

# Bozeman Health

## Bozeman Health Naming Conventions

Bozeman Health is a nonprofit integrated healthcare delivery system. We appreciate your adherence to our proper naming conventions. Contact [marketing@bozemanhealth.org](mailto:marketing@bozemanhealth.org) with any questions.

- **Bozeman Health**—use when referencing Bozeman Health as the entire health system. Bozeman Health is not one location. **It is not appropriate or correct to say, *the individual was taken to Bozeman Health for evaluation*.** The specific medical center/care site must be referenced when speaking to where an individual is taken for care or when speaking about a specific care site. It is also not appropriate to use the term “hospital system” in any reference. Bozeman Health is an integrated healthcare delivery system with two medical centers and multiple care sites under the health system umbrella.
- **Bozeman Health Deaconess Regional Medical Center**—located at 915 Highland Blvd. in Bozeman. Use full name on first reference; Deaconess Regional Medical Center is appropriate on second reference. DRMC may be used in internal communications only. No other variation is correct. Deaconess Hospital, Bozeman Deaconess, or Bozeman Deaconess Hospital are all incorrect and should not be used in any reference.
- **Bozeman Health Big Sky Medical Center**—located at 334 Town Center Ave. in Big Sky. Use full name on first reference; Big Sky Medical Center is appropriate on second reference. BSMC may be used in internal communications only. No other variation is correct.
- **Bozeman Health Hillcrest Senior Living**—located at 1201 Highland Blvd. in Bozeman. Use full name on first reference; Hillcrest Senior Living is appropriate on second reference. Use the specific community living name if appropriate or suitable to the news piece:
  - Bozeman Health Hillcrest Senior Living Aspen Pointe (Independent Living)
  - Bozeman Health Hillcrest Senior Living Birchwood (Assisted Living)
- **Bozeman Health Belgrade Clinic**—located at 206 Alaska Frontage Road in Belgrade. Use full name on first reference; Belgrade Clinic is appropriate on second reference.
- **Bozeman Health Cottonwood Clinic + Surgery Center**—located at 875 S Cottonwood in Bozeman. Use full name on first reference; Cottonwood Clinic is appropriate on second reference.
- **Bozeman Health clinics and employed physician practices**—typically Bozeman Health followed by the specialty, e.g., Bozeman Health Pediatrics or Bozeman Health Family Medicine.
- **B2 MicroCare, B2 UrgentCare, B2 VirtualCare** —retail health care sites powered by Bozeman Health. The "B" is followed by the numeral 2. There is a space between B2 and the service type. The clinic type is written with capital first letters and no space between the words. The location follows the retail health name. i.e. B2 UrgentCare Belgrade, B2 MicroCare Four Corners, etc.