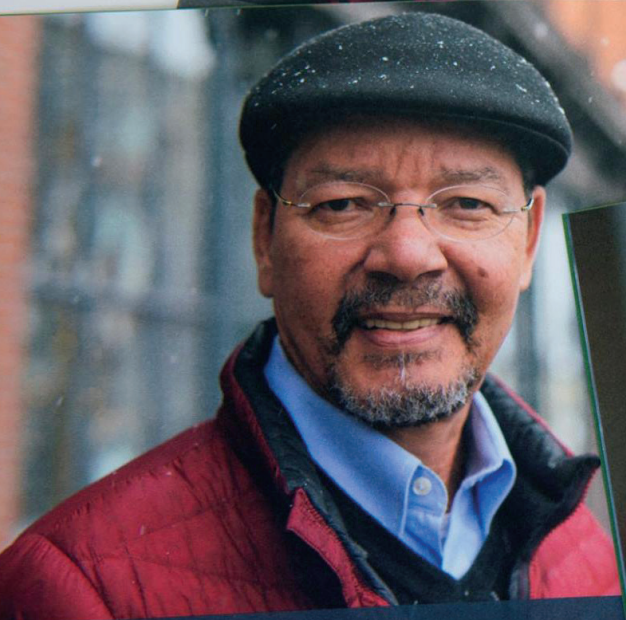

LYNN SAGE
BREAST CANCER
FOUNDATION



Measuring our Success

Over the course of the five-year plan, we will be using the following methods to track and measure our success:

- Patient engagement surveys (HCAHPS)
- Global diversity and inclusion benchmarks
- Employee and physician surveys
- Biannual UVM Medical Center assessments



What we Mean by Equity, Diversity and Inclusion

Our Goals

Our strategic direction is outlined here.

Goal 1
Declare our commitment

Goal 2
Develop the infrastructure

Goal 3
Implement a core strategy for staff so that employees can contribute to Equity, Diversity and Inclusion

Goal 4
Identify and address our community's needs

Goal 5
Develop a culture of inclusion

Goal 6
Assist in the recruitment and retention of diverse staff

Over the past few years in Vermont, we've come to a tipping point: People of color are no longer asking for change; we're demanding it. The work of the Equity, Diversity and Inclusion Council reflects this movement, and on a personal level, it fulfills its purpose—to create ideas that feed the common good. The Council is a microcosm of all that the UVM Medical Center can be: passionate people working to create a culture in which people from all backgrounds are human to each other. It's simple as that."

Colston, Director

member serving on the

"As a physician and researcher, I've come to believe in the power of collective wisdom. The process of gathering diverse experience and perspectives is not only deeply rewarding. . . it leads to the best conclusion. During my many years as a medical student and a physician, I've been speaking to an entire staff



The UVM Health Network Care Coordination System

Impact Report
June 2022

THE
University of Vermont
HEALTH NETWORK

Confronting the Opioid Crisis

Stories of Partnership, Innovation and Discovery

Plattsburgh Emergency Department reduces opioid prescriptions by 40% using data-driven approach



Champlain Valley Physicians Hospital (CVPH) Emergency Department physicians are working to prevent more patients from becoming addicted. Daniel Anhalt, MD, explains how data and technology help to meet the needs of patients while reducing exposure to opioids.

Caring for the Most Vulnerable Victims of the Opioid Crisis: Newborns



Registered Nurse Courtnee Davenport has cared for newborn children and mothers at University of Vermont Health Network–Alice Hyde Medical Center for a decade. But she can remember her worst brush with Neonatal Abstinence Syndrome (NAS) like it was yesterday.

Creating a welcoming environment in Elizabethtown to help those facing substance use disorder



The emergency department at UVM Health Network–Elizabethtown Community Hospital and its Ticonderoga Campus, led by David W. Clauss, MD, seeks to reduce stigma and erase judgment when treating patients with opioid use disorder.

[Click to Learn More](#)



A Focus on Evidence-Based Hope and Healing

Confronting the Opioid Crisis

Stories of Partnership, Innovation and Discovery



Most primary care physicians don't provide substance abuse treatment, but that is changing in Vermont.

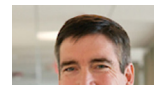
Vermont primary care physicians found a way to be part of the solution to the opioid crisis facing the state and become a leader in the Nation.

Recovery coach finds meaning and hope in helping patients find treatment



Hilary Denton, a Peer Recovery Coach with Turning Point Center of Central Vermont, describes her work supporting patients struggling with substance use disorders who seek treatment in the Emergency Department at UVM Health Network – Central Vermont Medical Center.

Reflections on the opioid crisis from Interim President, Steve Leffler



Stephen Leffler, MD, saw the opioid epidemic develop first-hand treating patients in the University of Vermont Medical Center's

For high-quality health care and
the latest in medical technology,

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