

Interim Brand Direction and Usage Guidelines

*A Guide to Consistent Communication and
Style Post-SLUCare Physician Group / SSM Health
Integration*



SAINT LOUIS UNIVERSITY
—
SCHOOL OF MEDICINE

FOR INTERNAL USE ONLY BY SLU SOM FACULTY WHO ARE SSM EMPLOYEES

Interim Brand Direction and Usage Guidelines

SSM Health /SLUCare Physician Group

INTERNAL USE ONLY-FOR SLU School of Medicine Faculty who are SSM (Clinical) employees

Purpose

This document is intended to help SLU School of Medicine Faculty who are SSM Health employees consistently message the partnership with SSM Health and SLUCare Physician Group and their affiliation with the brand.

This is an interim document to meet the branding needs and serves as a guide to consistent communications and style. This document will continue to evolve as we learn more about SSM Health and School of Medicine branding and image studies, which will help determine the final brand identity and voice in regard to the integration.

Goal

Help ensure a stronger, more consistent image for the SLU SOM brand as it relates to the SSM Health and SLUCare Physician Group integration.

This document includes guidance on:

- How to reference the SSM Health and SLU School of Medicine partnership
- Brand voice- how we message/talk about the partnership
- Email signature guidance
- Publication reference guidance
- Mission Statements

Questions? Contact Christine Winter, Director of Communication, School of Medicine at Christine.winter.1@health.slu.edu

Brand

Words and phrases used to communicate (verbal and written) the partnership and each individual brand.

Partnership Reference

SLUCare Physician Group - The Academic Medical Practice of SSM Health

- SLUCare Physician Group is now part of SSM Health. Building on a decade-long partnership and shared mission to provide high-quality compassionate care across the St. Louis region and beyond.
- SSM Health, SLUCare Physician Group, and Saint Louis University School of Medicine have partnered for decades to deliver exceptional care at SSM Health Cardinal Glennon Children's Hospital, SSM Health St. Mary's Hospital and more recently, at SSM Health Saint Louis University Hospital.
- Ownership of SLUCare Physician Group has transitioned from SLU School of Medicine to SSM Health.
- A fully integrated SLUCare Physician Group into SSM Health will provide the community with improved and seamless access to all levels of care, from primary care and preventive services to highly specialized quaternary procedures and clinical trials that can deliver potentially breakthrough life-saving treatments.
- The agreement represents a significant investment in the Saint Louis University School of Medicine to expand clinical research, medical training, and education in the region.
- Both SSM Health and SLUCare Physician Group are committed to ensuring a seamless transition.
- Patients of SLUCare Physician Group will experience no disruption in their health care providers or location of healthcare services.
- Features more than 600 physicians who are also faculty members and/or researchers at Saint Louis University School of Medicine.
- SLUCare physicians are the most highly trained in their fields, offering a higher level of knowledge and care that can only be provided through an academic medical practice, delivered in a compassionate, patient-focused way.
- More than 50 specialties in all.
- National and international experts, renowned for research and innovations in medicine.
- Physicians have achieved many scientific discoveries, pioneering new ways to prevent, diagnose, and

Brand

treat diseases.

Brand

Words and phrases used to communicate (verbal and written) the partnership and each individual brand.

Partnership Reference

Saint Louis University School of Medicine – Excellence in Medical Education

- Founded in 1818, Saint Louis University is one of the nation's oldest and most prestigious Catholic institutions.
- Saint Louis University School of Medicine has a long tradition of excellence in teaching, research and patient care. Established in 1836, the school has the distinction of awarding the first medical degree west of the Mississippi River.
- The mission of the Saint Louis University School of Medicine is the pursuit of excellence in education, research, clinical care, and community engagement through professional development, collaboration and social justice.
- We embody Cura Personalis "Care for the individual person."
- The school is a leading center of research in five key areas: cancer, infectious disease, liver disease, aging and brain disorders, and heart/lung disease.
- As one of only nine NIH-funded vaccine research institutions, SLU's Center for Vaccine Development conducted pivotal research on the H1N1 influenza vaccine. The center has also conducted extensive research on biodefense, flavivirus, influenza, respiratory syncytial virus (RSV) and tuberculosis vaccines.
- Our work at the Saint Louis University School of Medicine goes beyond training physicians to be scholars of the human body. We graduate doctors who appreciate humanistic medicine, concern themselves with the sanctity of human life and commit to dignity and respect for all patients. In short, the medicine we practice is changing lives for the better.
 - 15 Clinical Departments
 - 3 Basic Science Departments
 - Health & Clinical Outcomes Research (HCOR)
 - 11 Centers and Institutes
 - 720 Undergraduate Medical Students
 - 640 Graduate Medical Education Students/Residents
 - 120 Masters/PhD Graduate Medical Students
 - 48 CME Conferences/Symposia

Brand

- 64 CME Regularly Scheduled Series

Email Signature Usage & Guidelines

School Of Medicine Branded Email- Use For Research And Academic Topics



Name
Title
Department | Division
Saint Louis University School of Medicine
1402 S. Grand Blvd, St. Louis, MO 63104
Phone: 000-000-0000; Fax: 000-000-0000;

email@health.slu.edu

Social Media:

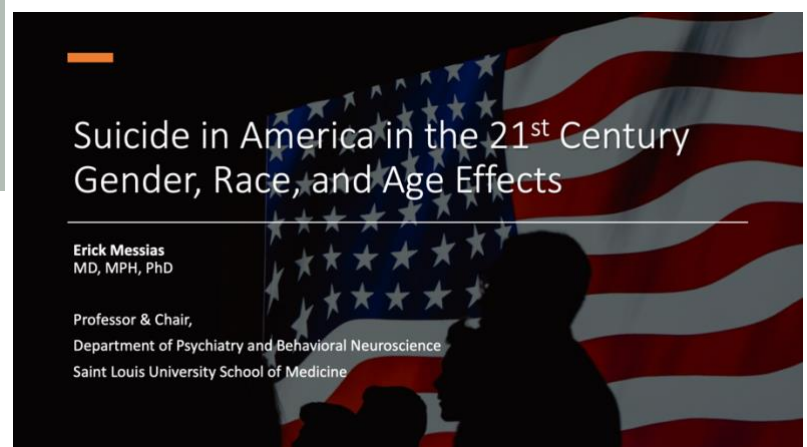
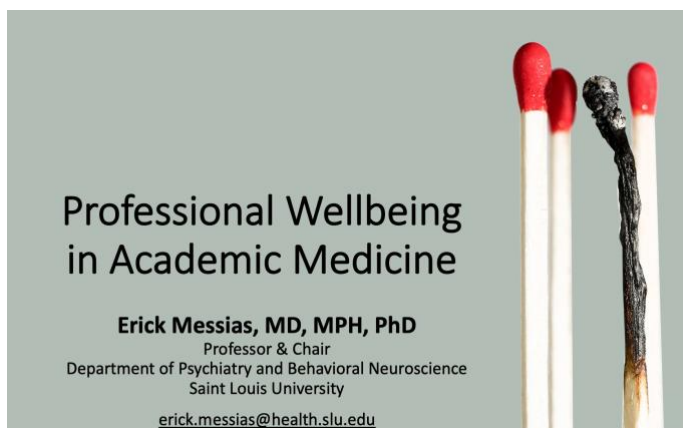
slu.edu/medicine | slucare.com

Identity For Speaking Engagements & Publications

Use for Research and Academic topics:

- Listing your information should appear as follows
- Name, Department/Institute, Saint Louis University School of Medicine

Example Slides



Logo

A strong logo represents its organization clearly and consistently. When the many departments, offices, and centers at SLU all use the official logos, a unified visual identity emerges. This identity gains recognition of individuals, labs, clinics, and departments and contributes to the reputation of the institute as a whole.

School of Medicine Logos

Use For:

- Research
- Education- materials for students and staff
- Communication that has mixed clinical and non-clinical audiences



For use on a white background



For use on a dark background - preferable (SLU colors)

Appendix

[Saint Louis University Branding and Identity Guidelines](#)

[Saint Louis University School of Medicine Communication website – access to logos, guidelines, and PowerPoint templates](#)

About SLU School of Medicine

The mission of SLU School of Medicine is the pursuit of excellence in education, research, clinical care and community engagement through professional development, collaboration, and social justice. Our educational approach embraces integrated activities in basic and clinical research: the provision of patient-centered, compassionate, culturally competent health care; and engagement with the community through public service. Grounded in an understanding of the scientific method and an appreciation for personal commitment and service to others, these diverse educational experiences prepare individuals for careers and leadership roles in medicine and the medical sciences.

About Saint Louis University

The Mission of Saint Louis University is the pursuit of truth for the greater glory of God and for the service of humanity. The University seeks excellence in fulfillment of its corporate purpose of teaching, research, health care and service to the community. It is dedicated to leadership in the continuing quest for understanding of God's creation and for the discovery, dissemination and integration of the values, knowledge and skills required to transform society in the spirit of the Gospels. As a Catholic, Jesuit university, this pursuit is motivated by the inspiration and values of the Judeo-Christian tradition and is guided by the spiritual and intellectual ideas of the Society of Jesus.

Founded in 1818, Saint Louis University is one of the nation's oldest and most prestigious Catholic institutions. Rooted in Jesuit values and its pioneering history as the first university west of the Mississippi River, SLU offers more than 13,500 students a rigorous, transformative education of the whole person. At the core of the University's diverse community of scholars is SLU's service-focused mission, which challenges and prepares students to make the world a better, more just place.

About SSM Health

Founded in St. Louis in 1872, SSM Health is a Catholic, not-for-profit health system serving the comprehensive health needs of communities across the Midwest through a robust and fully integrated health care delivery system. The organization's nearly 40,000 employees and 11,000 providers are committed to providing exceptional

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health care services and revealing God's healing presence to everyone they serve.



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