

Centering® Communication Guidelines



The Centering® Healthcare Institute marketing team has established the following guidelines for our Centering practice sites to use for their own marketing and communication plans. Please use these guidelines when developing your own marketing strategies, creating promotional material, and when engaging in media opportunities (i.e. newspaper or online articles, TV news segments, etc.).

We sincerely appreciate your adherence to these marketing efforts. Although we do not require CHI approval of your created materials, we would love to see them! We're happy to support you by giving feedback and to confirm brand consistency.

If you have any questions about these guidelines or need other marketing assistance, please don't hesitate to reach out to us at media@centeringhealthcare.org.

What Is Centering?

When asked about or in describing Centering®, CenteringPregnancy® or CenteringParenting® you can use the descriptions below verbatim or as a guide. You are welcome to adapt these descriptions to accommodate your practice site's own tone, messaging and targeted audience.

Centering®, a transformative, evidence-based model of group medical care that brings patients out of the exam room and into a comfortable group setting. Clinicians see a group of 6-12 patients with similar health conditions who receive the highest quality of care and, as part of an ongoing group, form a supportive community where they gain, knowledge, skills and confidence. The Centering model utilizes a facilitative process that incorporates health assessment, interactive learning and community building to help support positive health behaviors and drive better health outcomes.

CenteringPregnancy® brings 8-12 pregnant women who are due around the same time together for routine prenatal care. Each of the 10 visits is 90 minutes to two hours long—giving women ten times as much time with their provider team. During the visit, the women engage in their care by taking their weight and blood pressure, recording their own health data, and having private time with their provider for a belly check. This active participation makes them more aware of their results and what it means to their health and their baby's health. The remainder of time is a facilitated discussion on health topics related to their pregnancy. The women learn from their provider and from one another. This group time connects them to each other, creates support and fosters their strengths.

CenteringParenting® provides family centered well-child care for the first two years, continuing from CenteringPregnancy or starting when 6-8 parents and infants of the same age are brought together for care. In each two-hour visit parents have a one-on-one assessment with the

provider and then time for group discussion. Parents are actively involved in their child's assessment at every visit: tracking growth, development, immunizations and oral health. Individual well-child health assessments, immunizations and developmental screenings follow the Bright Futures™ nationally recognized guidelines. An emphasis on family, self-care, wellness and women's health is woven throughout.

CenteringHealthcare® is the group healthcare framework for other health conditions and patient populations (i.e. diabetes, HIV, opioid addiction, transgender, etc). Similar to the other models, CenteringHealthcare offers medical/clinical care in a group setting following nationally recognized care guidelines.

Accuracy

Centering is clinical care. When you are promoting or describing Centering or the group models, please use the word “clinical care,” “healthcare” or “group healthcare” and avoid words like “support group,” “class” or “program.”

Registered Trademark

These are Centering Healthcare Institute's current registered trademarks:

Centering®

CenteringPregnancy®

CenteringParenting®

CenteringHealthcare®

The registered trademark symbol (®) only needs to be used in the first appearance of each of the three registered trademarks and not every time the name is used throughout a document. If the logo appears first, that counts as first appearance.

For example, this is what a sentence looks like if the trademarks are first appearing:

CenteringPregnancy®, CenteringParenting® and CenteringHealthcare® are Centering® group healthcare models.

Once the trademarks have already appeared you can continue writing the trademarks without the symbol:

CenteringPregnancy, CenteringParenting and CenteringHealthcare are Centering group healthcare models.

Here are some helpful keyboard shortcuts for the registered trademark symbol:

Microsoft Word Shortcut for ® is Alt+0174

Mac shortcut for ® is Option Key and press, R

Please note that our organization is called Centering Healthcare Institute. “Centering Health” and “Centering Healthcare” were used in past branding and marketing materials to refer to our organization but we are no longer use these names. If you have materials that have this branding or naming, we gratefully ask that you update them to Centering® Healthcare Institute.

Context

The trademark can be used as an adjective, noun or verb. Examples of such cases are as follows:

ADJECTIVE: CenteringPregnancy prenatal care brings 8-12 women who are due around the same time together.

NOUN: CenteringParenting provides family centered well-child care for the first two years.

VERB: Are you Centering?

Font Style

At CHI, we use Museo Slab for headline fonts and Gotham for body fonts in our own professionally made materials. These two fonts are not typically included in computer operating systems, so you might need to purchase them from a site like MyFonts.com. If this is not something you are able to do, using Calibri or Arial are the recommended fonts to use instead.

Spacing

Individual words in the CenteringParenting and CenteringPregnancy trademarks are always written together **without** any spaces in-between.

CORRECT: CenteringPregnancy® and CenteringParenting® are Centering® group healthcare models.

INCORRECT: Centering Pregnancy and Centering Parenting are Centering group healthcare models.

Capitalization

The first letter of each word within the trademarks is always capitalized

Centering

CenteringPregnancy
CenteringParenting
Centering Healthcare Institute