

BRAND GUIDELINES

This document introduces the brand strategy, visual identity, voice and tone for NewYork–Presbyterian.

From language to imagery to design to audio, we aim to have work feel cohesive no matter which group is creating it, ensuring consistency across communications and materials developed for internal and external usage.*

*These guidelines should be used for all NewYork–Presbyterian communications and materials including, but not limited to, marketing, advertising, patient communications, employee communications, partner communications, HR/talent, recruiting materials, development and fundraising efforts and corporate events.

Assets found in this document can be sourced at:
NYPBRANDCENTER.ORG

Brand DNA	04	Type	34
Brand Purpose Brand Platform		GT America Alternative Typefaces Typography in Use	.
Brand Voice	06	Photo	39
Messaging/Tone Do's and Don'ts of Stay Amazing In Practice		Photo Principles and Retouching	
Color	10	Application	43
Color Palette Color Palette Do's Color Palette Don'ts Secondary Colors		Out of Home Print Digital	
		Templates	48
Logo	15	Layout Philosophy + Grid Business Cards Appointment Cards Letterhead Envelope Journal Ads Trifold Brochure Full-Page Brochure Newsletter Email Signature Use of Name in Print	
Square Logo Square Logo Usage Square Logo Don'ts Horizontal Logo Horizontal Logo Usage Horizontal Logo Don'ts Logo Special Case Usage Hospital Specific Logos Academic Partner Logos Academic Partner Logos Don'ts "Stay Amazing" Type Lockup "Stay Amazing" Type Lockup Don'ts NewYork-Presbyterian Logo + Academic Partner Logo Lockups NewYork-Presbyterian Logo + "Stay Amazing" Box Lockup NewYork-Presbyterian Logo + "Stay Amazing" Box Lockup Don'ts NewYork-Presbyterian Logo + "Stay Amazing" Box Lockup + Academic Partners			

**BRAND
DNA**

Brand Purpose

Founded 250 years ago, NewYork–Presbyterian has a long legacy of medical breakthroughs and innovation, from the invention of the Apgar score to pioneering the groundbreaking heart valve replacement procedure called TAVR.

In collaboration with two prestigious academic institutions, Columbia and Weill Cornell Medicine, NewYork–Presbyterian is consistently recognized as a leader in medicine, groundbreaking research and innovative, patient–centered clinical care.

We provide the highest–quality, most compassionate care and service and uphold a strong commitment to health equity.

We have some of the best doctors and leading healthcare experts in the United States. We have access to the latest technology and clinical trials. And we have expertise across more than 50 specialties.

As patients’ needs evolve, NewYork–Presbyterian is redefining world–class healthcare by bringing expertise, technology and empathy to every community.

STAY AMAZING

Our previous campaign was a foundation to highlight the accomplishments of the institution. “Stay Amazing” expands upon existing brand attributes, tone and tagline, to now emphasize the amazing patients we’ve cared for. It spans from the everyday to the extraordinary.

Our brand manifesto communicates world-class expertise, building the reputation of a leading academic healthcare system, to increase brand recall, relevancy and consumer connection.

We no longer use the tagline “Amazing Things Are Happening Here.” For any materials it appears on, it should be replaced with “Stay Amazing.”

Amazing.

Most often it’s something we just witness. Something we only see on TV, or read about in the history books. But let’s throw humility out the window for a second. “We” are all amazing.

That’s a fact.

And no one can tell us any different. We are made from trillions of molecules. We can create new life. And you know what it takes to stop us?

A lot.

And what does amazing need to stay amazing? It needs doctors from the most prestigious schools in the nation, the latest technology and empathy to care for every last one of us.

The truth is, we are all amazing. But you already know, don’t you.

**BRAND
VOICE**

Messaging / Tone

With our “Stay Amazing” campaign, we set out with an imperative to make our patients feel good.

There are lots of boasts and numbers thrown around in the hospital advertising landscape — and make no mistake, NewYork-Presbyterian is a top institution. Our doctors are from two world-class academic institutions — Columbia and Weill Cornell Medicine.

We showcase our leading position by exuding confidence, while never being braggadocious.

We aim to wrap all we do in empathy and a clear feel for humanity while never feeling clinical.

Our use of “Stay Amazing” is meant to encourage and inspire those who are rallying or have rallied back from a health issue and those who proactively seek our help to remain at their best.

We highlight capabilities of world-class doctors in **humble, patient-centric** ways.

We do so through communicating facts or stories about our accomplishments in order to give the public the information to make the best decisions for their health.

DO's and DON'Ts of Stay Amazing

DO's:

- Ensure that there is humanity captured in each communication
- Use common language
- With few exceptions, it is best used as a closing, graphic declaration before the NewYork-Presbyterian logo
- When judging a creative piece, ensure the message and visuals are in service of people who “Stay Amazing”
- In out-of-home, using portraits, “Stay Amazing” in white functions as a celebratory stamp

DON'Ts:

- Do not start a sentence with “Stay Amazing”
- Do not use “Stay Amazing” for anything internal (employees, nurses, etc.). It is always meant to be a reflection of our patients, not us.
- Do not use heavy medical jargon in patient/consumer-facing communications without providing some sort of context or explanation.
- Don't be too cute with language (e.g., don't use puns)



In Practice

It should feel:

Empathetic, human and not clinical

We choose to show people doing their best as a result of receiving our care. We celebrate their health or recovery, and don’t dwell on a person’s ailments.

Attention grabbing, mixed with humanity

We look to grab attention with short and punchy lines that are humble, in a patient-centric way. We aim to create experiences and communications that elevate the health of all New Yorkers and patients in novel and intelligent ways.

Confident and assertive, but not braggy

NewYork–Presbyterian is a leader and innovator, and we have the facts to back up our assertions. We may use leadership facts and numbers, but unlike most “claims-based hospital content,” we strive to contextualize our message with a line or sentiment that shows our commitment.



COLOR

Color Palette

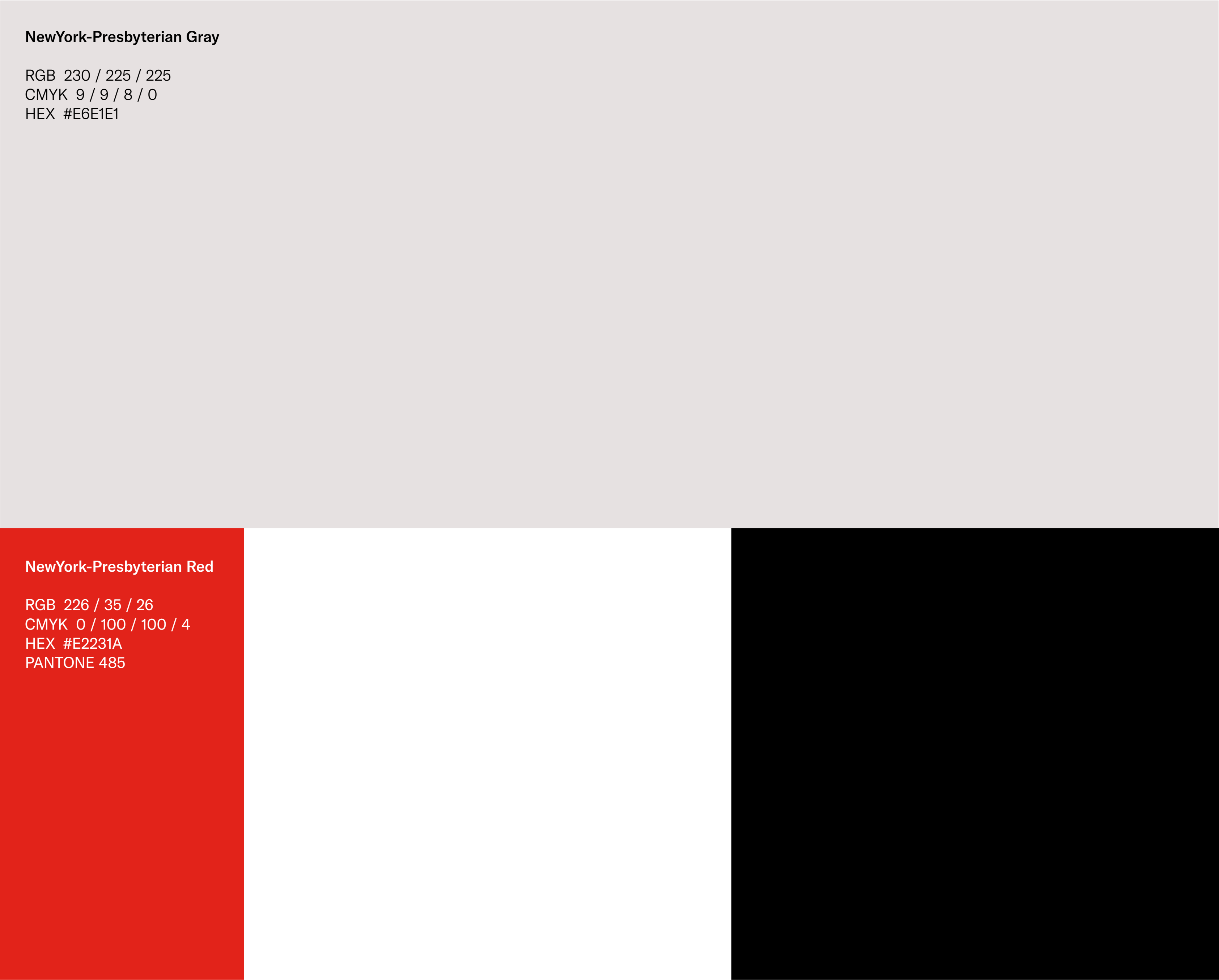
Our brand colors have been updated with a shift toward a colorspace that is more elevated and sophisticated. It evokes the excitement and joy of “Stay Amazing” while communicating a sense of trustworthiness from a leader in the healthcare space.

Central to this palette is an updated NewYork–Presbyterian Gray, reinforcing our premium level of service.

There are specific rules around utilizing the NewYork–Presbyterian color palette. NewYork–Presbyterian Gray and black are mainly for background use.

The NewYork–Presbyterian Red is used for the logo and/or as an accent color. **It should not be overused or dominate the entire page.**

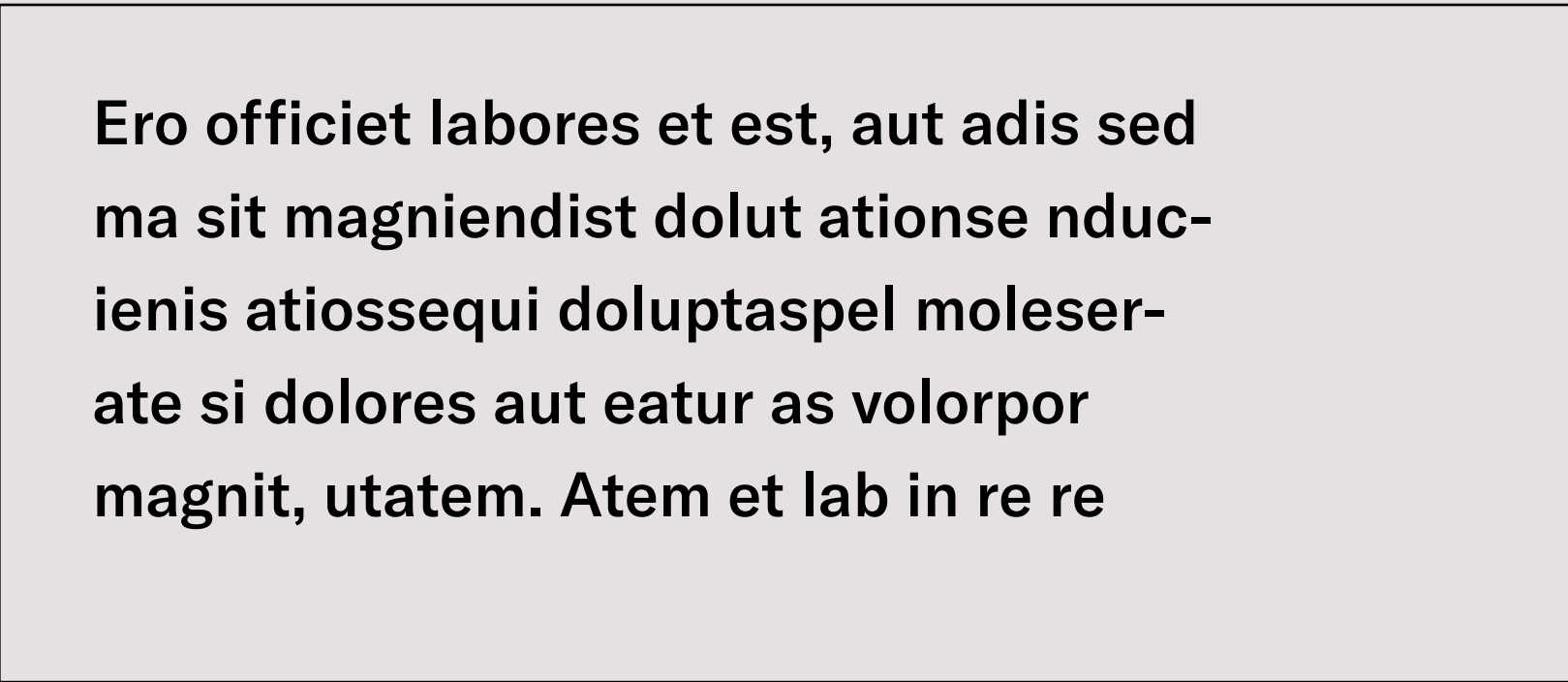
Type is white when used over a photo and black when used on top of a NewYork–Presbyterian Gray background.



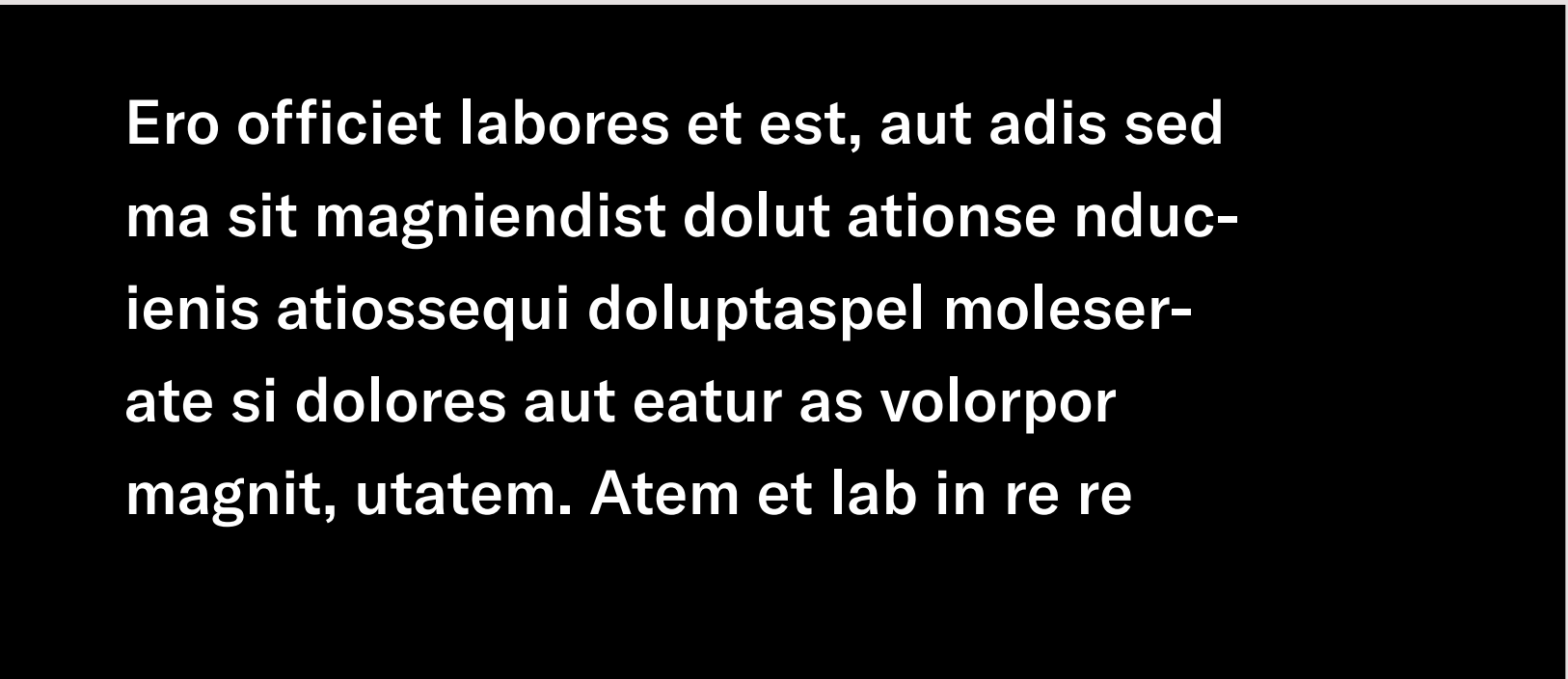
Color Palette Do's

These are examples of correct usage of our brand color palette.

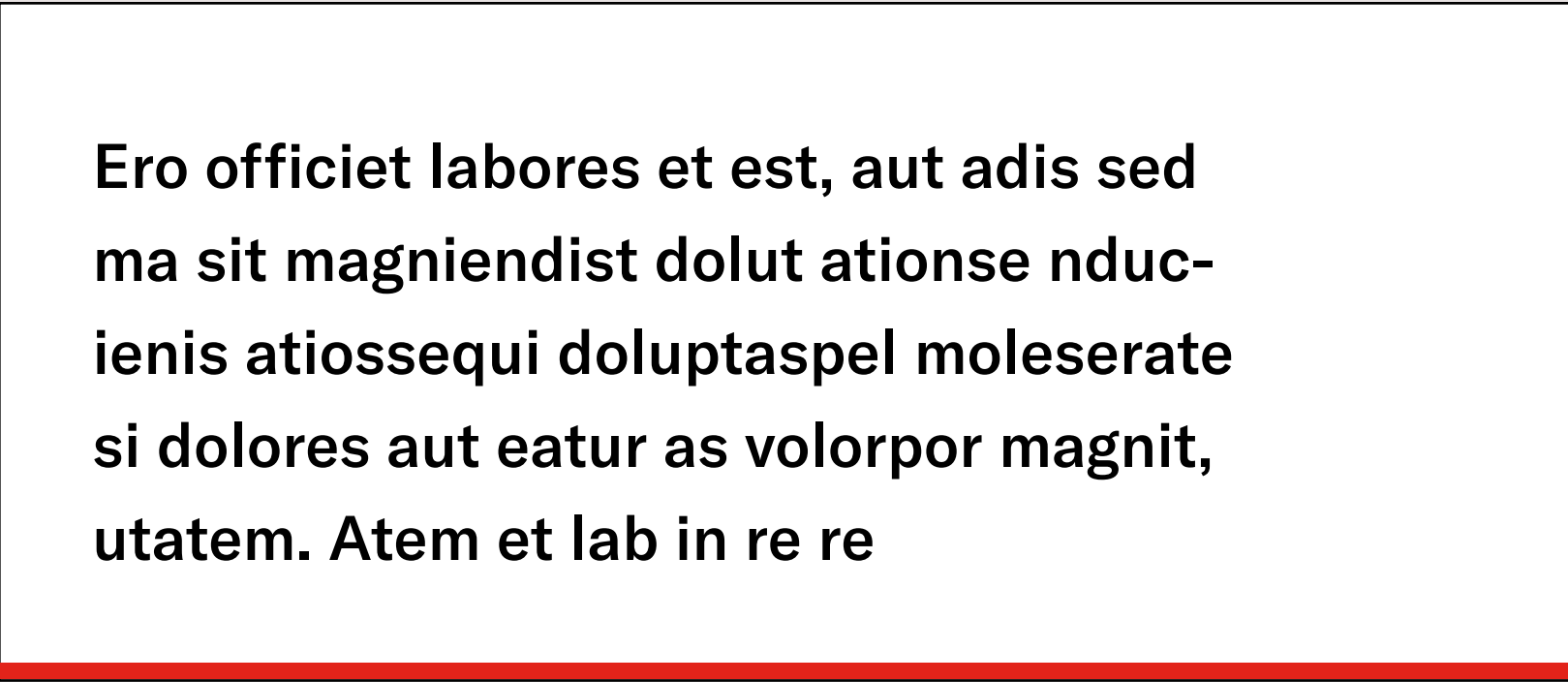
Use black type on a NewYork–Presbyterian Gray background.



Use white type on a black background.



Use NewYork–Presbyterian Red as an accent color. It should not dominate the page.



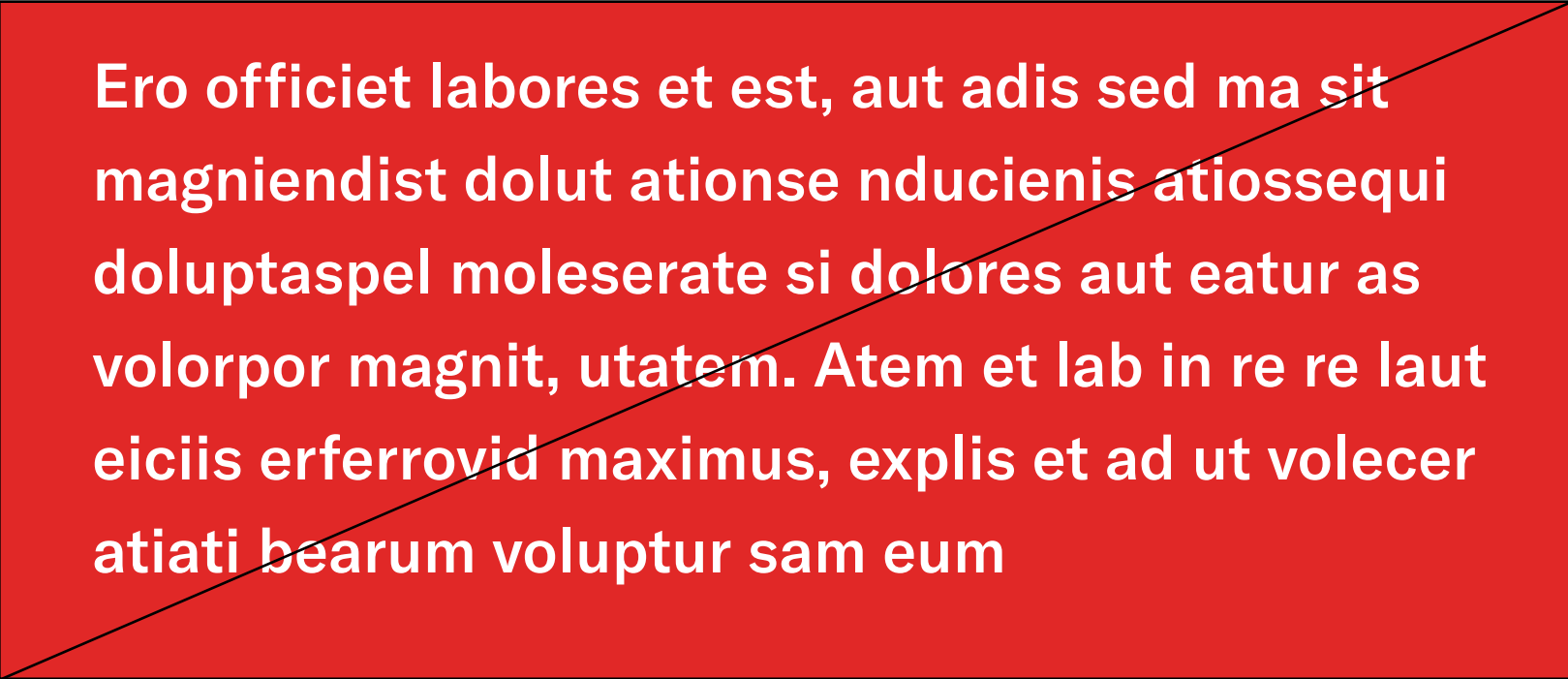
Use high–contrast type on photos.



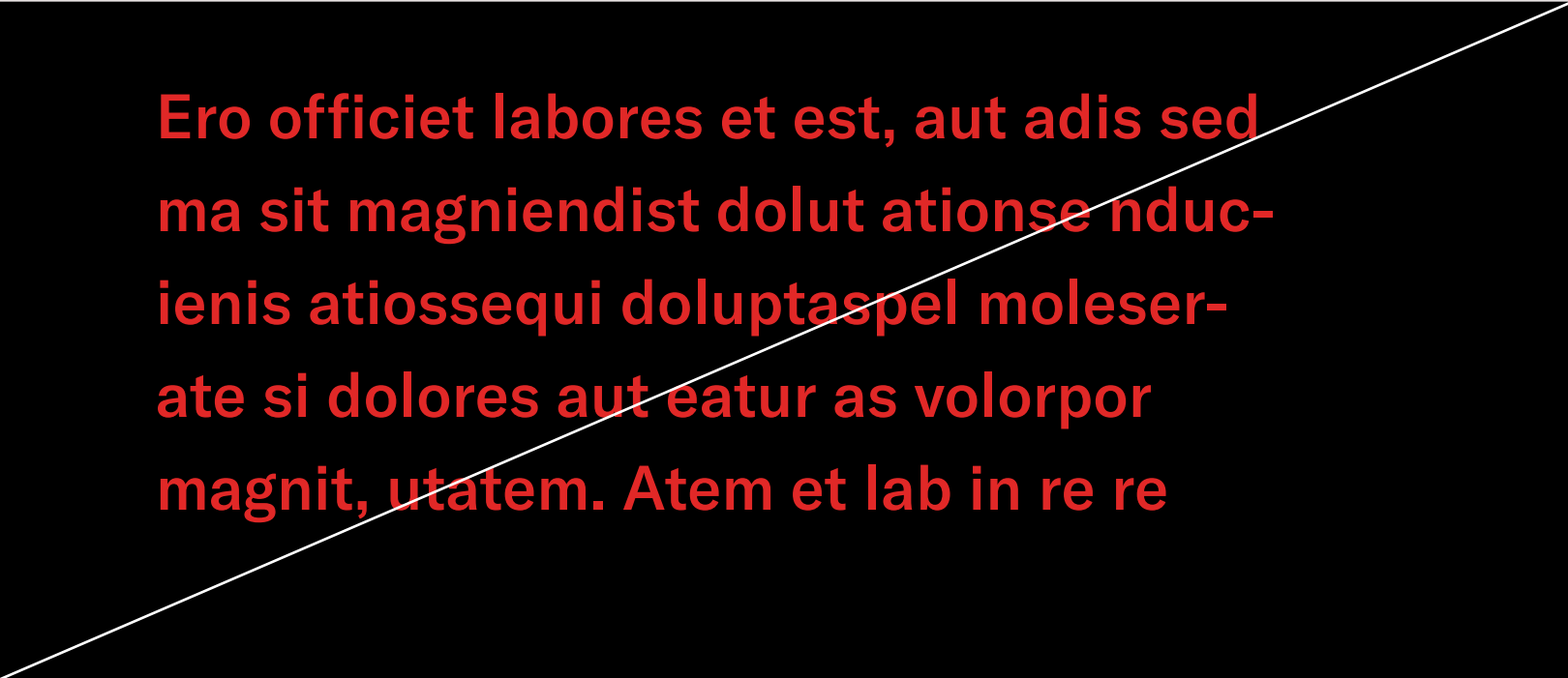
Color Palette Don'ts

These are examples of incorrect usage of color and color combinations.

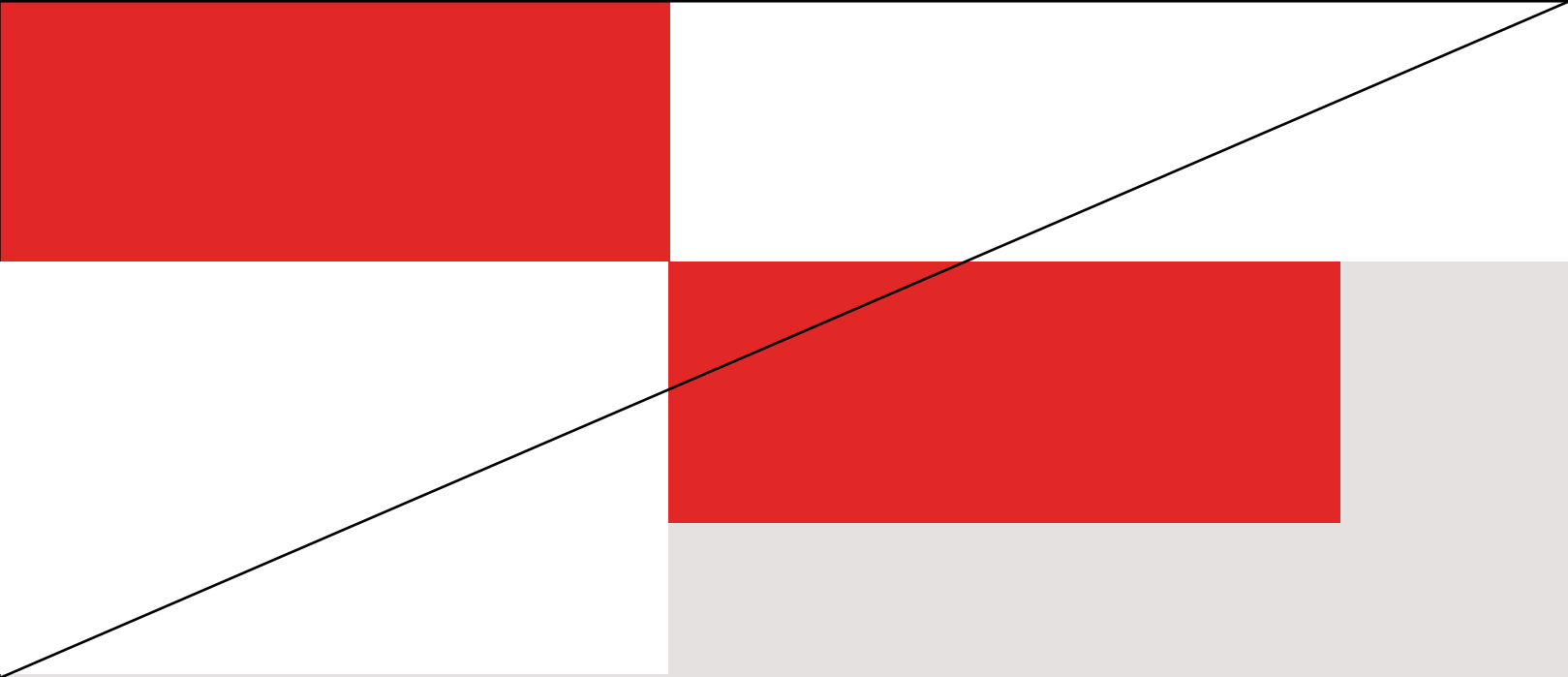
Do not use NewYork–Presbyterian Red as a background color.



Do not use NewYork–Presbyterian Red for type on a black background.



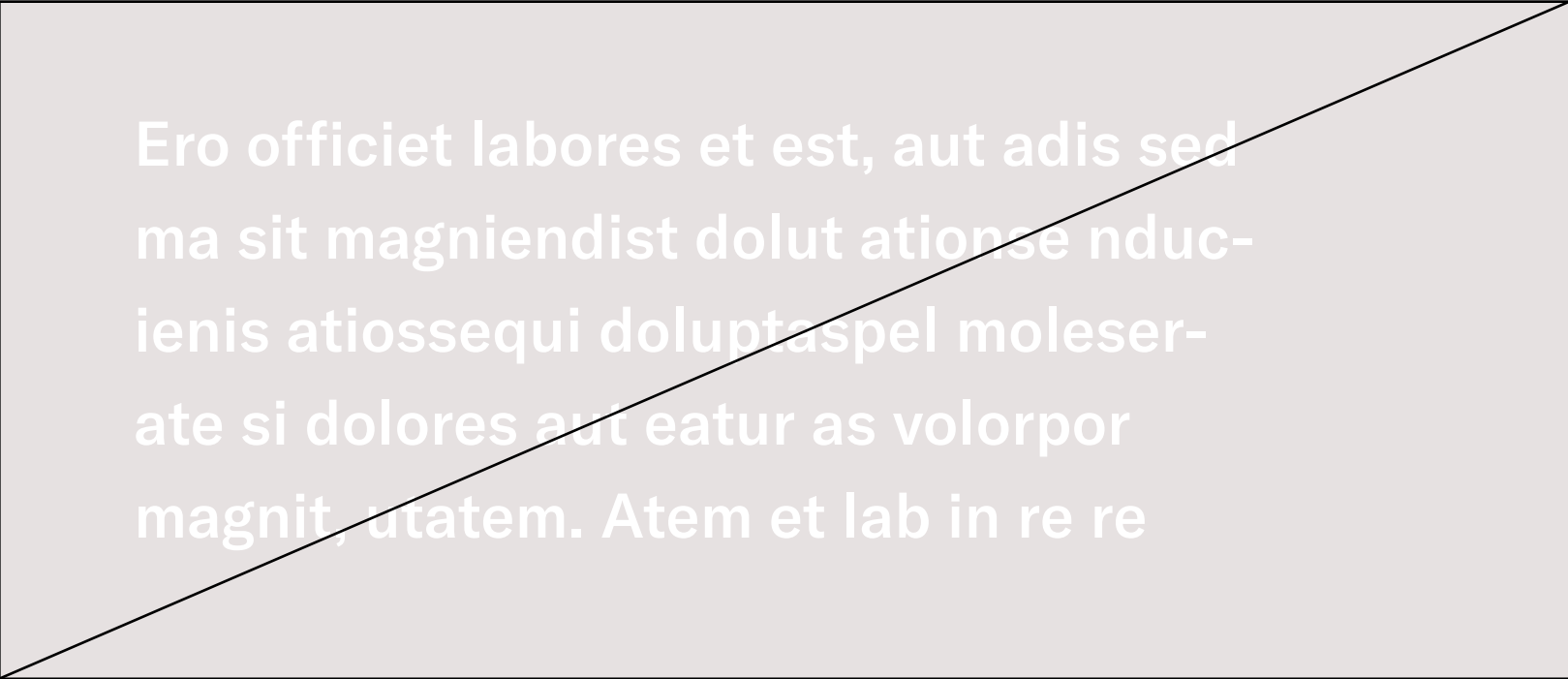
Do not use color blocks as design elements.



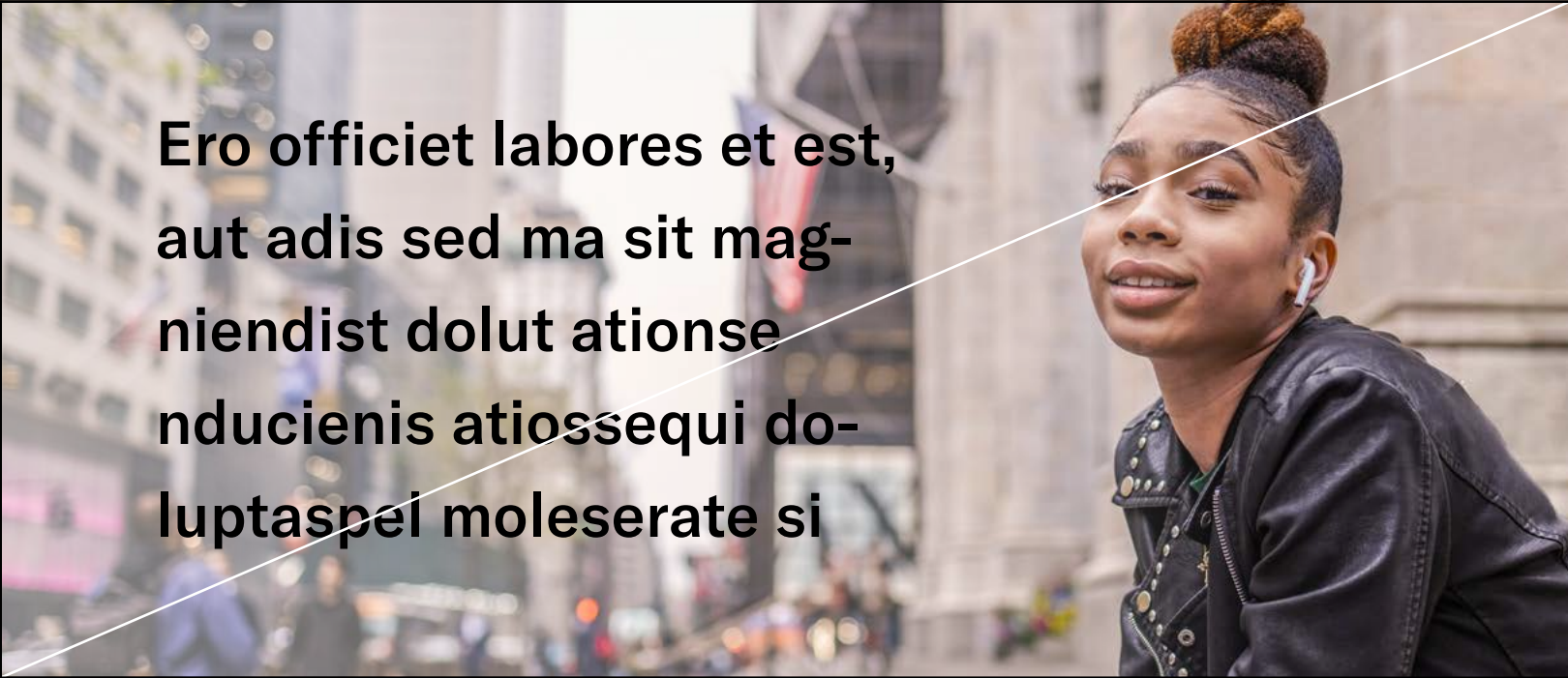
Do not overlay brand colors on photography or video.



Do not use white type on a NewYork–Presbyterian Gray background.



Do not use low-contrast for type on photos.



NewYork–Presbyterian Secondary Color Palette

This is the NewYork–Presbyterian secondary color palette. These colors can be used to add dimension and variety to our brand colors.

<div><div>NewYork-Presbyterian Accent Dark Blue</div><div>RGB 0 / 107 / 166 CMYK 100 / 22 / 2 / 18 HEX #006BA6 PANTONE 307</div></div>	<div><div>NewYork-Presbyterian Accent Orange</div><div>RGB 255 / 163 / 0 CMYK 0 / 41 / 100 / 0 HEX #FFA300 PANTONE 137</div></div>	<div><div>NewYork-Presbyterian Accent Green</div><div>RGB 132 / 198 / 97 CMYK 52 / 0 / 82 / 0 HEX #84C661 PANTONE 7488</div></div>	
<div><div>NewYork-Presbyterian Accent Light Blue</div><div>RGB 0 / 163 / 224 CMYK 86 / 6 / 0 / 0 HEX #00A3E0 PANTONE 299</div></div>	<div><div>NewYork-Presbyterian Accent Yellow</div><div>RGB 251 / 225 / 34 CMYK 0 / 0 / 95 / 0 HEX #FBE122 PANTONE 107</div></div>		
<div><div>NewYork-Presbyterian Neutral Extra Dark</div><div>RGB 99 / 102 / 106 CMYK 62 / 52 / 48 / 20 HEX #63666A PANTONE COOL GRAY 10</div></div>	<div><div>NewYork-Presbyterian Neutral Dark</div><div>RGB 151 / 153 / 155 CMYK 44 / 34 / 36 / 0 HEX #97999B PANTONE COOL GRAY 7</div></div>	<div><div>NewYork-Presbyterian Neutral Light</div><div>RGB 200 / 201 / 199 CMYK 20 / 12 / 16 / 0 HEX #C8C9C7 PANTONE COOL GRAY 3</div></div>	<div><div>NewYork-Presbyterian Neutral Extra Light</div><div>RGB 217 / 217 / 214 CMYK 0 / 0 / 0 / 11 HEX #D9D9D6 PANTONE COOL GRAY 1</div></div>

LOGO

Primary Square Logo

The NewYork–Presbyterian logo has been reinterpreted to reflect the new focus of our brand. It’s been put in the iconic red square to pay homage to the brand’s heritage.

The NewYork–Presbyterian logo exists primarily in a red square and is our preferred logo and should always be used when space permits; it is to be used as is and any manipulation is prohibited.*

*Exceptions are made for special use cases. Please reference page 19.

Primary NewYork–Presbyterian Logo



Square Logo Usage

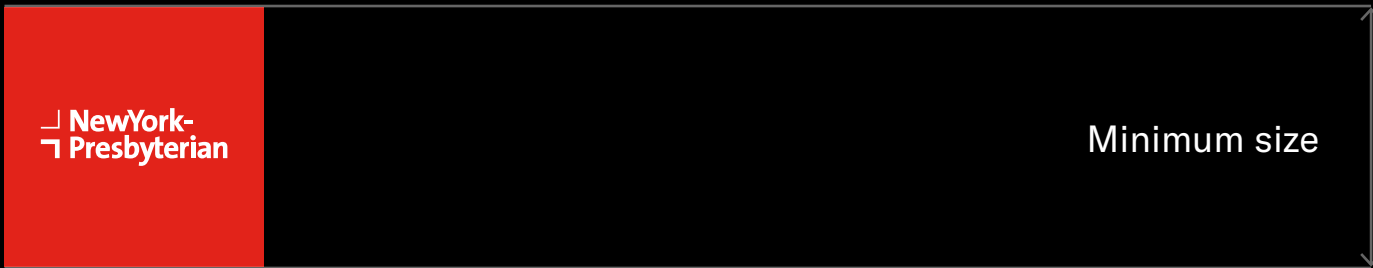
Safe area:
Ensure the legibility and impact of the logo by isolating it from competing visual elements.

The absolute minimum safe distance is the clear space equal to the left and right margins of the logo.

Minimum size:
Do not go smaller than 1" for print, and 100px for digital.

Please note that only the masterbrand logo goes in the red box, and the hospital-specific and medical group logos do not.

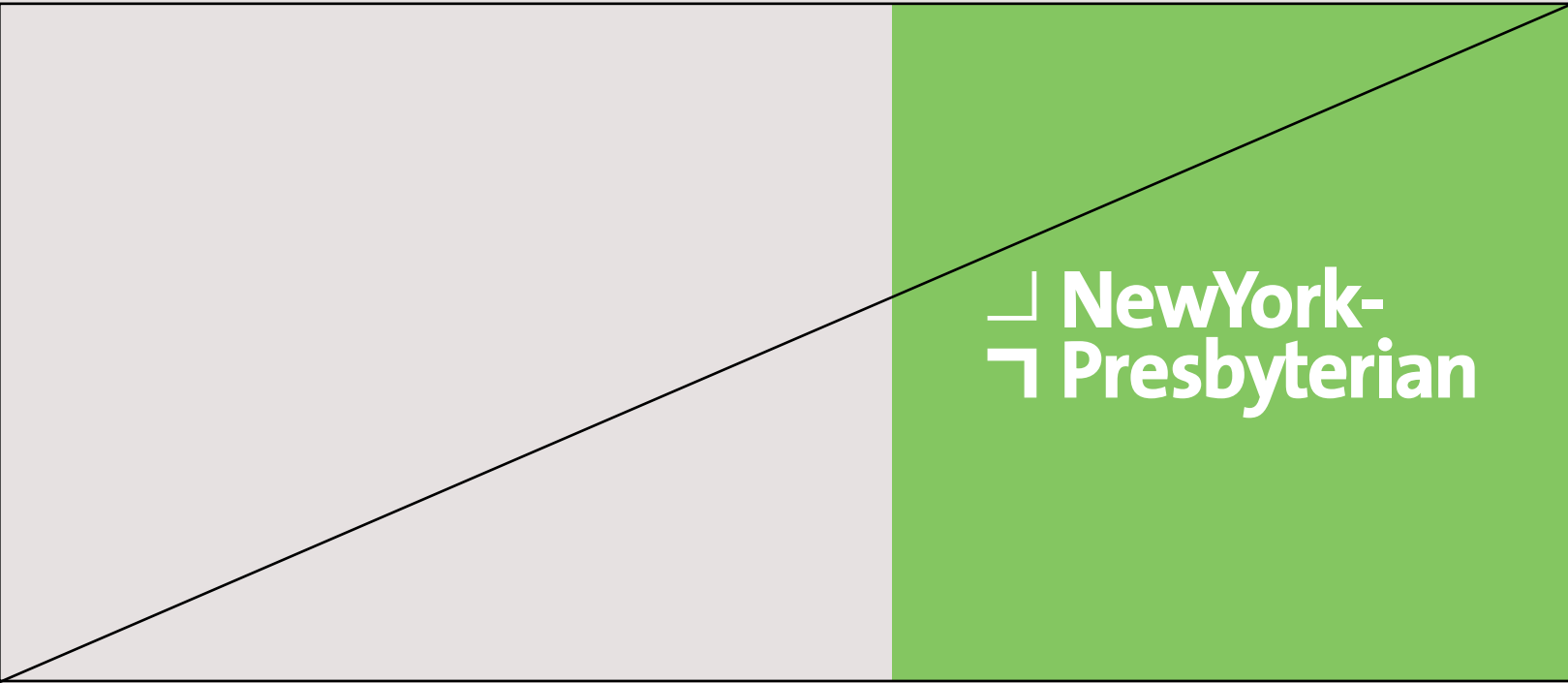
Safe area and minimum size



Logo Don'ts

Shown here are a few potential misrepresentations of our logo that must be avoided. While this list of misuses is not comprehensive, it provides a good representation of situations to avoid.

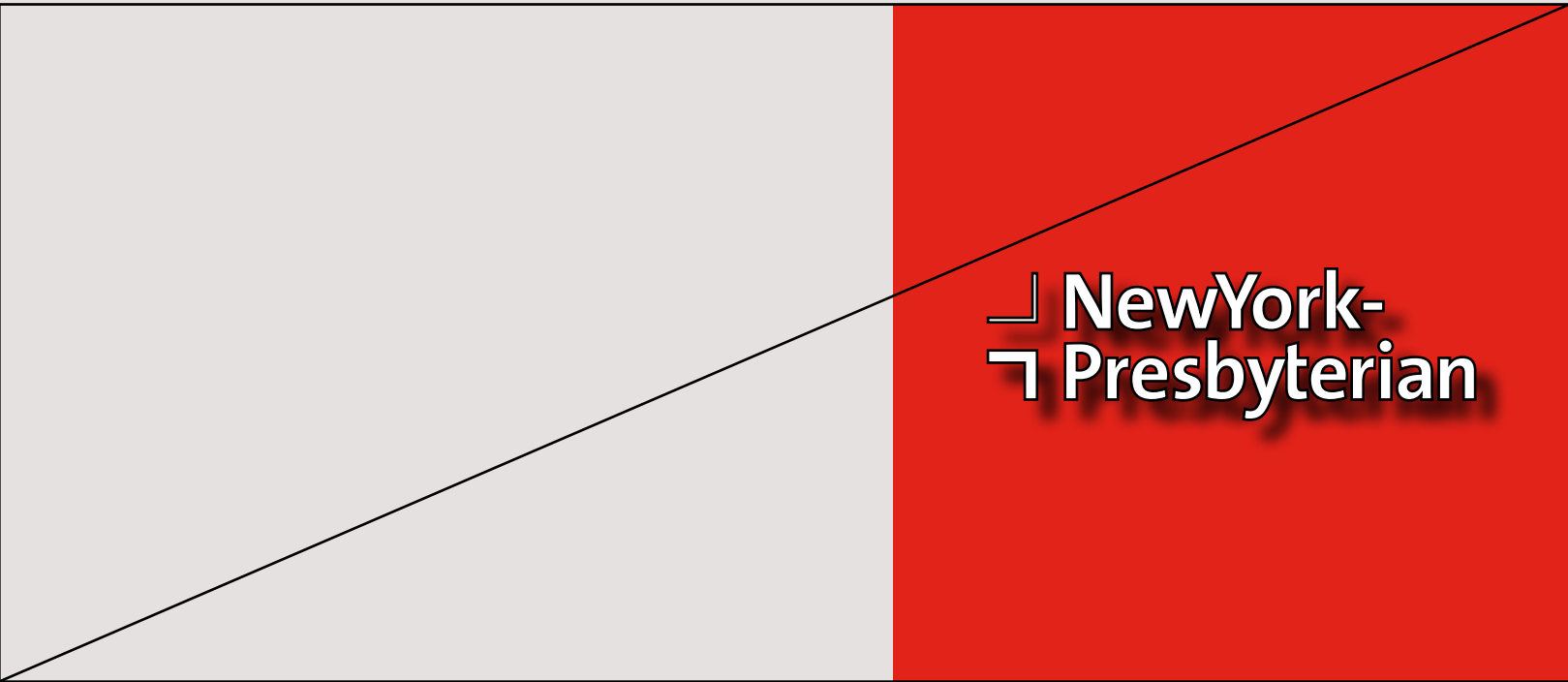
Do not modify the formula for NewYork–Presbyterian Red or change the logo color.



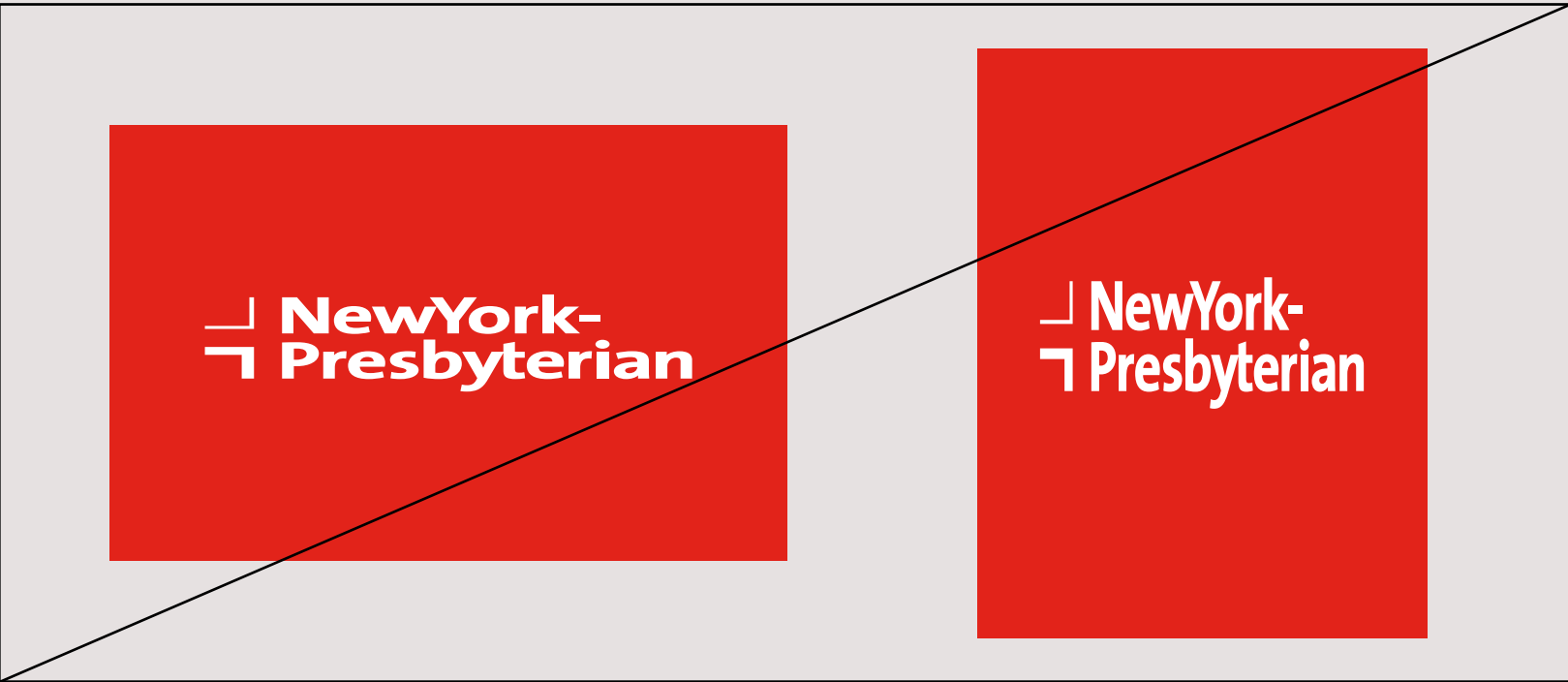
Do not modify or separate the elements within our logo. Always use the logo in a square.



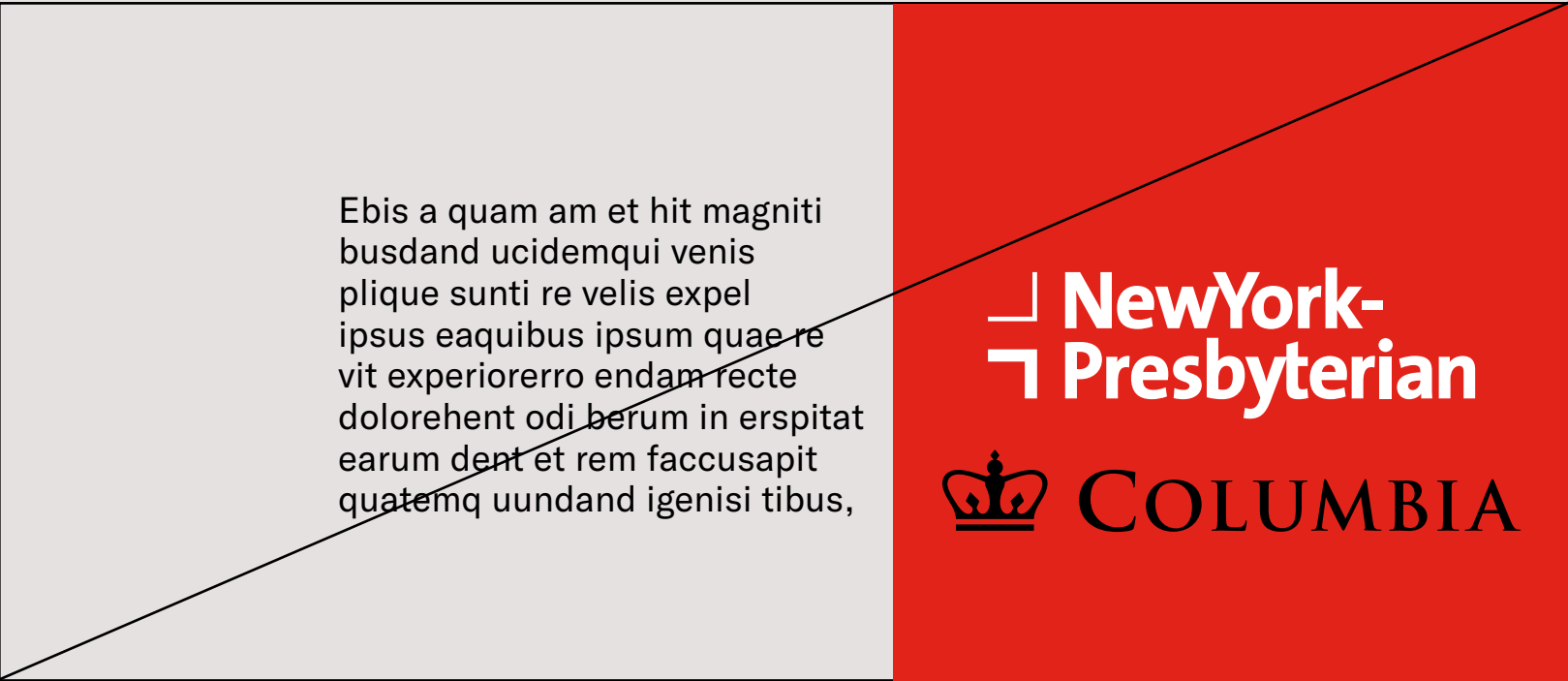
Do not apply effects to the logo.



Do not distort the logo with improper scaling. Always scale the logo proportionally.



Always use provided logos. Do not create lockups, add elements, or violate the clear space as specified in this document.



Do not mask photography or any background in the square logo.



Horizontal and Stacked Logo

While the red box logo is the primary logo, the horizontal and stacked logo may be used in spaces where the red box is not legible.



Horizontal and Stacked Logo Usage

Safe area:
Ensure the legibility and impact of the logo by isolating it from competing visual elements.

The absolute minimum safe distance is made from the bottom “right angle” of the logo. Use that to determine the margins.

Minimum size:
Do not go smaller than 0.5" for print, and 50px for digital.

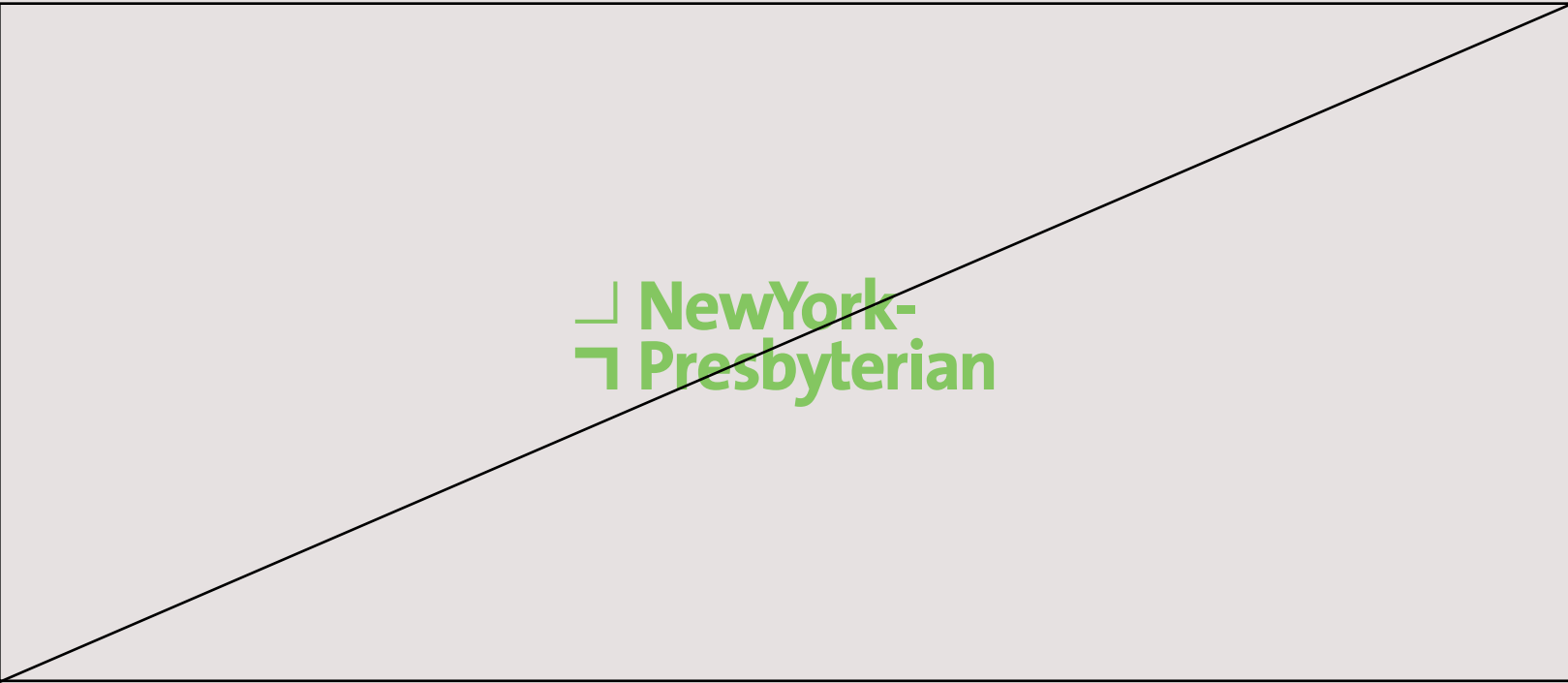


Horizontal and Stacked Logo Don'ts

Only use this version of the logo if the square NewYork-Presbyterian logo is made to be too small and the NewYork-Presbyterian wordmark is no longer legible.

Shown here are a few potential misrepresentations of the horizontal logo that must be avoided. While this list of misuses is not comprehensive, it provides a good representation of situations to avoid.

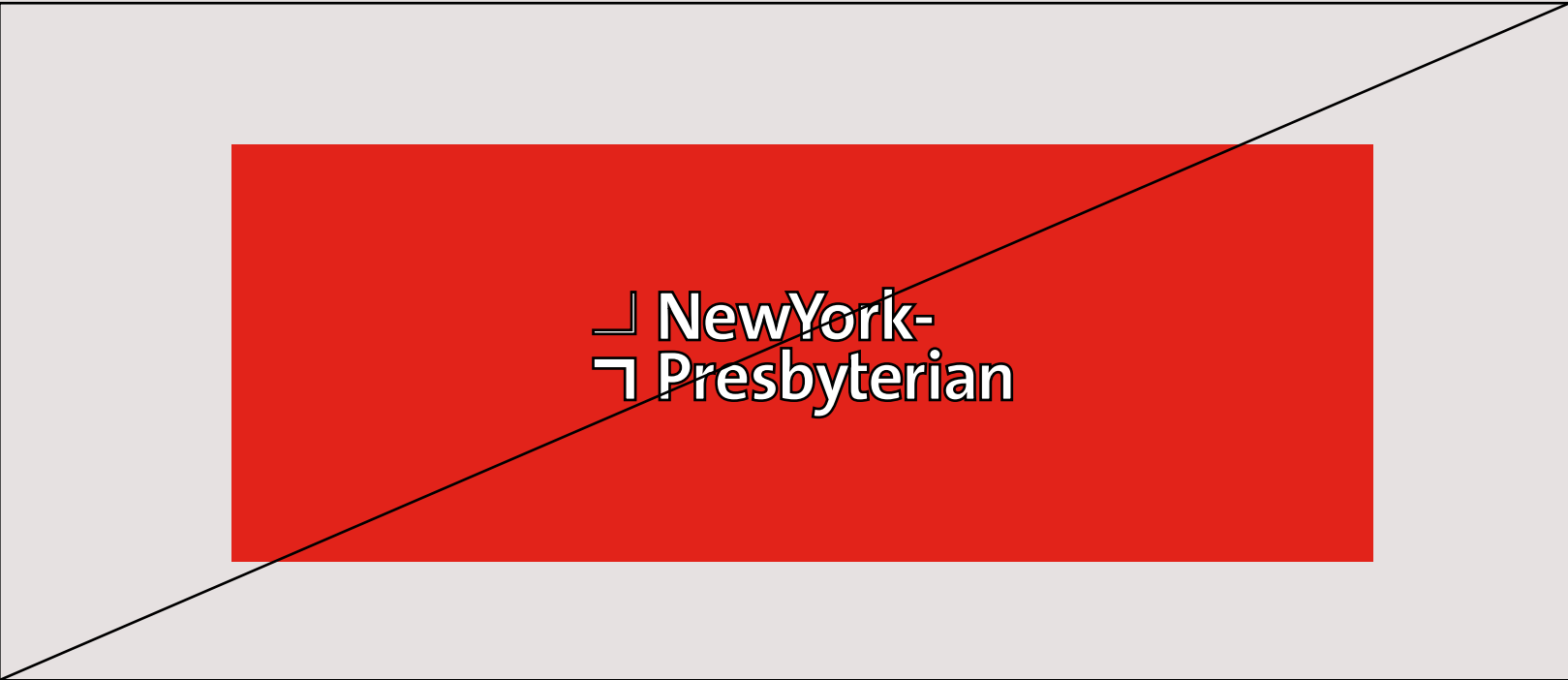
Do not modify color of the logo.



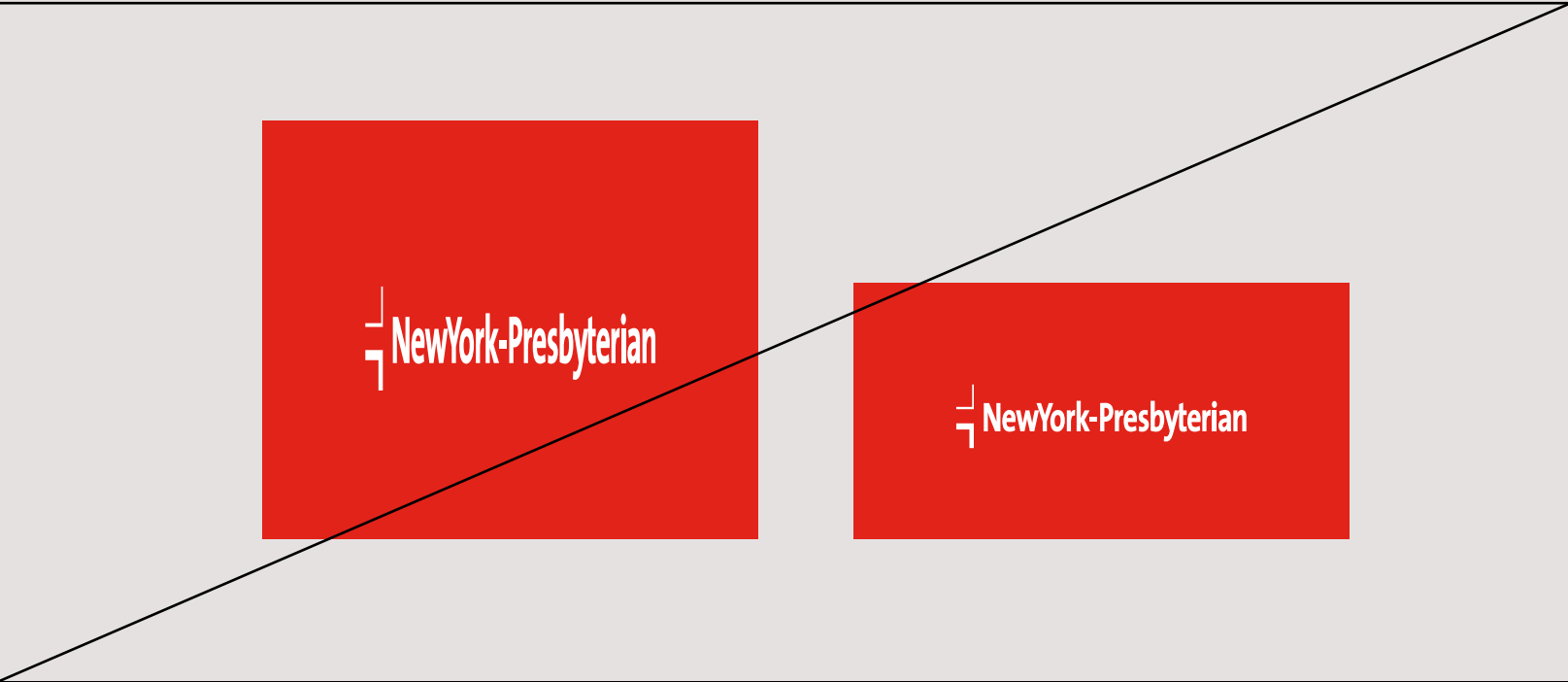
Do not use the horizontal logo when working with big spaces. Use square logo instead.



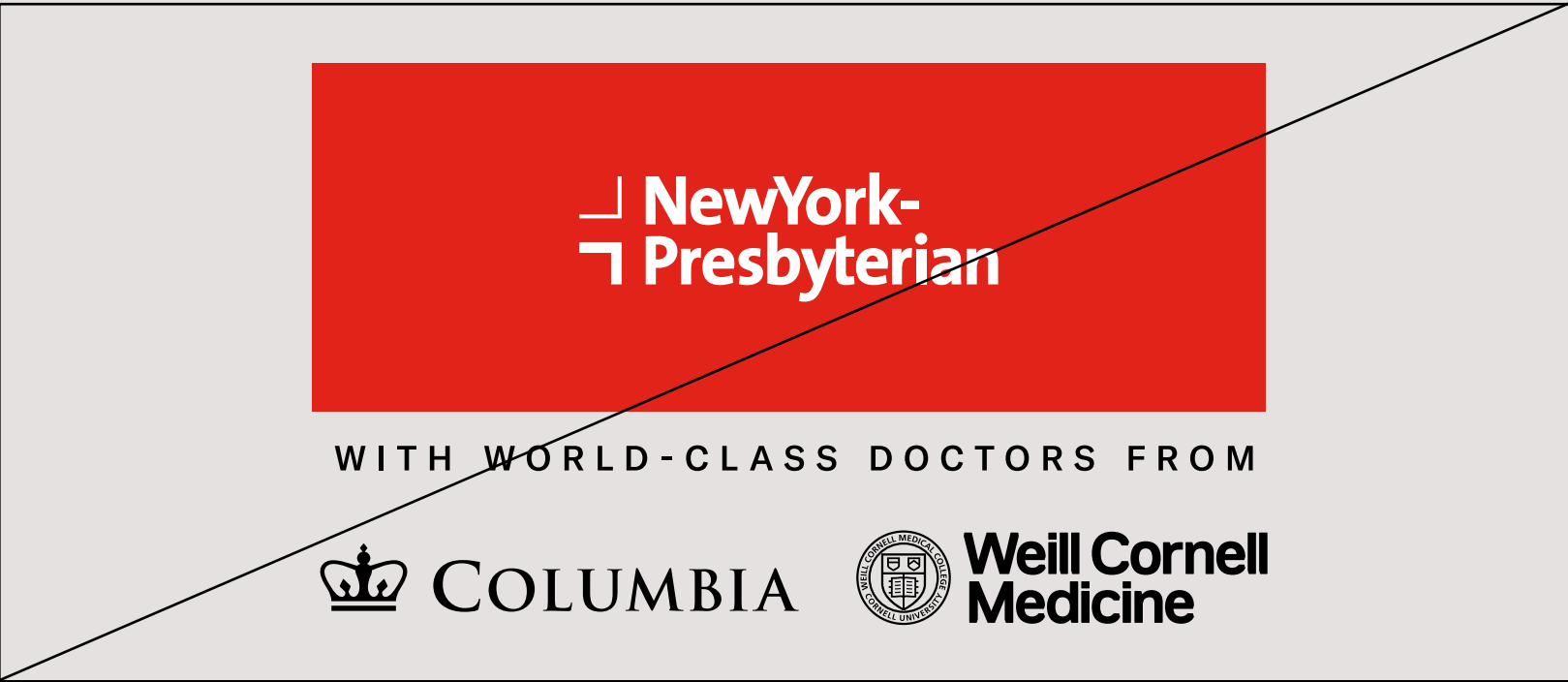
Do not apply effects to the logo.



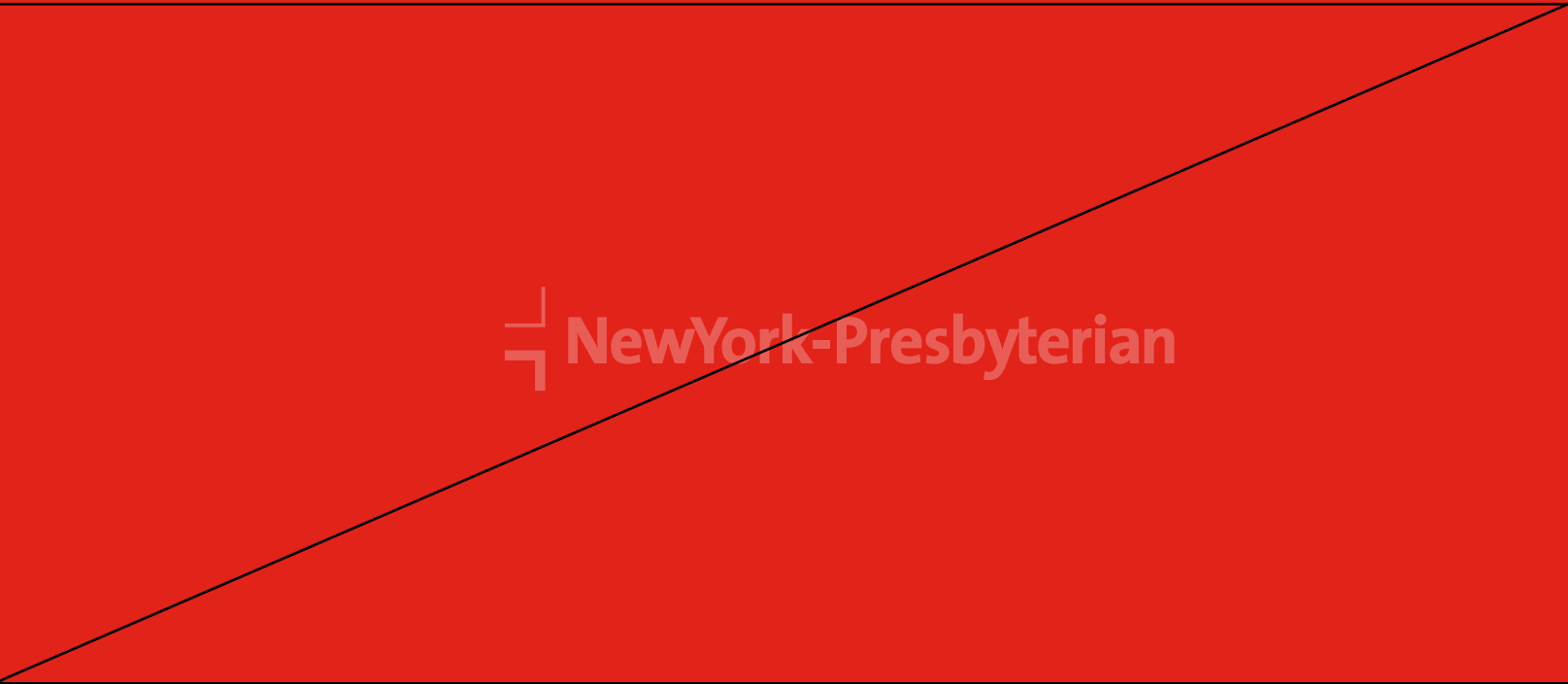
Do not distort the logo with improper scaling. Always scale the logo proportionally.



Never put the horizontal logo in a red box to lock up with academic partner logos.



Do not change the opacity of the logo.



Black & White Logo Usage

These black-and-white variations of the NewYork-Presbyterian logos can be used only when the red logos are not permissible, can't be printed or are illegible.




Horizontal Hospital Specific Logos


These are examples of NewYork–Presbyterian hospital specific logos. They are to be used as is and any manipulation is prohibited.


These logos are available in the NewYork–Presbyterian Brand Center.


The following locations do not have logos and logos should never be created for them:


- NewYork–Presbyterian David H. Koch Center
- NewYork–Presbyterian Alexandra Cohen Hospital for Women and Newborns
- NewYork–Presbyterian Center for Community Health


 **NewYork-Presbyterian** Allen Hospital


 **NewYork-Presbyterian** Brooklyn Methodist Hospital


 **NewYork-Presbyterian** Columbia University Irving Medical Center


 **NewYork-Presbyterian** Hudson Valley Hospital


 **NewYork-Presbyterian** Komansky Children’s Hospital


 **NewYork-Presbyterian** Lower Manhattan Hospital

 **NewYork-Presbyterian** Morgan Stanley Children’s Hospital

 **NewYork-Presbyterian** Queens

 **NewYork-Presbyterian** Weill Cornell Medical Center

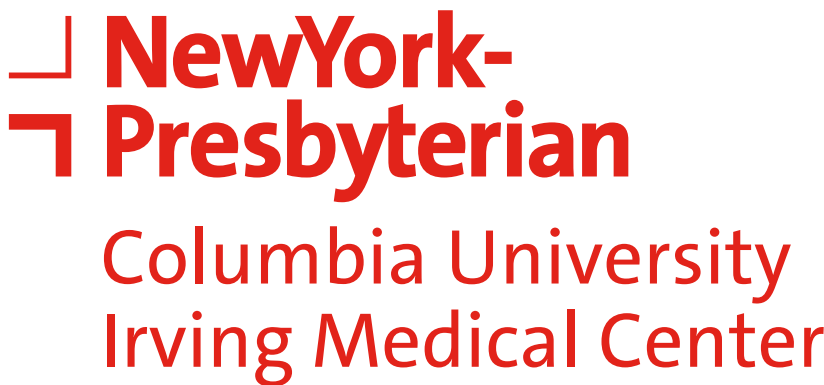
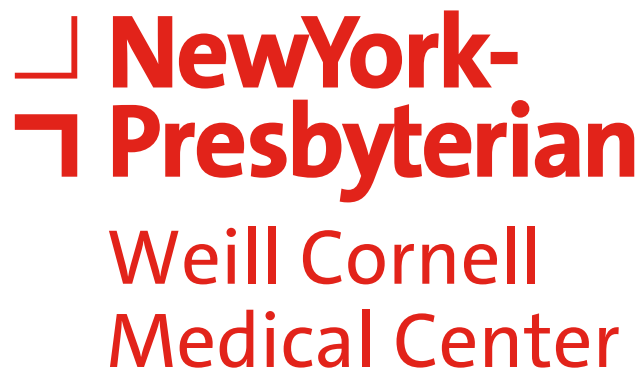
 **NewYork-Presbyterian** Westchester

 **NewYork-Presbyterian** Westchester Behavioral Health

Stacked Hospital Specific Logos

These are examples of NewYork–Presbyterian hospital specific logos. They are to be used as is and any manipulation is prohibited.

These logos are available in the NewYork–Presbyterian Brand Center.



Stacked Hospital Specific Logos

These are examples of NewYork–Presbyterian hospital specific logos. They are to be used as is and any manipulation is prohibited.

These logos are available in the NewYork–Presbyterian Brand Center.

 **NewYork-Presbyterian**
Allen Hospital

 **NewYork-Presbyterian**
Morgan Stanley Children’s Hospital

 **NewYork-Presbyterian**
Brooklyn Methodist Hospital

 **NewYork-Presbyterian**
Queens

 **NewYork-Presbyterian**
Columbia University Irving Medical Center

 **NewYork-Presbyterian**
Weill Cornell Medical Center

 **NewYork-Presbyterian**
Hudson Valley Hospital

 **NewYork-Presbyterian**
Westchester Behavioral Health

 **NewYork-Presbyterian**
Komansky Children’s Hospital

 **NewYork-Presbyterian**
Westchester

 **NewYork-Presbyterian**
Lower Manhattan Hospital

Academic Partner Logos

Academic Partner logos are lockups and they are to be used as provided. Any manipulation of academic partner lockups is prohibited.

As an organization, when representing the tri-party of NewYork-Presbyterian, Columbia and Weill Cornell Medicine, we always use the tripartite lockup with the NewYork-Presbyterian logo and “with world-class doctors from Columbia and Weill Cornell Medicine” on all materials with which we want to represent our academic partners. We have moved away from co-branding the NewYork-Presbyterian logo with only one academic partner, and instead, always use the tripartite lockup including both medical school partners to represent our entire organization.

When working with a generous amount of space, prioritize the largest logo and single line language. As space shrinks, you can source from the logo lockups we’ve designed that work in smaller spaces.

Prefered lockup

WITH WORLD-CLASS DOCTORS FROM



WITH WORLD-CLASS DOCTORS FROM



WITH
WORLD-CLASS
DOCTORS FROM



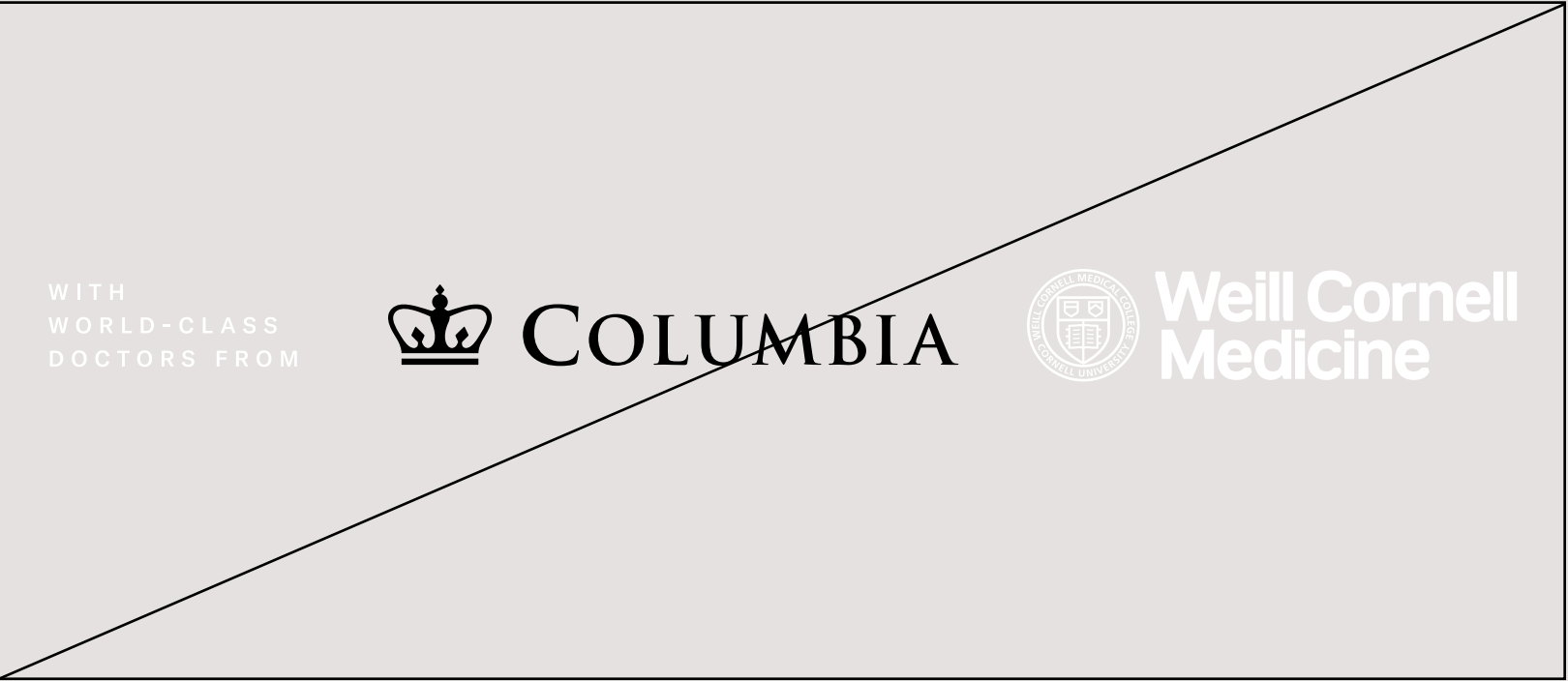
Academic Partner Logos Don'ts

These are examples of potential misuse of academic partner logos. Any manipulation of academic partner lockups is prohibited.

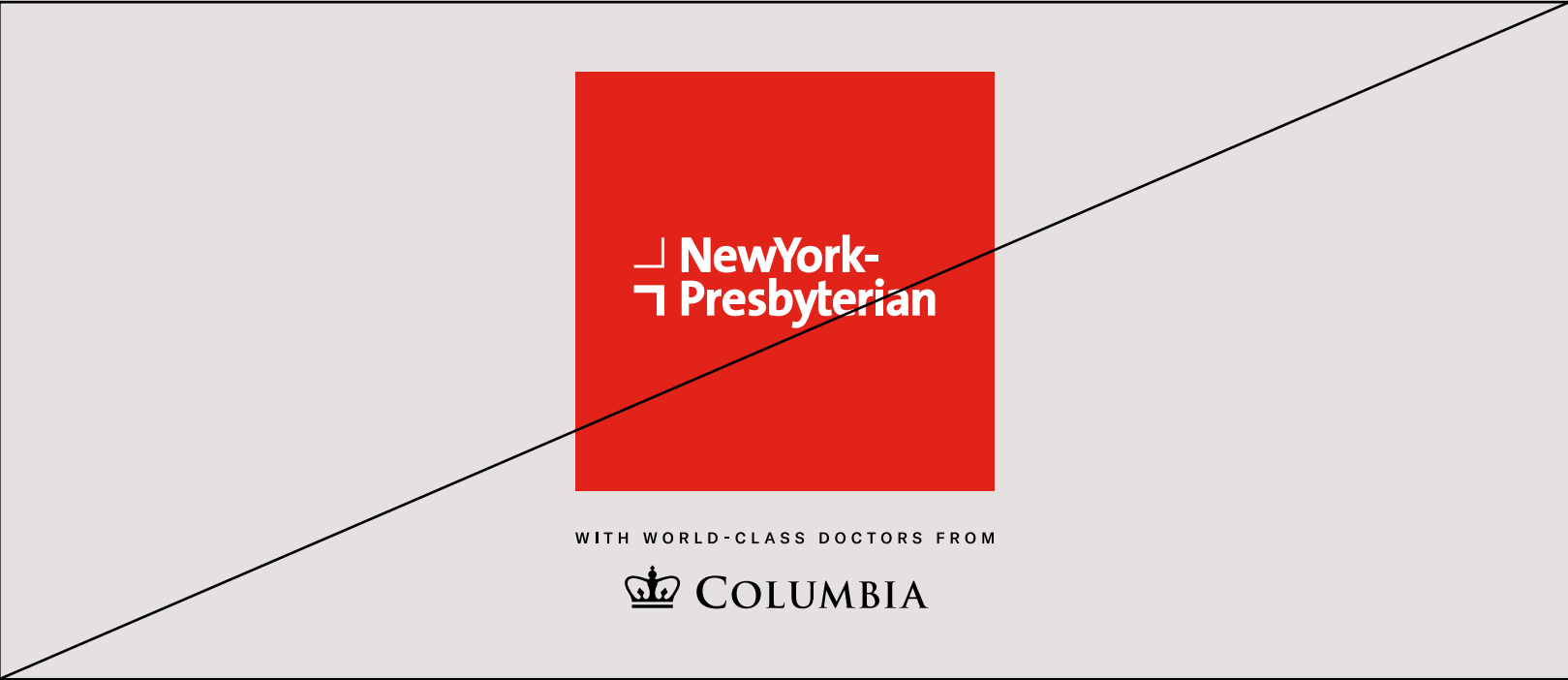
Do not use academic partner logos at an angle or outside the lockups.



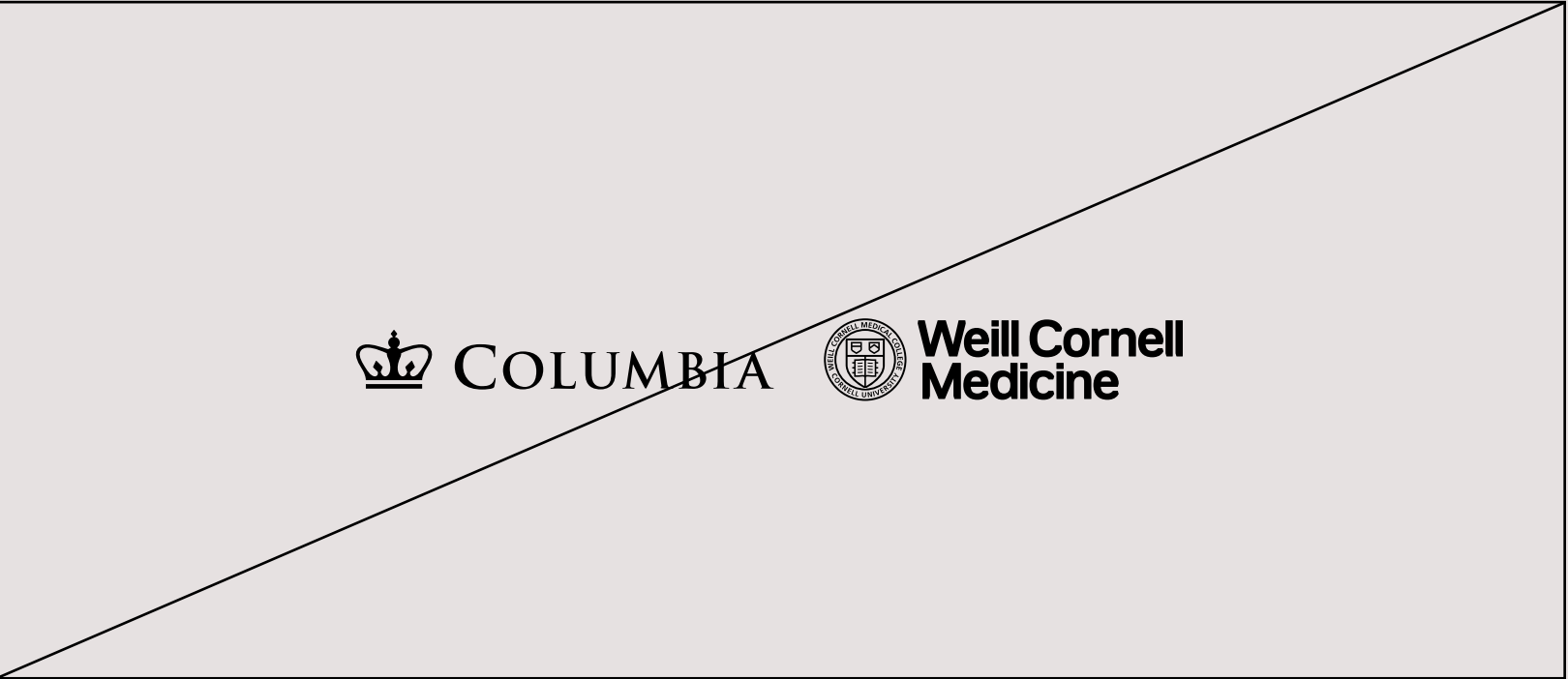
Keep the color consistent in the lockup.



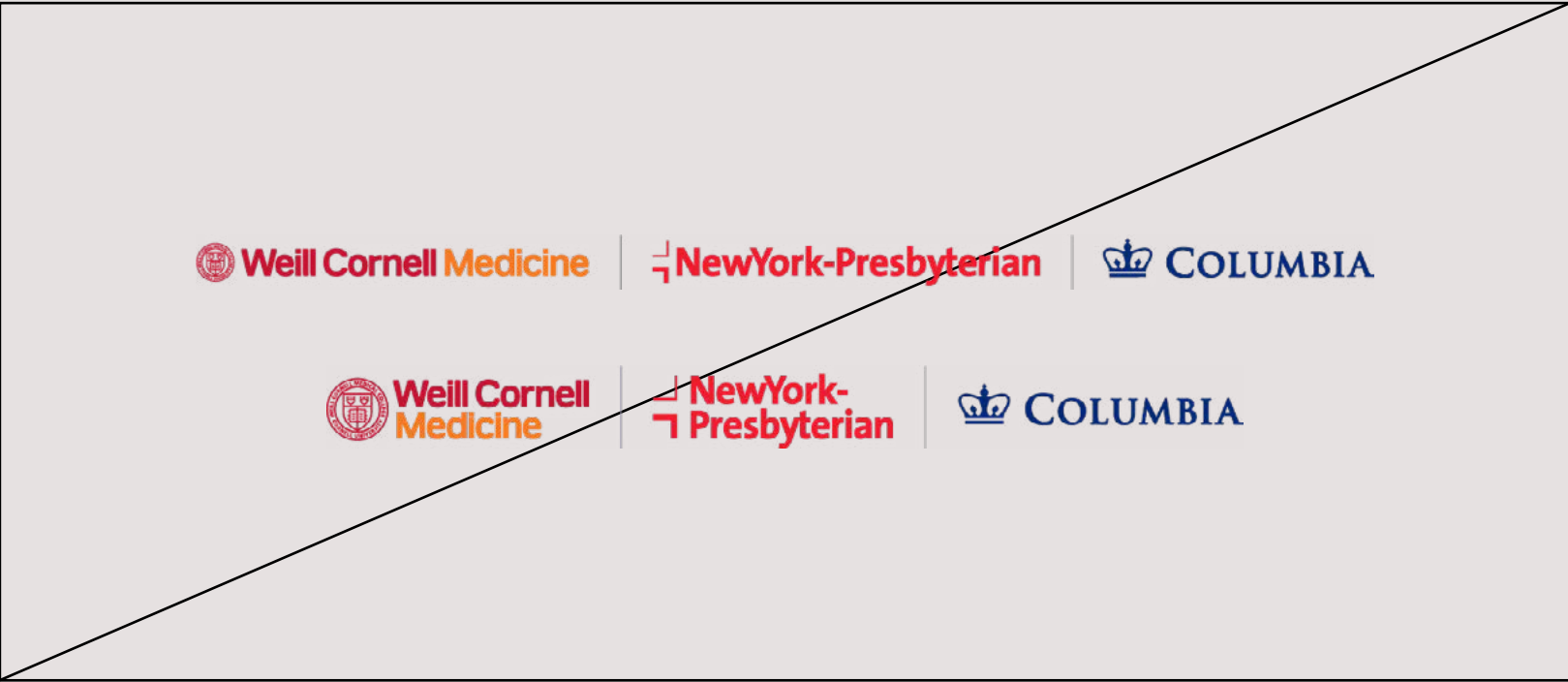
Do not cobrand with only one school.



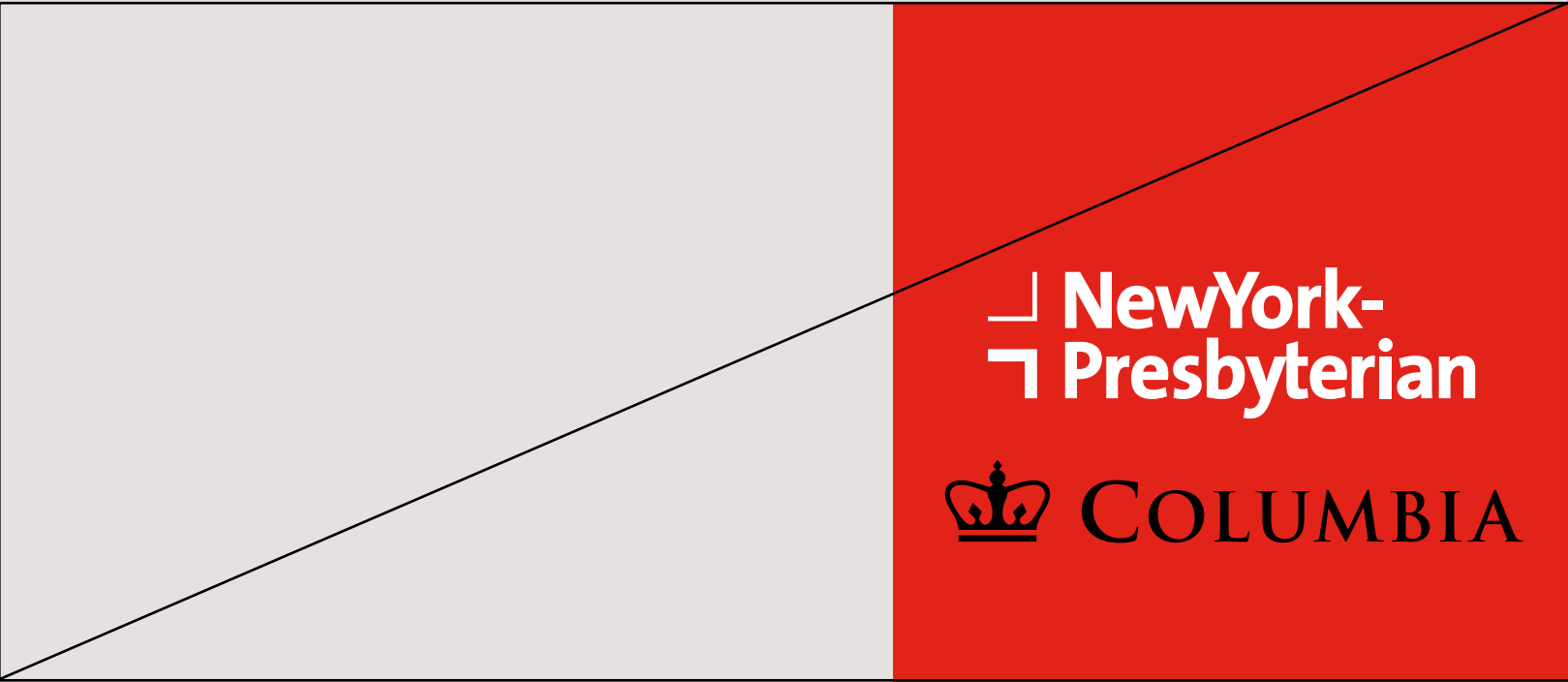
Do not use logos without the lockup text.



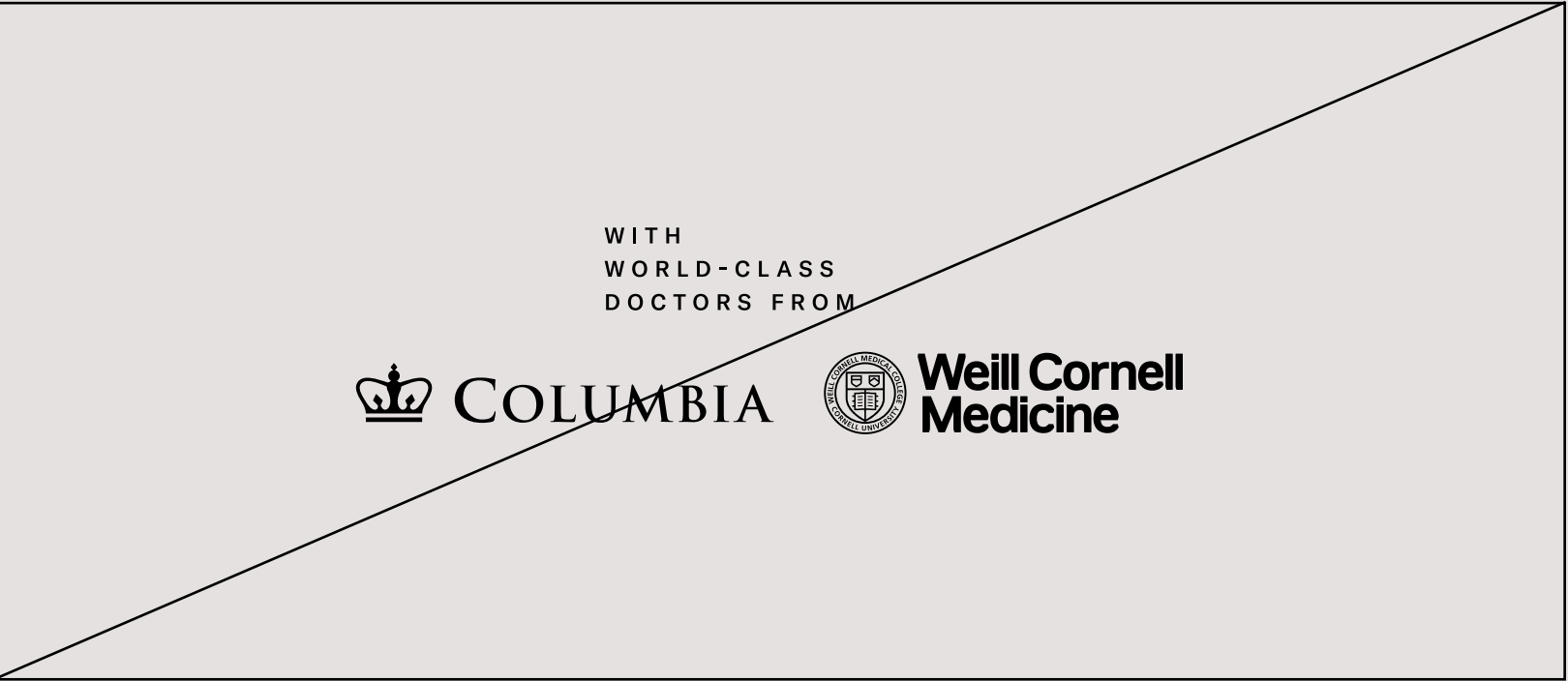
Do not use any outdated lockups.



Do not insert academic partner names inside the logo or lockups.



Do not rearrange the lockups.



Academic Partner Logos Lockups

These are examples of how to lock up academic partners with the NewYork–Presbyterian logo.

Be aware of context when choosing a lockup — small-type lockups are not legible in small formats.

The horizontal lockups are preferred for legibility. We recommend the one–line lockup when space allows for it.



WITH WORLD-CLASS DOCTORS FROM



WITH
WORLD-CLASS
DOCTORS FROM



WITH WORLD-CLASS DOCTORS FROM



WITH WORLD-CLASS DOCTORS FROM



“Stay Amazing” Type Lockup

The “Stay Amazing” type lockup is built from the GT America Compressed Black font with a few customizations to the letter forms. It is a lockup, not typed text, so please use as provided instead of typing it out.

There are two versions: stacked (two lines) and horizontal (one line).

When using the “Stay Amazing” type lockup, make sure that it works compositionally, is legible, and stands out over the background.

Both lockups can be used when laying over photography. The “Stay Amazing” type lockup should interact with the photo subject but never obstruct the photo subject.

Stay Amazing Logo Lockups

Stacked lockup

STAY
AMAZING

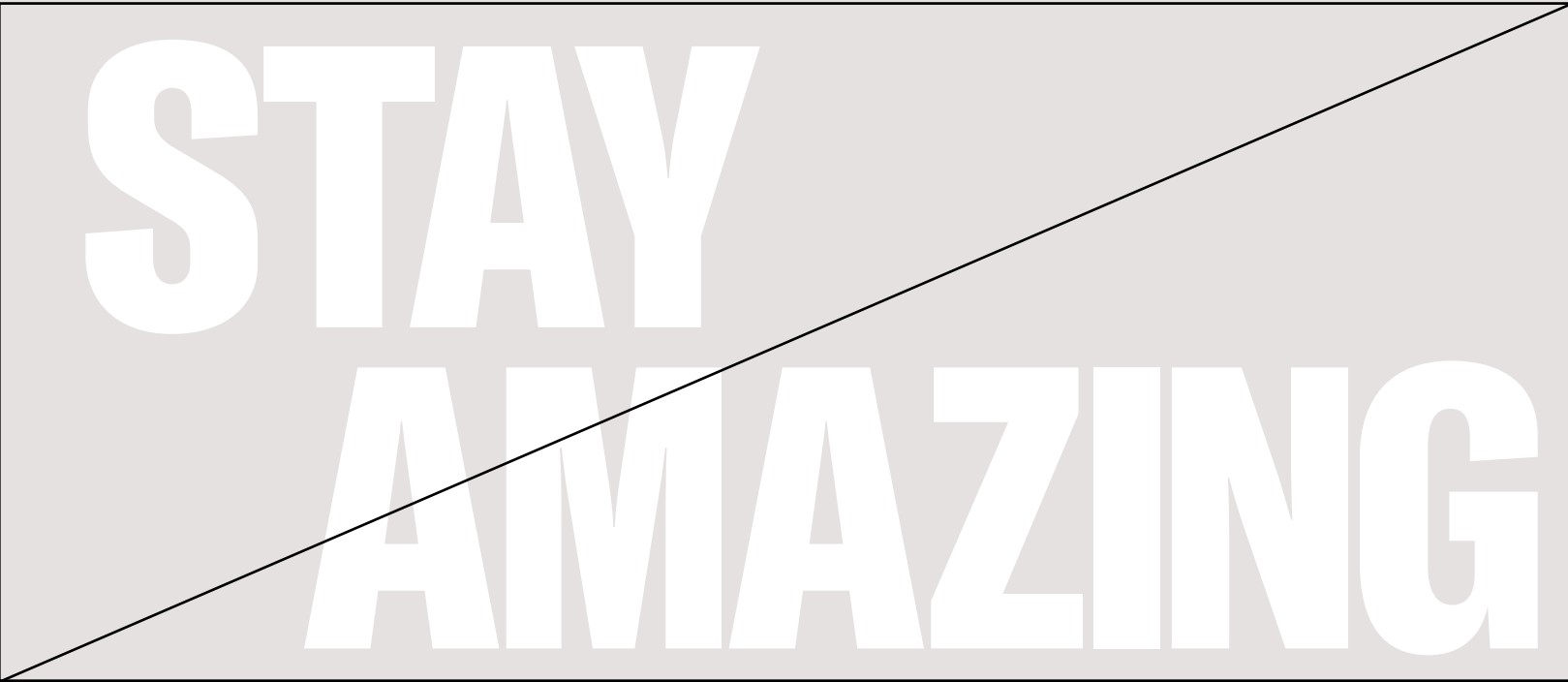
Horizontal (one-line) lockup

STAY AMAZING

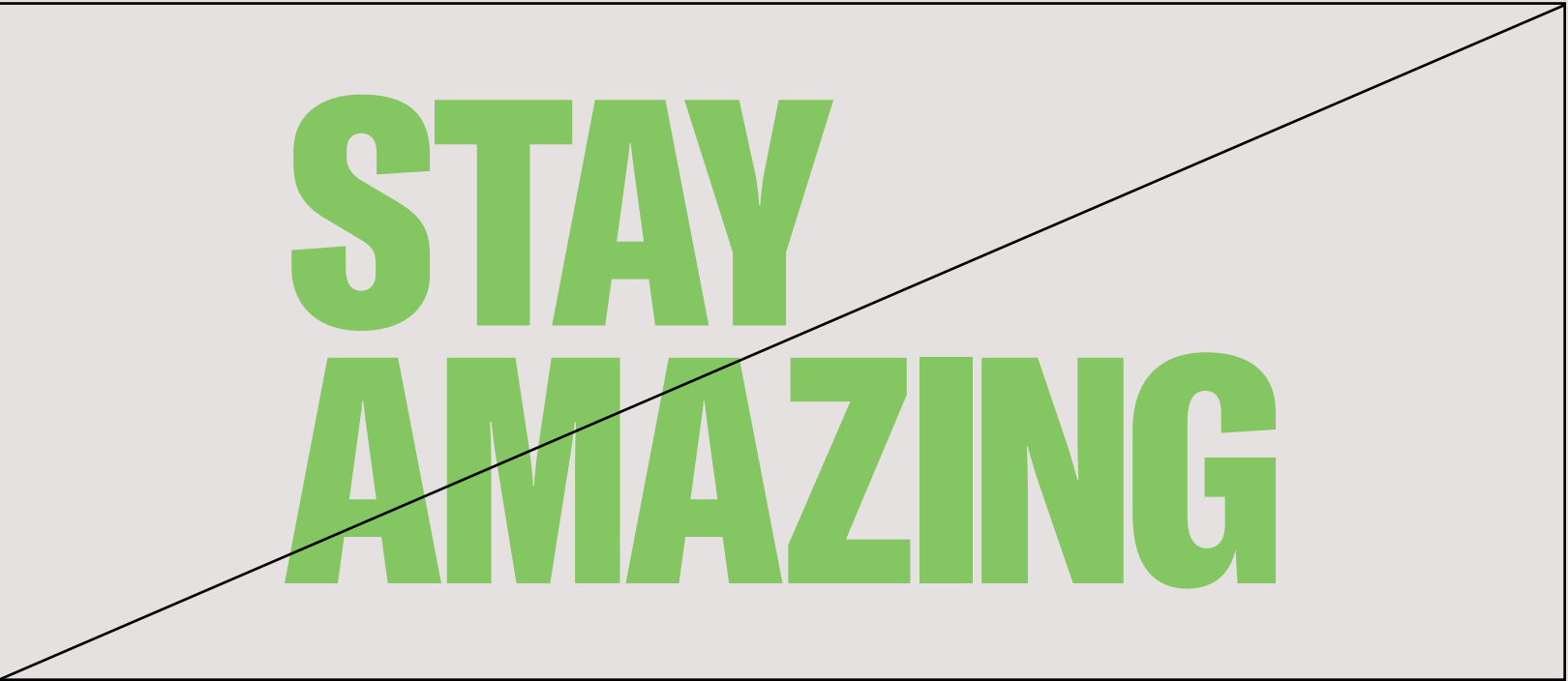
“Stay Amazing” Type Lockup Don’ts

Here’s what not to do with the “Stay Amazing” type lockup.

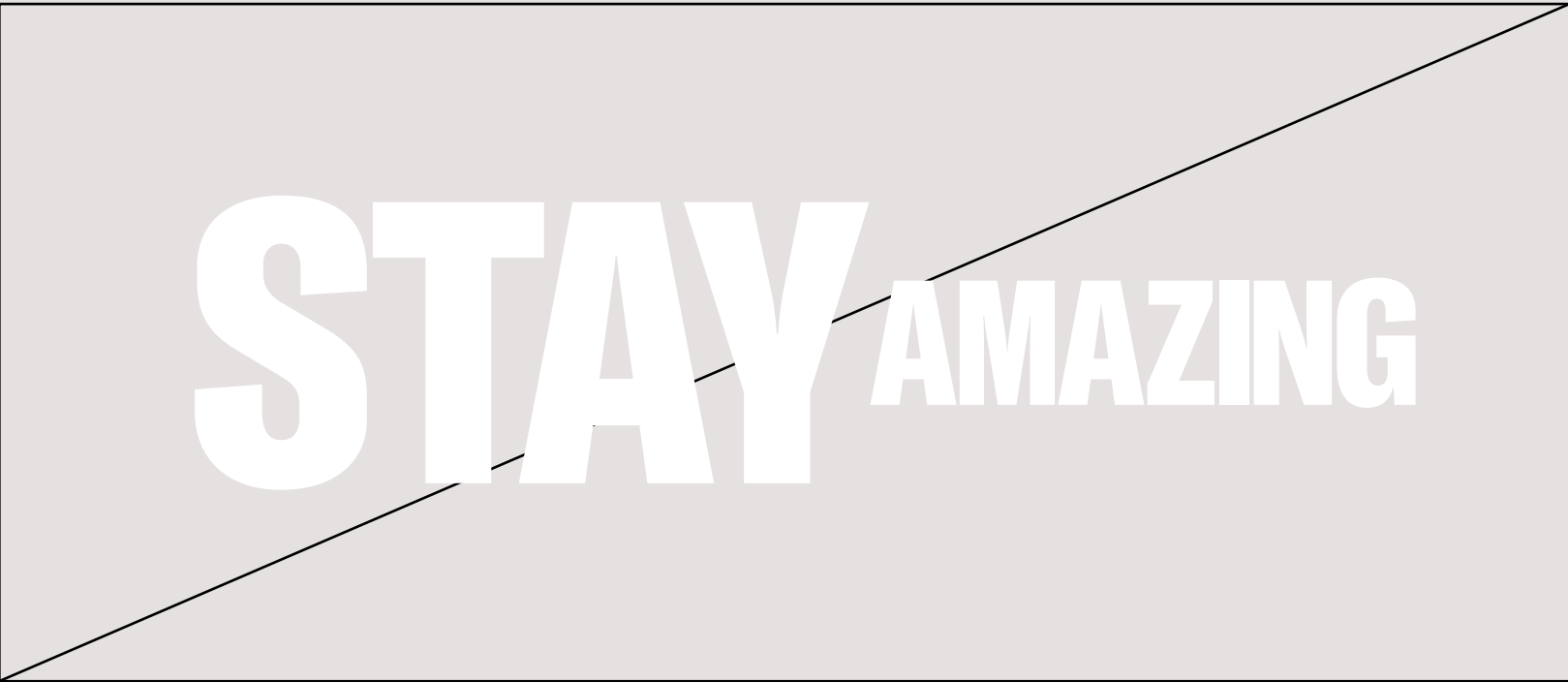
Do not modify the lockup.



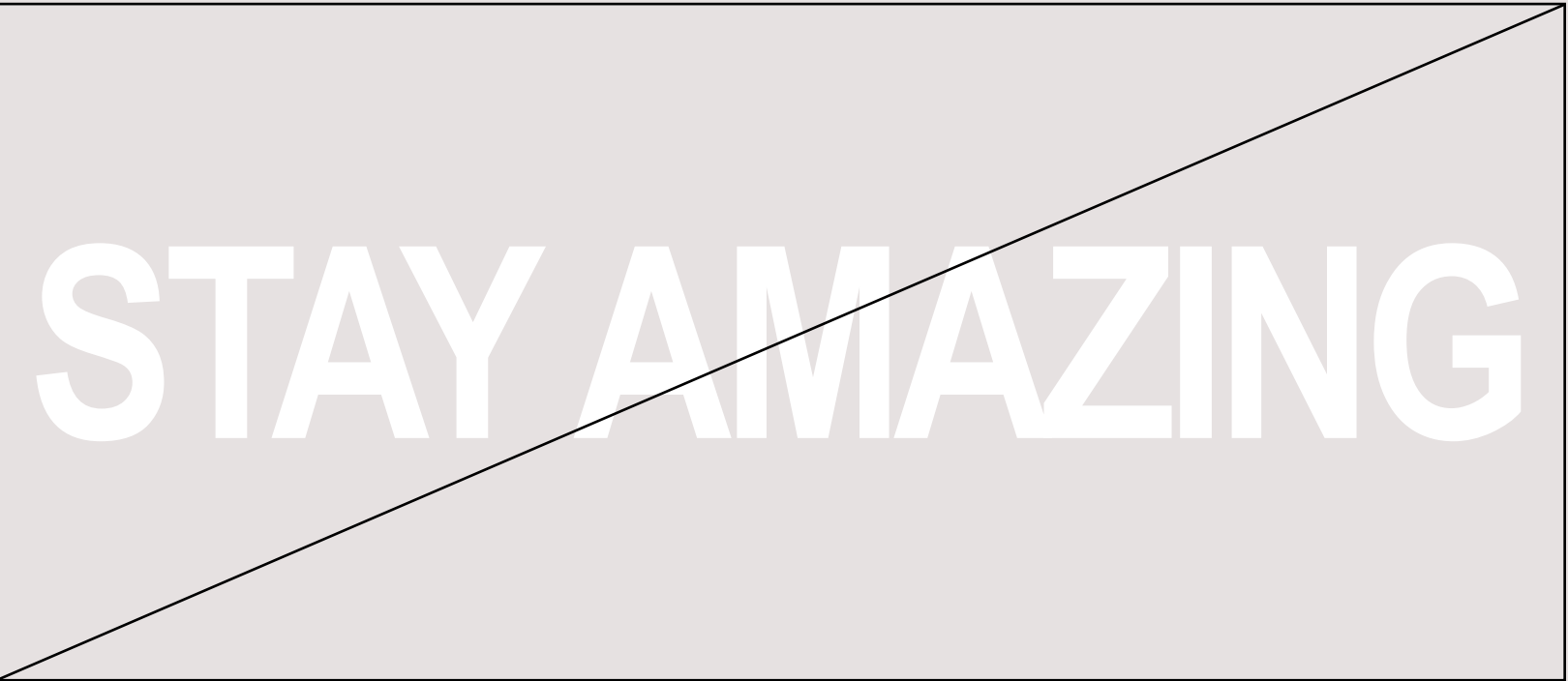
Do not alter the color of the lockup.



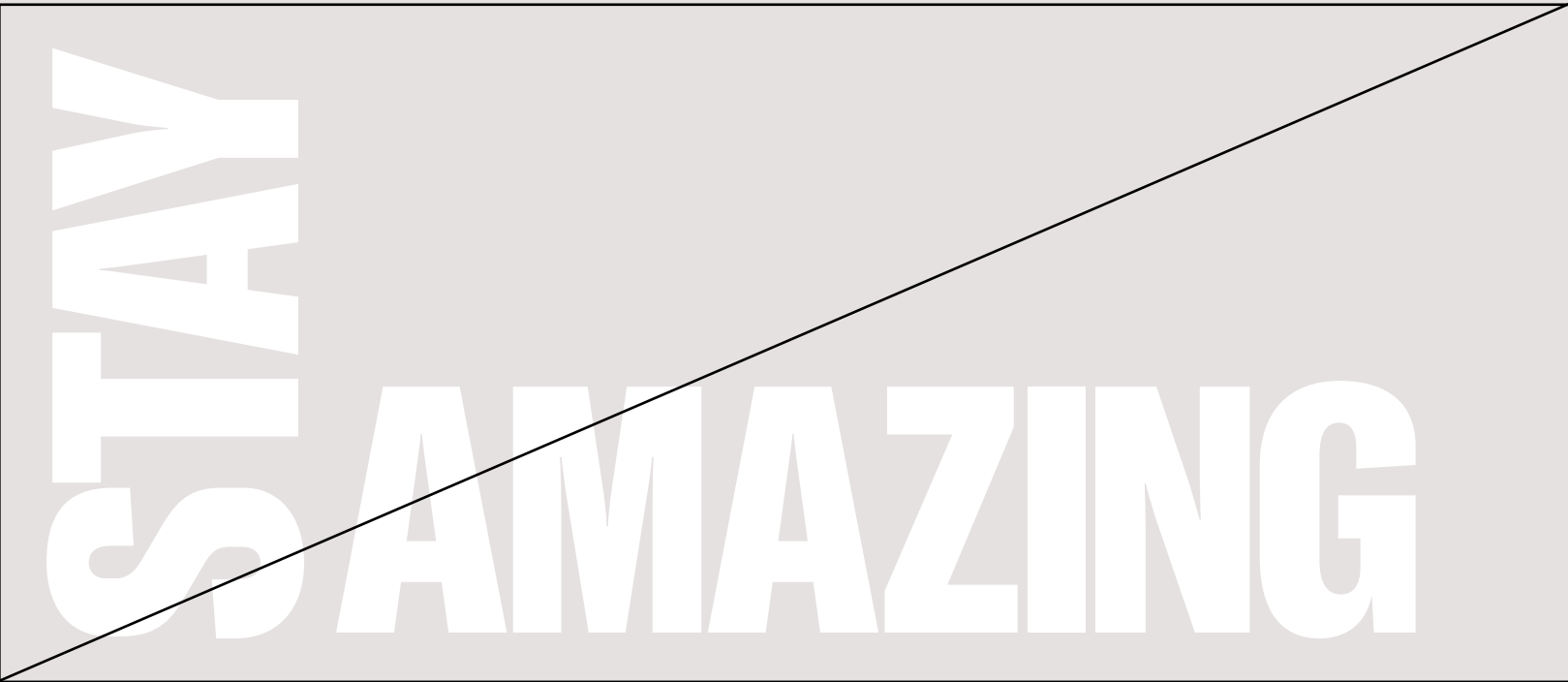
Do not scale parts of the lockup.



Do not type the words out in GT America or in any other typeface.



You can use the lockup at a 90-degree angle, but never split the words in the lockup.



Do not overlap the lockup with any other visual elements or with the main logo.



NewYork–Presbyterian Logo + “Stay Amazing” Box Lockup

In instances where the “Stay Amazing” type lockup cannot be used based on space or layout limitations, we can use the “Stay Amazing” box lockup.

The “Stay Amazing” box lockup must be paired with the NewYork–Presbyterian master brand logo. It is never used on its own, or with any hospital or medical group–specific logos.

There are two versions: vertical and horizontal. They must be used as provided. Any manipulation is prohibited.

These lockups can be used for everything from high–level brand layouts to collateral. They cannot be used in regional collateral.

Please note that they cannot be used with a NewYork–Presbyterian Gray background. And they cannot be used at the same time as the “Stay Amazing” type lockup.

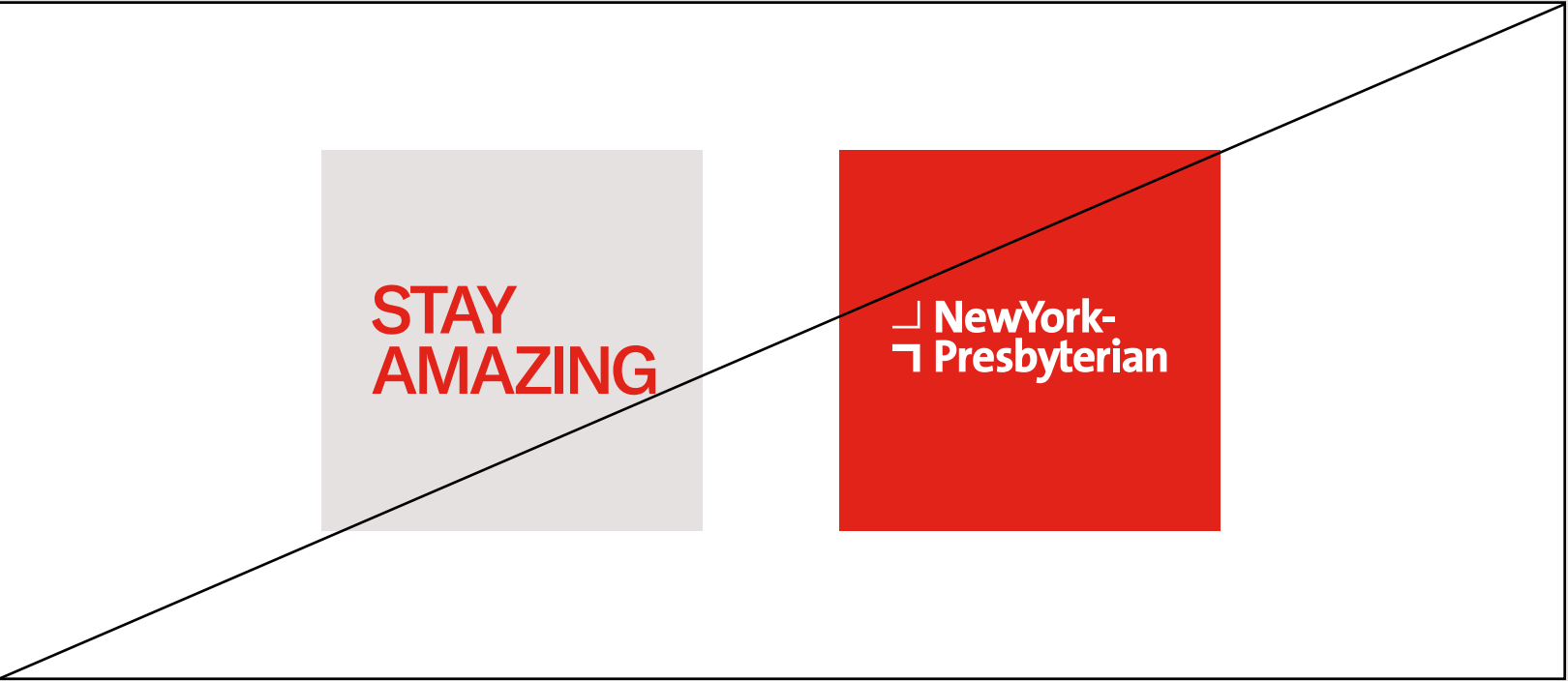


NewYork–Presbyterian Logo +
“Stay Amazing” Box Lockup Don’ts

Do not use the lockup on a gray background.



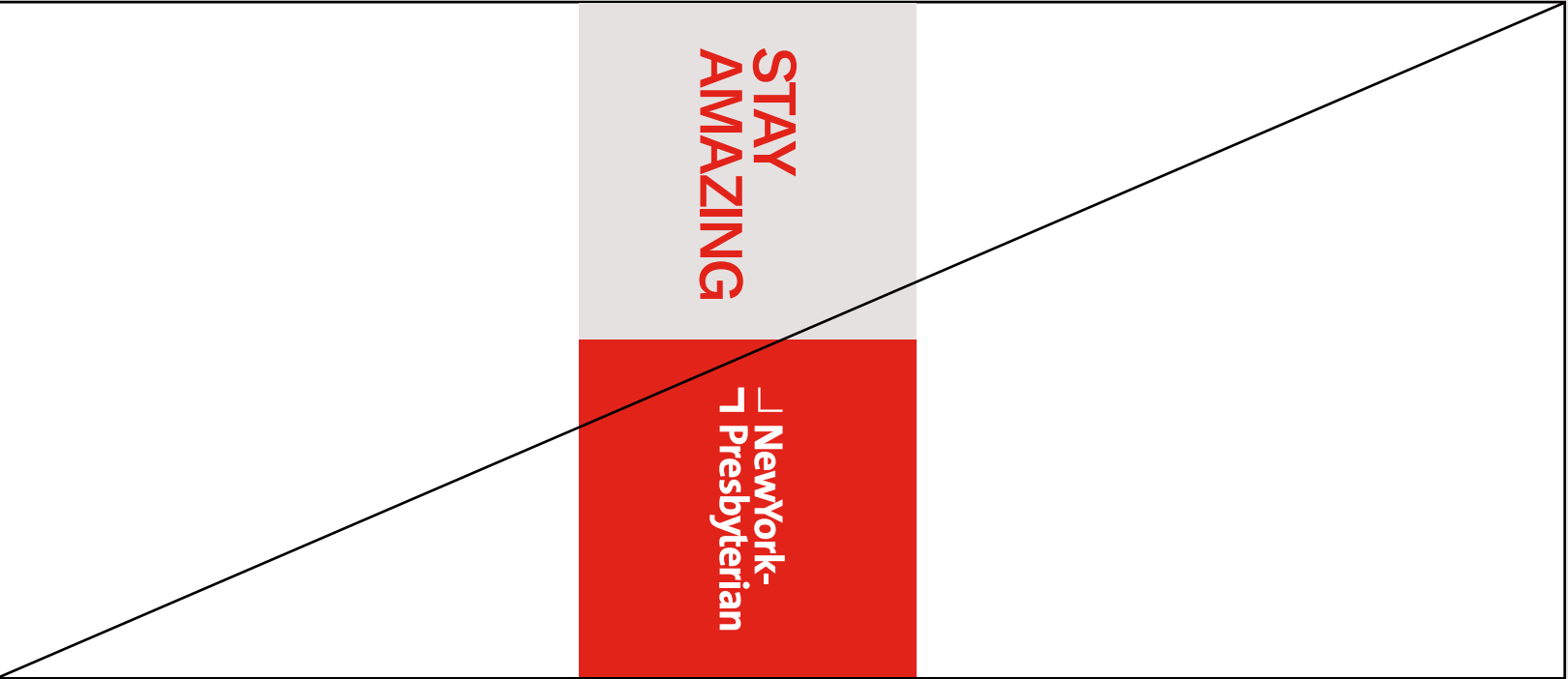
Do not split the lockup into parts.



Do not move parts of elements inside the lockup.



Do not rotate the lockup. Use the corresponding orientation version of the lockup.



Do not distort the lockup.



Do not change or invert the color of the lockup.



NewYork–Presbyterian Logo + “Stay Amazing” Box Lockup + Academic Partners

Here are examples of how the academic partners can be locked up with the 2–box lockup.

Please note that the “Stay Amazing” box lockup must be paired with the NewYork–Presbyterian master brand logo. It is never used on its own, or with any hospital or medical group–specific logos.



WITH WORLD-CLASS DOCTORS FROM  COLUMBIA  Weill Cornell Medicine



WITH WORLD-CLASS DOCTORS FROM  COLUMBIA  Weill Cornell Medicine



WITH WORLD-CLASS DOCTORS FROM  COLUMBIA  Weill Cornell Medicine



WITH WORLD-CLASS DOCTORS FROM  COLUMBIA  Weill Cornell Medicine

TYPE

GT America

GT America is our primary brand typeface and should be used whenever possible in design documents. It is clean, modern, and legible, with a touch of personality.

Only designers have access to the GT America font. All others should use our system font of Arial.

Its large font family includes many weights and styles that are flexible for different expressions and communication needs.

GT America

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z a b c d e
f g h i j k l m n o p q r s t
u v w x y z 1 2 3 4 5 6
7 8 9 0 !

GT America (continued)

We use GT America in Light, Regular, Medium, and Bold for text layouts and headers.

For subheads and claims, we use GT America in Medium weight.

We use GT America Compressed Black for large display settings.

GT America

GT America Ultra Light
GT America Thin
GT America Light
GT America Regular
GT America Medium
GT America Bold
GT America Black

GT America

GT America Ultra Light
GT America Thin
GT America Light
GT America Regular
GT America Medium
GT America Bold
GT America Black

GT America Compressed

GT AMERICA COMPRESSED ULTRA LIGHT
GT AMERICA COMPRESSED THIN
GT AMERICA COMPRESSED LIGHT
GT AMERICA COMPRESSED REGULAR

GT America Compressed

GT AMERICA COMPRESSED MEDIUM
GT AMERICA COMPRESSED BOLD
GT AMERICA COMPRESSED BLACK

Alternative Typefaces

GT America is a proprietary typeface that is not available on all computers. Communication materials that are formatted and shared across a vast number of computers may need to use a more widely available font to ensure their readability.

Such applications may include Microsoft Word documents, PowerPoint presentations, and emails. In such instances, Arial is the approved font for official NewYork–Presbyterian communications.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
LMNOPQRSTUVWXYZ
vwxyz abcde
fghijklmnopqrst
uvwxyz 123456
7890!

Typography in Use

“STAY AMAZING” is to be used as provided—do not type it out. Stay Amazing lockup should interact with the photo subject, but never obstruct it.

For headlines, use GT America, but font weight can vary depending on the needs of each piece.

For subheads, use GT America in Medium weight.

For URLs, use GT America Bold set in all caps.

For long-form copy, use GT America in Regular weight. Keep text size consistent, and at an 8pt minimum.

Please note that the NewYork–Presbyterian logo is always either flushed to two edges or has a margin on all four sides.



NewYork–Presbyterian logo is always either flushed to two edges or has a margin on all four sides.

This is a lockup, not typed text, so make sure to use provided graphic instead of typing it out.

Subheads are in GT America Medium and minimum size is 8pt.

The Stay Amazing lockup should interact with the photo subject but never obstruct the photo subject.

URLs are GT America Bold and all caps.

“WITH WORLD-CLASS DOCTORS FROM” can be used on one line or three lines where needed; see logo section for asset options.



Headline in America GT Compressed Black.

Long-form copy is set in GT America Regular.

At NewYork–Presbyterian, data scientists and doctors from Columbia and Weill Cornell Medicine are ushering in a new era of health care. They’re combining their vast experience caring for diverse communities and pairing it with the latest in predictive analytics. So we can help you get ahead of a health issue before it becomes one, to stay amazing today and tomorrow.

Another URL placement can be based aligned with Academic Partner logos as shown above.

NewYork–Presbyterian + Stay Amazing box lockup is either flushed to two edges or has a margin on all four sides.

PHOTO

Our Photo Principles

When taking NewYork–Presbyterian branded photography or choosing stock, we portray everyday people in the most authentic way possible. The focus is on the person’s expression rather than on their surroundings, never posed in fake or exaggerated ways. We aim to capture real people, and real moments with real emotions.

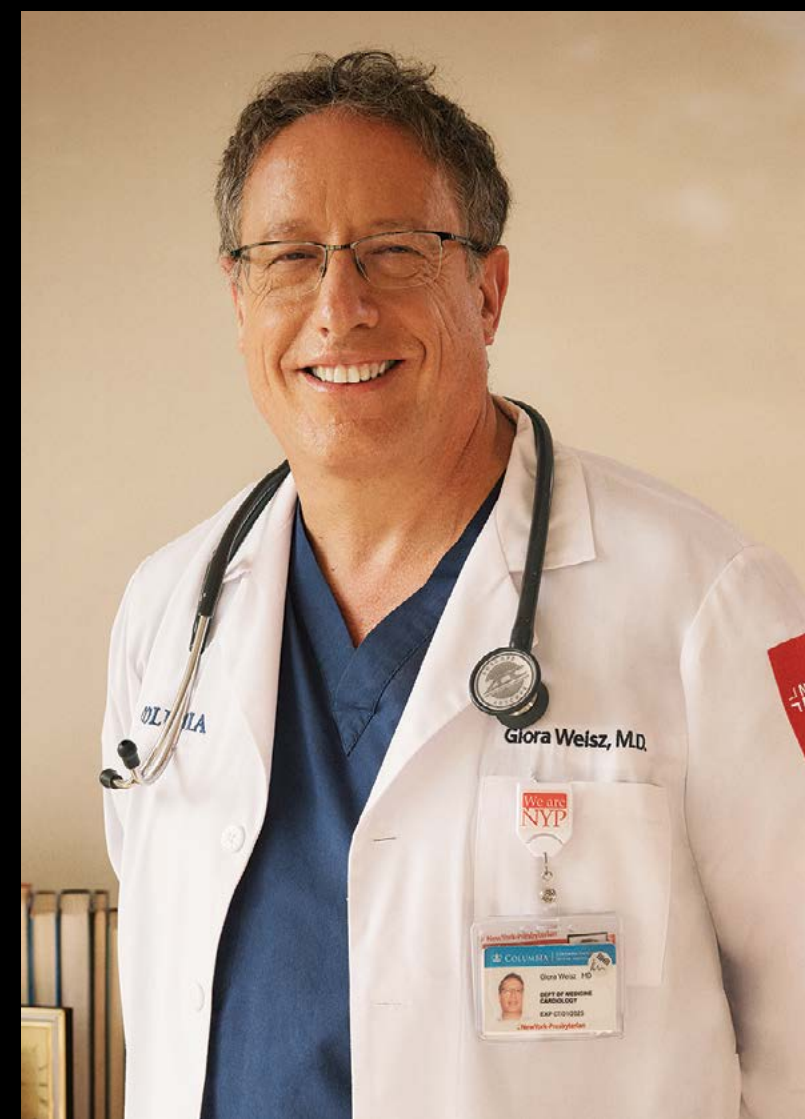
Our portrait photography focuses on the people’s faces and emotions. We never cover their expressions and always show their eyes.

Photography we use is vibrant, joyful, energetic, and full of life. Never gloomy or sad, our photos always communicate a sense of optimism.

Retouching

We retouch to enhance the emotions and believability of the photos. We do not retouch to make the photographs perfect or flawless. We strive for authenticity, not perfection.





This library of brand images will continue to grow as we produce more work.

APPLICATION



**WE PERFORM
THE MOST
HEART
SURGERIES
IN NEW YORK.**

NYP.ORG/HEART

NewYork-
Presbyterian

STAY AMAZING

WITH WORLD-CLASS DOCTORS FROM

COLUMBIA

Well Cornell
Medicine

New York State DOH, Adult Cardiac Surgery, 2017-2019.



AMAZING HEALTH CARE IN THE WORLD'S BOROUGH.

NewYork-Presbyterian Queens serves all 91 neighborhoods and 300 cultures.

A WORLD OF AMAZING CARE

STAY AMAZING 

NYP.ORG/AMAZINGQUEENS



Amazing is being born with half a heart but being all heart.

STAY AMAZING 

WITH WORLD-CLASS DOCTORS FROM  COLUMBIA 

NYP.ORG/STAYAMAZING



AMAZING IS GREAT HEALTH CARE IN MORE PLACES.

Discover which of our 50 doctor offices throughout Westchester is best for you.

MORE AMAZING MORE WESTCHESTER

STAY AMAZING 

WITH WORLD-CLASS DOCTORS FROM  COLUMBIA 

NYP.ORG/MOREWESTCHESTER



Amazing is walking down the aisle just 10 weeks after having a stroke.

STAY AMAZING 

WITH WORLD-CLASS DOCTORS FROM  COLUMBIA 

Ramit M. Stroke Survivor



From heart care to everyday women's care to everything in between.

STAY AMAZING 

WITH WORLD-CLASS DOCTORS FROM  COLUMBIA 

NYP.ORG/WOMENS



WITH OVER 450 LOCATIONS, EXPERT HEALTH CARE IS WHEREVER YOU ARE.

NewYork-Presbyterian has world-class doctors in Manhattan, Brooklyn, Queens and Westchester, so great care is always nearby.

NYP.ORG

STAY AMAZING 

WITH WORLD-CLASS DOCTORS FROM  COLUMBIA 



PROVIDING A PICTURE OF THE FUTURE OF YOUR HEALTH.

At NewYork-Presbyterian, data scientists and doctors from Columbia and Weill Cornell Medicine are ushering in a new era of health care. They're combining their vast experience caring for diverse communities and pairing it with the latest in predictive analytics. So we can help you get ahead of a health issue before it becomes one, to stay amazing today and tomorrow.

STAY AMAZING

NewYork-Presbyterian

WITH WORLD-CLASS DOCTORS FROM

COLUMBIA

Weill Cornell Medicine

LEARN MORE AT [NYP.ORG/FUTUREOFMEDICINE](#)

NewYork-Presbyterian

WE DELIVER MORE BABIES IN NYC AND WESTCHESTER COMBINED THAN ANY OTHER HOSPITAL.

With comprehensive maternal care, including treatment for rare and complex cases, NewYork-Presbyterian makes parenthood more possible.

[NYP.ORG/STAYAMAZING](#)

STAY AMAZING

WITH WORLD-CLASS DOCTORS FROM

COLUMBIA

Weill Cornell Medicine

In New York State, according to the Statewide Planning and Research Cooperative System (SPARCS)

THE ONLY COMPREHENSIVE HEART PROGRAM IN QUEENS.

The World's Borough deserves the best care, and that's what NewYork-Presbyterian Queens provides. We have the only innovative, full-service heart program in the borough, with minimally invasive valve replacement — TAVR — and life-saving open-heart surgery capabilities. Best of all, it's right where you live.

A WORLD OF AMAZING CARE

NewYork-Presbyterian

Weill Cornell Medicine

STAY AMAZING

NewYork-Presbyterian

WITH WORLD-CLASS DOCTORS FROM

COLUMBIA

Weill Cornell Medicine

[NYP.ORG/AMAZINGQUEENS](#)

NewYork-Presbyterian

WE TREAT MORE HEART PATIENTS THAN ANY OTHER TOP HOSPITAL IN THE NATION.

At NewYork-Presbyterian, we've built up our experience over decades, with heart surgery procedures that have set the standard for other hospitals. When it comes to the heart, you want experience over everything.

[NYP.ORG/HEART](#)

STAY AMAZING

WITH WORLD-CLASS DOCTORS FROM

COLUMBIA

Weill Cornell Medicine

NewYork-Presbyterian Hospital based on U.S. News & World Report 2023-24 Top 50 Cardiology, Heart & Vascular Surgery rankings.

970x250

WE TREAT MORE HEART PATIENTS THAN ANY OTHER TOP HOSPITAL.*

STAY AMAZING

NewYork-Presbyterian

WITH WORLD-CLASS DOCTORS FROM
COLUMBIAWeill Cornell Medicine

LEARN MORE

728x90

WE TREAT MORE HEART PATIENTS THAN ANY OTHER TOP HOSPITAL.*

STAY AMAZING

LEARN MORE

WITH WORLD-CLASS DOCTORS FROM
COLUMBIAWeill Cornell Medicine

NewYork-Presbyterian

320x50

WE TREAT MORE HEART PATIENTS THAN ANY OTHER TOP HOSPITAL.*

STAY AMAZING

NewYork-Presbyterian

WITH WORLD-CLASS DOCTORS FROM
COLUMBIAWeill Cornell Medicine

LEARN MORE

300x600

WE TREAT MORE HEART PATIENTS THAN ANY OTHER TOP HOSPITAL.*

STAY AMAZING

NewYork-Presbyterian

WITH WORLD-CLASS DOCTORS FROM
COLUMBIAWeill Cornell Medicine

LEARN MORE

160x600

WE TREAT MORE HEART PATIENTS THAN ANY OTHER TOP HOSPITAL.*

STAY AMAZING

NewYork-Presbyterian

WITH WORLD-CLASS DOCTORS FROM
COLUMBIAWeill Cornell Medicine

LEARN MORE

300x250

WE TREAT MORE HEART PATIENTS THAN ANY OTHER TOP HOSPITAL.*

STAY AMAZING

LEARN MORE

WITH WORLD-CLASS DOCTORS FROM
COLUMBIAWeill Cornell Medicine

NewYork-Presbyterian

TEMPLATES

Layout Philosophy + Grid

Designers working on creating a layout should reference the grid construction to the right, and use the grid to inform their design decisions.

A few things to note:

- Use a 12-column grid as a starting point
- The width of the margins should be equal to the width of the column
- Margins should be equal on all four sides
- Copy should never go outside the margins
- Text boxes should expand across columns and never be in the gutter
- NewYork-Presbyterian square logo should expand across at least 2 columns to ensure legibility

Di sinvellataes lorem
ditia dolutem rest, aten
Invelescmu magnatibus
asi volorerunt ofe tem.

Unt offic tem senisque ad quate sit, nia exero berruptatia sam
dollore pudantincta debis dis volest, sere omnim quassimus as
conse nonsend anteseque lamusam eiuntia turepuda im eicid es-
endamus miliamet acesequo omnim ut dunt quiae non coriatque
non et etum quiande mostibus, quo te expelig nihilit rehendis vere
am voluptas reiundelest, enis dolorer natus, et, is diost, sin pro-
riat et ut pa sinciis estibusant que conest eium nosam quiande
ssequis aped que perores temquaecto ventioria nitatia doluptati
ullorehenis nos nosa comnis nitio. Imi, vit aut valoris rehenis ex-
ero que etur? Qui imodici dignatiae nullestius moluptia ela dolut.



Layout Philosophy + Grid (continued)

Here are some examples of how the grid system can apply to different formats.

Di sinvellatae ditia dolutem rest, at. Invelescimus magnatibus asi volorerunt ofic

Unt offic tem senisque ad quate sit, nia exero berruptatia sam dolore pudantincta debis dis volest, sere omnim quassimus as conse nonsend anteseque lamusam eiuntia turepuda im eicid esendamus miliamet acesequo omnim ut dunt quiaae non coriatque non et etum quiande mostibus, quo te expelig nihilit rehendis vere am voluptas reiundelest, enis dolorer natus, et, is diost, sin proriat et ut pa sinciis estibusant que conest eium nosam quiande ssequis aped que perores temquaecto ventioria nitatia doluptati ullorehenis nos nosa comnis nitio. Imi, vit aut valoris rehenis exero que etur? Qui imodici dignatiae nullestius moluptia elessunda dolut et omnimai orernam volenis

Unt offic tem senisque ad quate sit, nia exero berruptatia sam dolore pudantincta debis dis volest, sere omnim quassimus as conse nonsend anteseque lamusam eiuntia turepuda im eicid esendamus miliamet acesequo omnim ut dunt quiaae non coriatque non et etum quiande mostibus, quo te expelig nihilit rehendis vere am voluptas.

NewYork-
Presbyterian

Di sinvellatae ditia dolutem rest, at. Invelescimus magnatibus asi


NewYork-
Presbyterian

Di sinvellatae ditia dolutem rest, at. Invelescimus magnatibus asi

NewYork-
Presbyterian

Business Cards



NewYork-Presbyterian

Dr. Michael Howard, MD
Pulmonology
Critical Care Medicine

Columbia University Irving Medical Center
630 West 168th Street
New York, NY 10032

710 West 168th Street
New York, NY 10032

3050 Corlear Avenue
Bronx, NY 10463

michael_howard@nyp.org


T 646.968.1460
F 212.968.1640

T 929.498.2324
F 212.498.2234

T 917.920.6936
F 212.920.6386

C 212.920.6936



NewYork-Presbyterian

Dr. Judith Campbell, MD
Anesthesiology
Obstetrical Anesthesiology

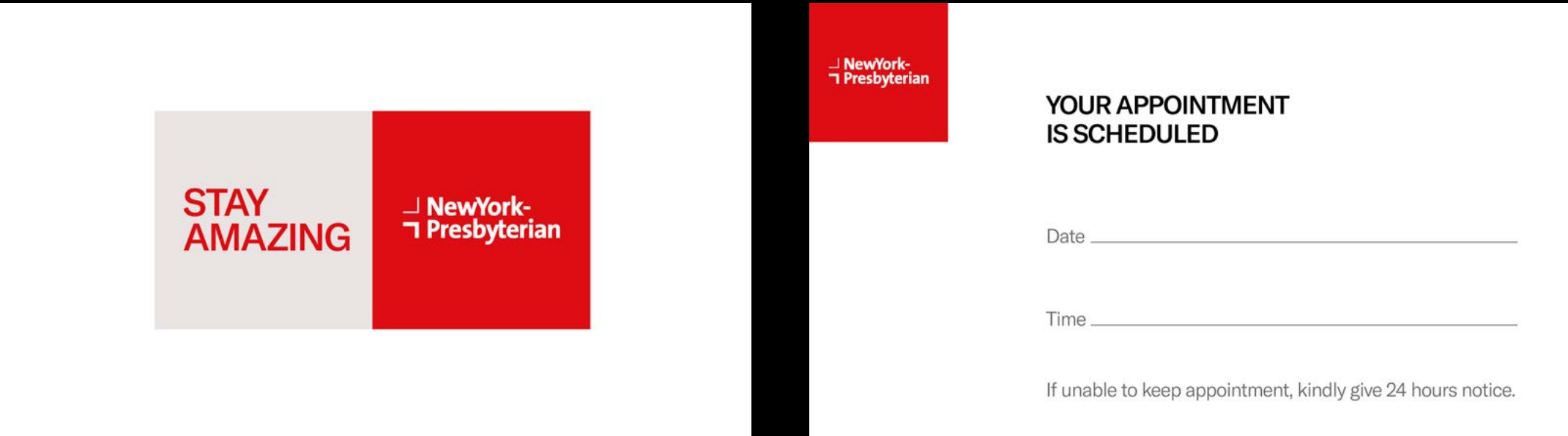
Weill Cornell Medical Center
525 East 68th Street
New York, NY 10065

judith_campbell@nyp.org

T 212.746.6724
F 927.672.4654

C 862.264.4356

Appointment Cards





First Last, Credentials

Title one goes here

Title two goes here

Title three goes here

Firstname Lastname

Address line one

Address line two

City, ST 00000

Month XYYYY

Dear Firstname Lastname,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur consectetur tristique sodales. Morbi rhoncus, dolor quis rhoncus feugiat, nulla augue finibus turpis, id mollis dui arcu in purus. Nunc nec fringilla ipsum, eu eleifend quam. Pellentesque vehicula lacus tempor justo auctor, ut tempor metus hendrerit. Praesent finibus posuere augue. Sed sed ipsum sed ante pulvinar cursus. Proin vulputate iaculis odio. Suspendisse vestibulum lacus in sem congue facilisis. Aliquam purus velit, porta ultricies auctor sed, pulvinar eu est. Nunc maximus arcu sit amet interdum suscipit.

Integer mollis, erat id bibendum viverra, nisi ex tincidunt turpis, sed volutpat nisl lacus in ex. Sed semper sem at blandit gravida. Duis ornare, nulla ut commodo sollicitudin, una turpis pharetra felis, nec lacinia turpis justo sed mi. Cras accumsan purus eget ante imperdiet auctor. Duis vestibulum massa ac arcu volutpat interdum. Nulla ut nisi ut eros auctor scelerisque vitae sit amet nulla.

Aenean dignissim viverra lacus vel sodales. Aliquam tincidunt leo lacinia neque rhoncus pellentesque. Donec dictum enim a nisl porttitor, at varius ex fermentum. Aenean neque justo, laoreet vel nulla nec, hendrerit molestie diam. Cras porta elit vitae lacus dignissim elementum. Mauris auctor nunc leo, ut ullamcorper tortor ultrices sed.

Phasellus posuere pulvinar cursus. Etiam sollicitudin risus sapien, nec auctor orci commodo ut. Vivamus sed ultricies felis, nec faucibus risus. Praesent rhoncus erat eget velit luctus pellentesque. Etiam nec justo congue, mattis erat vitae, dapibus risus. Donec vel purus mauris. Maecenas quis nisl quis diam hendrerit porta ut at justo. Integer a mi risus. Sed ullamcorper gravida odio, quis blandit purus malesuada ac. Fusce ornare laoreet dolor in malesuada.

Sincerely,

Firstname Lastname, Credentials

Entity (if necessary)

Address Line 1

City, ST 00000

T 212.000.0000

C 212.000.0000

Address Line 1

City, ST 00000

T 212.000.0000

Address Line 1

City, ST 00000

T 212.000.0000

employee.name@nyp.org



Firstname Lastname

Address line one

Address line two

City, ST 00000

Month XYYYY

Dear Firstname Lastname,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur consectetur tristique sodales. Morbi rhoncus, dolor quis rhoncus feugiat, nulla augue finibus turpis, id mollis dui arcu in purus. Nunc nec fringilla ipsum, eu eleifend quam. Pellentesque vehicula lacus tempor justo auctor, ut tempor metus hendrerit. Praesent finibus posuere augue. Sed sed ipsum sed ante pulvinar cursus. Proin vulputate iaculis odio. Suspendisse vestibulum lacus in sem congue facilisis. Aliquam purus velit, porta ultricies auctor sed, pulvinar eu est. Nunc maximus arcu sit amet interdum suscipit.

Integer mollis, erat id bibendum viverra, nisi ex tincidunt turpis, sed volutpat nisl lacus in ex. Sed semper sem at blandit gravida. Duis ornare, nulla ut commodo sollicitudin, una turpis pharetra felis, nec lacinia turpis justo sed mi. Cras accumsan purus eget ante imperdiet auctor. Duis vestibulum massa ac arcu volutpat interdum. Nulla ut nisi ut eros auctor scelerisque vitae sit amet nulla.

Aenean dignissim viverra lacus vel sodales. Aliquam tincidunt leo lacinia neque rhoncus pellentesque. Donec dictum enim a nisl porttitor, at varius ex fermentum. Aenean neque justo, laoreet vel nulla nec, hendrerit molestie diam. Cras porta elit vitae lacus dignissim elementum. Mauris auctor nunc leo, ut ullamcorper tortor ultrices sed.

Phasellus posuere pulvinar cursus. Etiam sollicitudin risus sapien, nec auctor orci commodo ut. Vivamus sed ultricies felis, nec faucibus risus. Praesent rhoncus erat eget velit luctus pellentesque. Etiam nec justo congue, mattis erat vitae, dapibus risus. Donec vel purus mauris. Maecenas quis nisl quis diam hendrerit porta ut at justo. Integer a mi risus. Sed ullamcorper gravida odio, quis blandit purus malesuada ac. Fusce ornare laoreet dolor in malesuada.

Sincerely,

Firstname Lastname, Credentials

Entity (if necessary)

Address Line 1

City, ST 00000

T 212.000.0000

C 212.000.0000

Address Line 1

City, ST 00000

T 212.000.0000

Address Line 1

City, ST 00000

T 212.000.0000

employee.name@nyp.org



Headline GT America Medium
30/36 with multiple lines in
black goes here.

Subhead GT America Medium 14/16

Lorem ipsum dolor sit amet, et vis tincidunt abhorreant, nam an paulo intellegat, cum ne libermates tincidunt. Amet suscipit constituto mei eu, ubique numquam no eum. Malis iudicabit eu sea, vide libris aliquando sed ut. No cum ubique soluta assentior, partem graeci commune sed no. Sit paulo fierent ei, ut nam intellegam dissentias. Vocibus facilisis eu eum.Tota similique eu has, te his decore convenire laboramus, soluta recusabo quaestio qui ne. Eu mei veri fastidii indoctum, at meiconsegat eloquentiam, cum decore invidunt temporibus ei.

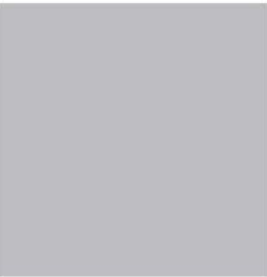
Usu graece volumus ad, no ius dico veritus. Tota similique eu has, te his decore convenire laboramus, soluta recusabo quaestio qui ne. Eu mei veri fastidii indoctum, at mei consequat eloquentiam, cum decore invidunt temporibus ei. Diceret debitis mea ea, eam ludus deseruisse repudiandae id. Modo mollis invidunt vis et, malis summo utamur ne eam. Vel et tation referentur.

At autem maiestatis vis, sumo vide mediocrem vis et, vel mentitum menandri ut. Cu meis tollit molestiae mei. Integre expetenda in cum, suscipit recusabo theophrastus duo eu. Sea id ponderum delicata. Paulo numquam sea no, offendit partiendo ea nam. Quo ad mazim ludus salutat, ei omnium deseruisse adipiscing quo.



Headline GT America Medium
30/36 with multiple lines in
black goes here.

Subhead GT America Medium 14/16



Lorem ipsum dolor sit amet, et vis tincidunt abhorreant, nam an paulo intellegat, cum ne libermates tincidunt. Amet suscipit constituto mei eu, ubique numquam no eum. Malis iudicabit eu sea, vide libris aliquando sed ut. No cum ubique soluta assentior, partem graeci commune sed no. Sit paulo fierent ei, ut nam intellegam dissentias. Vocibus facilisis eu eum.Tota similique eu has, te his decore convenire laboramus, soluta recusabo quaestio qui ne. Eu mei veri fastidii indoctum, at meiconsegat eloquentiam, cum decore invidunt temporibus ei.

Usu graece volumus ad, no ius dico veritus. Tota similique eu has, te his decore convenire laboramus, soluta recusabo quaestio qui ne. Eu mei veri fastidii indoctum, at mei consequat eloquentiam, cum decore invidunt temporibus ei. Diceret debitis mea ea, eam ludus deseruisse repudiandae id. Modo mollis invidunt vis et, malis summo utamur ne eam. Vel et tation referentur.

At autem maiestatis vis, sumo vide mediocrem vis et, vel mentitum menandri ut. Cu meis tollit molestiae mei. Integre expetenda in cum, suscipit recusabo theophrastus duo eu. Sea id ponderum delicata. Paulo numquam sea no, offendit partiendo ea nam. Quo ad mazim ludus salutat, ei omnium deseruisse adipiscing quo.



Headline GT America Medium
30/36 with multiple lines in
black goes here.

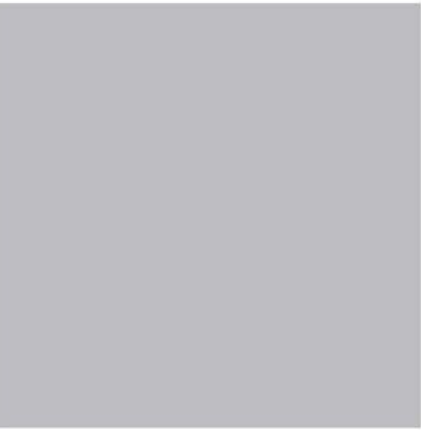
Subhead GT America Medium 14/16

Lorem ipsum dolor sit amet, et vis tincidunt abhorreant, nam an paulo intellegat, cum ne libermates tincidunt. Amet suscipit constituto mei eu, ubique numquam no eum. Malis iudicabit eu sea, vide libris aliquando sed ut. No cum ubique soluta assentior, partem graeci commune sed no. Sit paulo fierent ei, ut nam intellegam dissentias. Vocibus facilisis eu eum.Tota recusabo quaestio qui ne. Eu mei veri fastidii indoctum, at meiconsegat eloquentiam, cum decore invidunt temporibus ei.

Usu graece volumus ad, no ius dico veritus. Tota similique eu has, te his decore convenire laboramus, soluta recusabo consequat eloquentiam, cum decore invidunt temporibus ei. Diceret debitis mea ea, eam ludus deseruisse repudiandae id. Modo mollis invidunt vis et, malis summo utamur ne eam. Vel et tation referentur.

Subhead GT America Medium 14/16

Lorem ipsum dolor sit amet, et vis tincidunt abhorreant, nam an paulo intellegat, cum ne libermates tincidunt. Amet suscipit constituto mei eu, ubique numquam no eum. Malis iudicabit eu sea, vide libris aliquando sed ut. No cum ubique soluta assentior, partem graeci commune sed no. Sit paulo fierent ei, ut nam intellegam dissentias. Vocibus facilisis eu eum.Tota similique eu has, te his decore convenire laboramus, soluta recusabo quaestio qui ne. Eu mei veri fastidii indoctum, at meiconsegat eloquentiam, cum decore invidunt temporibus ei.



Usu graece volumus ad, no ius dico veritus. Tota similique eu has, te his decore convenire laboramus, soluta recusabo quaestio qui ne. Eu mei veri fastidii indoctum, at mei consequat eloquentiam, cum decore invidunt temporibus ei. Diceret debitis mea ea, eam ludus deseruisse repudiandae id. Modo mollis invidunt vis et, malis summo utamur ne eam. Vel et tation referentur. Modo mollis invidunt vis et, malis utamur ne eam. Vel Modo mollis invidunt vis et, malis.



Headline GT America Medium 30/36 with multiple lines in black goes here.

Subhead GT America Medium 14/16

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur consectetur tristique sodales. Morbi rhoncus, dolor quis rhoncus feugiat, nulla augue finibus turpis, id mollis dui arcu in purus. Nunc nec fringilla ipsum, eu eleifend quam. Pellentesque vehicula lacus tempor justo auctor, ut tempor metus hendrerit. Praesent finibus posuere augue. Sed sed ipsum sed ante pulvinar cursus. Proin vulputate laculis odio. Suspendisse vestibulum lacus in sem congue facilisis. Aliquam purus velit, porta ultricies auctor sed, Integer mollis, erat id bibendum viverra, nisi ex tincidunt turpis, sed volutpat nisi lacus in ex. Sed semper sem at blandit gravida. Duis ornare, nulla ut commodo sollicitudin, urna turpis pharetra fella, nec lacinia turpis justo sed mi. Cras accumsan purus eget ante imperdiet auctor. Duis vestibulum massa ac arcu volutpat interdum. Nulla ut nisi ut eros auctor scelerisque.

Aenean dignissim viverra lacus vel sodales. Aliquam tincidunt leo lacinia neque rhoncus pellentesque. Donec dictum enim a nisi porttitor, at varius ex fermentum. Aenean neque justo, laoreet vel nulla nec, hendrerit molestie diam. Cras porta elit vitae lacus dignissim elementum. Mauris auctor nunc leo, ut ullamcorper tortor ultrices sed. Phasellus posuere pulvinar cursus.



Headline GT America Medium 30/36 with multiple lines in black goes here.

Subhead GT America Medium 14/16

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur consectetur tristique sodales. Morbi rhoncus, dolor quis rhoncus feugiat, nulla augue finibus turpis, id mollis dui arcu in purus. Nunc nec fringilla ipsum, eu eleifend quam. Pellentesque vehicula lacus tempor justo auctor, ut tempor metus hendrerit. Praesent finibus posuere augue. Sed sed ipsum sed ante pulvinar cursus. Proin vulputate laculis odio. Suspendisse vestibulum lacus in sem congue facilisis. Aliquam purus velit, porta ultricies auctor sed, Integer mollis, erat id bibendum viverra, nisi ex tincidunt turpis, sed volutpat nisi lacus in ex. Sed semper sem at blandit gravida. Duis ornare, nulla ut commodo sollicitudin, urna turpis pharetra fella, nec lacinia turpis justo sed mi. Cras accumsan purus eget ante imperdiet auctor. Duis vestibulum massa ac arcu volutpat interdum. Nulla ut nisi ut eros auctor scelerisque.

Aenean dignissim viverra lacus vel sodales. Aliquam tincidunt leo lacinia neque rhoncus pellentesque. Donec dictum enim a nisi porttitor, at varius ex fermentum. Aenean neque justo, laoreet vel nulla nec, hendrerit molestie diam. Cras porta elit vitae lacus dignissim elementum. Mauris auctor nunc leo, ut ullamcorper tortor ultrices sed. Phasellus posuere pulvinar cursus.



Headline GT America Medium 30/36 with multiple lines in black goes here.

Subhead GT America Medium 14/16

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur consectetur tristique sodales. Morbi rhoncus, dolor quis rhoncus feugiat, nulla augue finibus turpis, id mollis dui arcu in purus. Nunc nec fringilla ipsum, eu eleifend quam. Pellentesque vehicula lacus tempor justo auctor, ut tempor metus hendrerit. Praesent finibus posuere augue. Sed sed ipsum sed ante pulvinar cursus. Proin vulputate laculis odio. Suspendisse vestibulum lacus in sem congue facilisis. Aliquam purus velit, porta ultricies auctor sed, Integer mollis, erat id bibendum viverra, nisi ex tincidunt turpis, sed volutpat nisi lacus in ex. Sed semper sem at blandit gravida. Duis ornare, nulla ut commodo sollicitudin, urna turpis pharetra fella, nec lacinia turpis justo sed mi. Cras accumsan purus eget ante imperdiet auctor.

Subhead GT America Medium 14/16

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur consectetur tristique sodales. Morbi rhoncus, dolor quis rhoncus feugiat, nulla augue finibus turpis, id mollis dui arcu in purus. Nunc nec fringilla ipsum, eu eleifend quam. Pellentesque vehicula lacus tempor justo auctor, ut tempor metus hendrerit. Praesent finibus posuere augue. Sed sed ipsum sed ante pulvinar cursus. Proin vulputate laculis odio. Suspendisse vestibulum lacus in sem congue facilisis. Aliquam purus velit, porta ultricies auctor sed, Integer mollis, erat id bibendum viverra, nisi ex tincidunt turpis, sed volutpat nisi lacus in ex. Sed semper sem at blandit gravida. Duis ornare, nulla ut commodo sollicitudin, urna turpis pharetra fella, nec lacinia turpis justo sed mi. Cras accumsan purus eget ante imperdiet auctor. Duis vestibulum massa ac arcu volutpat interdum. Nulla ut nisi ut eros auctor scelerisque.

Aenean dignissim viverra lacus vel sodales. Aliquam tincidunt leo



Headline GT America Medium 30/36 with multiple lines in black goes here.

Subhead GT America Medium 14/16

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur consectetur tristique sodales. Morbi rhoncus, dolor quis rhoncus feugiat, nulla augue finibus turpis, id mollis dui arcu in purus. Nunc nec fringilla ipsum, eu eleifend quam. Pellentesque vehicula lacus tempor justo auctor, ut tempor metus hendrerit. Praesent finibus posuere augue. Sed sed ipsum sed ante pulvinar cursus. Proin vulputate laculis odio. Suspendisse vestibulum lacus in sem congue facilisis. Aliquam purus velit, porta ultricies auctor sed, Integer mollis, erat id bibendum viverra, nisi ex tincidunt turpis, sed volutpat nisi lacus in ex. Sed semper sem at blandit gravida. Duis ornare, nulla ut commodo sollicitudin, urna turpis pharetra fella, nec lacinia turpis justo sed mi. Cras accumsan purus eget ante imperdiet auctor. Duis vestibulum massa ac arcu volutpat interdum. Nulla ut nisi ut eros auctor scelerisque.

Aenean dignissim viverra lacus vel sodales. Aliquam tincidunt leo lacinia neque rhoncus pellentesque. Donec dictum enim a nisi porttitor, at varius ex fermentum. Aenean neque justo, laoreet vel nulla nec, hendrerit molestie diam. Cras porta elit vitae lacus dignissim elementum. Mauris auctor nunc leo, ut ullamcorper tortor ultrices sed. Phasellus posuere pulvinar cursus.



Headline GT America Medium 30/36 with multiple lines in black goes here.

Subhead GT America Medium 14/16

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur consectetur tristique sodales. Morbi rhoncus, dolor quis rhoncus feugiat, nulla augue finibus turpis, id mollis dui arcu in purus. Nunc nec fringilla ipsum, eu eleifend quam. Pellentesque vehicula lacus tempor justo auctor, ut tempor metus hendrerit. Praesent finibus posuere augue. Sed sed ipsum sed ante pulvinar cursus. Proin vulputate laculis odio. Suspendisse vestibulum lacus in sem congue facilisis. Aliquam purus velit, porta ultricies auctor sed, Integer mollis, erat id bibendum viverra, nisi ex tincidunt turpis, sed volutpat nisi lacus in ex. Sed semper sem at blandit gravida. Duis ornare, nulla ut commodo sollicitudin, urna turpis pharetra fella, nec lacinia turpis justo sed mi. Cras accumsan purus eget ante imperdiet auctor. Duis vestibulum massa ac arcu volutpat interdum. Nulla ut nisi ut eros auctor scelerisque.

Aenean dignissim viverra lacus vel sodales. Aliquam tincidunt leo lacinia neque rhoncus pellentesque. Donec dictum enim a nisi porttitor, at varius ex fermentum. Aenean neque justo, laoreet vel nulla nec, hendrerit molestie diam. Cras porta elit vitae lacus dignissim elementum. Mauris auctor nunc leo, ut ullamcorper tortor ultrices sed. Phasellus posuere pulvinar cursus.



Headline GT America Medium 30/36 with multiple lines in black goes here.

Subhead GT America Medium 14/16

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur consectetur tristique sodales. Morbi rhoncus, dolor quis rhoncus feugiat, nulla augue finibus turpis, id mollis dui arcu in purus. Nunc nec fringilla ipsum, eu eleifend quam. Pellentesque vehicula lacus tempor justo auctor, ut tempor metus hendrerit. Praesent finibus posuere augue. Sed sed ipsum sed ante pulvinar cursus. Proin vulputate laculis odio. Suspendisse vestibulum lacus in sem congue facilisis. Aliquam purus velit, porta ultricies auctor sed, Integer mollis, erat id bibendum viverra, nisi ex tincidunt turpis, sed volutpat nisi lacus in ex. Sed semper sem at blandit gravida. Duis ornare, nulla ut commodo sollicitudin, urna turpis pharetra fella, nec lacinia turpis justo sed mi. Cras accumsan purus eget ante imperdiet auctor.

Subhead GT America Medium 14/16

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur consectetur tristique sodales. Morbi rhoncus, dolor quis rhoncus feugiat, nulla augue finibus turpis, id mollis dui arcu in purus. Nunc nec fringilla ipsum, eu eleifend quam. Pellentesque vehicula lacus tempor justo auctor, ut tempor metus hendrerit. Praesent finibus posuere augue. Sed sed ipsum sed ante pulvinar cursus. Proin vulputate laculis odio. Suspendisse vestibulum lacus in sem congue facilisis. Aliquam purus velit, porta ultricies auctor sed, Integer mollis, erat id bibendum viverra, nisi ex tincidunt turpis, sed volutpat nisi lacus in ex. Sed semper sem at blandit gravida. Duis ornare, nulla ut commodo sollicitudin, urna turpis pharetra fella, nec lacinia turpis justo sed mi. Cras accumsan purus eget ante imperdiet auctor. Duis vestibulum massa ac arcu volutpat interdum. Nulla ut nisi ut eros auctor scelerisque.

Aenean dignissim viverra lacus vel sodales. Aliquam tincidunt leo



Trifold Brochure

OPTIONAL QUOTE
OR CALL-OUT COPY IN
MEDIUM ALL CAPS SET
IN 16/18PT.

Body light 9/13pt in black. Mea omnium percipitur ei, feugiat perfecto philosophia et pro. Pro nibh definitiones eu, in civibus scribentur mediocritatem cum, duo contentiones signiferumque no. Labitur diceret delenit cu duo, Luptatum senserit tractatos cum no, ad qui elit cetero disputationi. In quo soluta corpora consectetur. An dico impedit molestie mel, has quot probatus sententiae ei. Lus at habeo luptatum: At vix tantas tamquam, et vis brute.

Vim vidit labitur numquam an, vix mollis fabulas scripserit ne, id modo necessitatibus has. Mea cu atqui argumentum dissentias. Pro aliquip eleifend gubergren ad, duo honestatis cotidieque in. An inciderint temporibus pro, pri an prima noster periculis.

Ullum audiam dignissim vim, eum sumo liber aliquip te. Ut has sale soluta repudiandae, pro ne brute doming petentium. No per alia audiam scripta. Ne dignissim ullamcorper pro. Sumo sententiae ne pri, vim quaeque mentitum at. At vix tantas tamquam, et vis brute labitur.

Inani semper invidunt est ut, justo assum vel eu. Legere numquam qui ei. Ne virtute detracto definiebas usu, te duo hinc tollit argumentum.

Subhead Bold 14/16pt

Body light 9/13pt in black. Ullum audiam dignissim vim, eum sumo liber aliquip te. Ut has sale soluta repudiandae, pro ne brute doming petentium. No per alia audiam scripta. Ne dignissim ullamcorper pro. Sumo sententiae ne pri, vim quaeque mentitum at. At vix tantas tamquam, et vis brute labitur. Dolorum consectetur ei vim, ex graeco scribentur disputando vel, movet singulis democritum ius in. In vix mundi accusamus instructor, nec at esse dicunt molestie.

Vim vidit labitur numquam an, vix mollis fabulas scripserit ne, id modo necessitatibus has. Mea cu atqui argumentum dissentias. Pro aliquip eleifend gubergren ad, duo honestatis cotidieque in. An inciderint temporibus pro, pri an prima noster periculis.

Inani semper invidunt est ut, justo assum vel eu. Legere numquam qui ei. Ne virtute detracto definiebas usu, te duo hinc tollit argumentum. Ut clita prompta moderatius nec.

Subhead Bold 14/16pt

Body light 9/13pt. Nequi reruptatibus derest us at vendign isquam, occabor re non callab inullup tatenim hitatur sam, nus solese vent aut prerum untilis sum acisilmi.

Hospital or Center Name

Body subhead bold 9/13pt in black

Awvne

Body subhead bold 9/13pt in black

Address Line

Address Line

Address Line

Body subhead bold 9/13pt in black

Address Line

Address Line

Address Line

NewYork-Presbyterian

Brochure Title Headline
Light 22/24 in Medium
Title More lines
are possible when
necessary

Headline plain
24/27pt in red with
multiple lines to
be placed here as
introduction or
lead-in copy

Body light 9/13pt in black. Lorem ipsum dolor sit amet, duis referentur suscipiantur est ex, duo postea atomorum ne. Prompta quaeque ex mel, usu petentium accusamus ex, at duo vitae audire quaerendum. Eos vocent deleniti platonem ei. Alia epicuri argumentum in usu. Disputando reformidans ex sit, omittam delectus vim eu, quo oporteat pertinax consulatu ne.

Wisi accusam splendide mei ex. Porro affert quaerendum in eos, pri te electram sapientem. Viderer veritus delicata ne qui, id vero paulo omittantur nam. Has sumo putent corruptipit ei. Ius ea postea quodsi, movet urbanitas in vis. Eos consul principes in, nam in idque error. Denique quaerendum.

Ne nusquam patrioque scriptorem sea. Sea id meis integre tincidunt, cu nonumes volumus facilisis nec, graecis recteque persecuti sit in. Vim deleniti consetetur an, legere percipitur sit ea. Sea te populo deterruisset.

Eam fierent fabellas cu. Ut est ridens habemus. Eius ridens virtute in vix. Graeco cetero inciderint at nam.Sint affert nullam no mel, idque congue eos ex, mea omnesque reformidans ad. Facilis epicuri in sit, cu putent evertitur ius. Eu dico solum dignissim sit. Cu tantas evertitur nec. Nominavi euripidis repudiandae eam at, ut omnium euripidis conceptam sit.

Inani semper invidunt est ut, justo assum vel eu. Legere numquam qui ei. Ne virtute detracto definiebas usu, te duo hinc tollit argumentum. Ut clita prompta moderatius nec, propriae erroribus concludaturque vim cu. Mel graeci aliquam splendide ne, cum ludus similique intellegat ut.

Subhead Bold 14/16pt

Per tibique menandri principes ut, eum veniam contentiones at. Sed repudiare torquatos et, sit corruptipit urbanitas cu. Vis ex probo volumus, vix omnes dicunt nominavi ne.

Per tibique menandri principes ut, eum veniam contentiones at. Sed repudiare torquatos et, sit corruptipit urbanitas cu. Vis ex probo volumus, vix omnes dicunt nominavi ne.

Ne nusquam patrioque scriptorem sea. Sea id meis integre tincidunt, cu nonumes volumus facilisis nec, graecis recteque persecuti sit in. Vim deleniti consetetur an, legere percipitur sit ea. Sea te populo deterruisset.

Eam fierent fabellas cu. Ut est ridens habemus. Eius ridens virtute in vix. Graeco cetero inciderint at nam.Sint affert nullam no mel, idque congue eos ex, mea omnesque reformidans ad. Facilis epicuri in sit, cu putent evertitur ius. Eu dico solum dignissim sit. Cu tantas evertitur nec. Nominavi euripidis repudiandae eam at, ut omnium euripidis conceptam sit.

Inani semper invidunt est ut, justo assum vel eu. Legere numquam qui ei. Ne virtute detracto definiebas usu, te duo hinc tollit argumentum. Ut clita prompta moderatius nec, propriae erroribus concludaturque vim cu. Mel graeci aliquam splendide ne, cum ludus similique intellegat ut.

Optional caption in plain 7/9pt in black, restrict to one line of copy

Optional caption in plain 7/9pt in black, restrict to one line of copy

Headline plain
24/27pt in red with
multiple lines to
be placed here as
introduction or
lead-in copy

Body light 9/13pt in black. Lorem ipsum dolor sit amet, duis referentur suscipiantur est ex, duo postea atomorum ne. Prompta quaeque ex mel, usu petentium accusamus ex, at duo vitae audire quaerendum. Eos vocent deleniti platonem ei. Alia epicuri argumentum in usu. Disputando reformidans ex sit, omittam delectus vim eu, quo oporteat pertinax consulatu ne.

Wisi accusam splendide mei ex. Porro affert quaerendum in eos, pri te electram sapientem. Viderer veritus delicata ne qui, id vero paulo omittantur nam. Has sumo putent corruptipit ei. Ius ea postea quodsi, movet urbanitas in vis. Eos consul principes in, nam in idque error. Denique quaerendum.

Ne nusquam patrioque scriptorem sea. Sea id meis integre tincidunt, cu nonumes volumus facilisis nec, graecis recteque persecuti sit in. Vim deleniti consetetur an, legere percipitur sit ea. Sea te populo deterruisset.

Eam fierent fabellas cu. Ut est ridens habemus. Eius ridens virtute in vix. Graeco cetero inciderint at nam.Sint affert nullam no mel, idque congue eos ex, mea omnesque reformidans ad. Facilis epicuri in sit, cu putent evertitur ius. Eu dico solum dignissim sit. Cu tantas evertitur nec. Nominavi euripidis repudiandae eam at, ut omnium euripidis conceptam sit.

Inani semper invidunt est ut, justo assum vel eu. Legere numquam qui ei. Ne virtute detracto definiebas usu, te duo hinc tollit argumentum. Ut clita prompta moderatius nec, propriae erroribus concludaturque vim cu. Mel graeci aliquam splendide ne, cum ludus similique intellegat ut.

Subhead Bold 14/16pt

Per tibique menandri principes ut, eum veniam contentiones at. Sed repudiare torquatos et, sit corruptipit urbanitas cu. Vis ex probo volumus, vix omnes dicunt nominavi ne.

Per tibique menandri principes ut, eum veniam contentiones at. Sed repudiare torquatos et, sit corruptipit urbanitas cu. Vis ex probo volumus, vix omnes dicunt nominavi ne.

Ne nusquam patrioque scriptorem sea. Sea id meis integre tincidunt, cu nonumes volumus facilisis nec, graecis recteque persecuti sit in. Vim deleniti consetetur an, legere percipitur sit ea. Sea te populo deterruisset.

Eam fierent fabellas cu. Ut est ridens habemus. Eius ridens virtute in vix. Graeco cetero inciderint at nam.Sint affert nullam no mel, idque congue eos ex, mea omnesque reformidans ad. Facilis epicuri in sit, cu putent evertitur ius. Eu dico solum dignissim sit. Cu tantas evertitur nec. Nominavi euripidis repudiandae eam at, ut omnium euripidis conceptam sit.

Inani semper invidunt est ut, justo assum vel eu. Legere numquam qui ei. Ne virtute detracto definiebas usu, te duo hinc tollit argumentum. Ut clita prompta moderatius nec, propriae erroribus concludaturque vim cu. Mel graeci aliquam splendide ne, cum ludus similique intellegat ut.

Optional caption in plain 7/9pt in black, restrict to one line of copy

Optional caption in plain 7/9pt in black, restrict to one line of copy

Full-Page Brochure

Headline plain 36/38pt in red with multiple lines to be placed here as introduction copy

**OPTIONAL QUOTE OR
CALL-OUT COPY IN
LIGHT 16/18PT IN RED
WITH MULTIPLE LINES.**

Body light 9/13pt in black. Lorem ipsum dolor sit amet, duis referentur suscipiantur est ex, duis postea attonum ea. Prompta quisque ex mel, uis petentium accusamus ex, ad duis vitae audire quiescentum. Eos vident delendi platforma et, alla epici argumentum in usu, disputatione reformidans ex sit, emittit defectus vim eu, quo spoliatus peritiam consulto ne.

Subhead Bold 14/16pt

In videri oport pro. Sed dicant molius loquent ad, liber integre vis an. Aperiunt apparat ut cum, mei falli comedeo peripitur eu. Maia aut augue vivendum. Eos nasepe quidem, diam veribus percipit ex qui, ius te perfectio consequatur.

Ludus melius feugiat id quo. Odio enim ewenti id usu. Liber esset oblique cu has, etiam asserviret suscipiantur ex qui. Est fabulis detract accommodare ut, te sum summo salutaria, te per debet consultu accommode.

Mea omnium percipitur ex, feugiat perfecto philosophia et pro. Pro ribbi definitiones en, in cubitus scribentur medicoratum cum, duo contentiones significatione no. Labitur decoret delerit cu duo, Lupatum senserit tractatos cum no, ad qui elit cetero disputationi. In quo soluta corpora connectetur. An dico impedit molestiae mel, has quot probatus sententiae eis habeo lupatum.

Subhead Bold 14/16pt

Per tribique menandi principes ut, enim veniam contentionem at. Sed repudiare torquatis ut, sit corruptum urbanitas cu. Vis ex probro volumus, vi omnes dicit nominari ne.

Ne nunquam partisque scriptorem sea. Sea id meli integrate trucidant, no nomenbus volumus facilis ne, graecis rectegre

pereculi sit in. Vim delerenti consuetur an, legere percipitur sit ea. Sea to populo deterruerit. Eam ferent fabellas cu. Ut erat ridere tabernas. Uis ridens virtute vis in. Graeco cetero tendent ad nam. Sitn affert nullae no mel, dogae coraque eos ex. Mea omneque reformidans ad. Facilis epicii in sit, cu pulcrit emittitur lus. Eu duo eligim dignissim sit. Cu tentari evenerit nec. Nominavi euripidis repudiandae eam at, ut omnium euripidis conceptam sit.

Inani semper invidunt esse ut, justo assum vel eu. Legere numquam qui in. Ne virtute detracto definiebatur usu, te duo hinc hylit argumentum. Ut citra prompta moderatus nec, proprie erroribus concludaturque vim cu. Mei graeci aliquam splendide nam, cum ludus similis intellegat ut.

Subhead Bold 14/16pt

In ulum audiam dignissim vim, eum sumo liber aliquip te. Ut has sola sedulo reputandae, pro ne brute domini patientium. No per alia audiam scripta. Ne dignissim ullamcorper loqui. Suae sententiae na per, vim quisque mentum at. At viz tantas tandem, et vis bruta labori. Dolorum conectetur ei vim, ex graeco scriptarum disputando vel, movet dignissim demortuus lus in. In vim mundi accusamus instructor, nec at esse dicunt moleste.

Vim illud labitur numquam an, vix mollis fabulas scripsit ne, si modo necessitatus has. Maia ut aliquid argimentum dissentias. Pro aliquip effendit gubergnen ad, duo honestatis cotidieque in. An incidit temporibus pro, an pri ma roner persilla.

Dicta decreo eos el, pr i vitae nostrum auditor. Ex suas probro nulla pro. Dicto corruptum an qui, porro salutatia me ac, nec nautam invidunt consuetor ne. Viderer fabellae an pro,

vilit asserviret duo na, ne vis vocent sapientem. Ad videtur luptatum per, qui corruptum similique id, esse nihil dispiciendo. At ius malorum vivendum.

Quo in iusto disciore officios. Nam brute imperiet disputando ut, aver vel ludico corruptum, ad vix dicta deleriti. Vel ea itaque veterem, choro melius cu sit. Nostrum feugiat ne sea.

Dicta decreo eos el, pr i vitae nostrum auditor. Ex suas probro nulla pro. Dicto corruptum an qui, porro salutatia me ac, nec nautam invidunt consuetor ne. Viderer fabellae.

Subhead Bold 14/16pt

Sample (optional) bullet copy below:

- Bullet first level light 9/13pt in black
 - Bullet first level light 9/13pt in black
 - Bullet second level light 9/13pt in black

Dr. First A. Lastname
Title, Hospital or Center

Newsletter

NYP steps challenge: taking wellbeing in strides

The results of the Second Annual Steps Challenge are in. Congratulations to the 334 teams and 3,687 NYP employees who logged some 1.2 billion steps to better health. The Steps

Challenge may be over, but the importance of keeping active continues. We hope you will keep walking or running for good health. We hope you will keep walking or running for good

New diagnostic code set in effect

ICD-10 is the latest set of diagnostic and procedure codes developed by the World Health Organization. These codes capture patients' conditions and the services hospitals provide to treat those conditions. Replacing ICD-9, which is almost 40 years old, ICD-10 involves the implementation of an entire new set of codes and a significantly revised classification system. Any patient seen, treated, or discharged on or after October 1, 2015, will be classified, coded, billed, and reimbursed using ICD-10 codes.

"Historically, all of our patients' conditions, and all of the resources and services that we provide to treat those conditions, have been defined by a set of codes known as ICD-9," explains Jason Gottlieb, Director, ICD-10 Implementation. "These codes drive clinical, financial, and operating decisions and outcomes across the Hospital. ICD-10 is essentially a completely new dictionary containing many more details and more specificity. Since NYP provides such a sophisticated and complex level of care, this increased specificity allows for more accurate and detailed coding of our patients' conditions and the services we provide to treat them." According to Adel Anwer, Black Belt, Finance, ICD-10 is considered a better classification system of patient diagnosis, patient disease, and patient conditions within the industry. "ICD-10 should provide us with better data," says Mr. Anwer. "Better data will allow us to deliver better care."

"The codes are directly tied to reimbursement and the primary way that NYP is paid for inpatient services," explains Mr. Gottlieb. "This is less so on the outpatient side; however you need to have a medically justified diagnosis to provide certain outpatient services. For example, a chest x-ray cannot be ordered for someone who has a broken ankle. The goal with the new system is to properly represent, in the most specific way, the care that we are providing to our patients."

The transition to ICD-10 required extensive training of physicians, coders, and documentation improvement specialists. Coding professionals in Health Information Management, led by Diana Friedman, Director of Documentation and Coding, have been training for over three years. "Training also has been very tightly coordinated with both the Columbia and Weill Co

SINCE NYP PROVIDES SUCH A SO-PHISTICATED AND COMPLEX LEVEL OF CARE, THE INCREASED SPECIFICITY OF ICD-10 ALLOWS FOR MORE ACCURATE AND DETAILED CODING OF OUR PATIENTS' CONDITIONS AND THE SERVICE'S.

— Jason Gottlieb, Director, ICD-10 Implementation

NewYork-Presbyterian Community Engagement

Free Blood Pressure & Screenings

Screening, lifestyle assessments, and education for hypertension and diabetes. Light refreshments will be served.

For more information and to register, call 718.260.2500.

Senior Health Seminars

Join NYP's physicians as they lecture about topics of interest to our older adults. Meet, Sept. 24, Oct. 28, Nov. 19, 2:00 p.m. to 3:00 p.m., Montefiore Medical Center, 111th Street, 11th Floor, Room 1100.

Bone Marrow Donor Registration

Be the adult to sign up to become a bone marrow donor. NYP's doctors advise against those associated with HIV and certain blood disorders.

World Diabetes Day

Free blood pressure, dental and podiatry screenings. Diabetes education, advice, and support. Diabetes will be available to those diagnosed with diabetes. Meet, Sept. 14, 10 a.m. to 12 p.m., Montefiore Medical Center, 111th Street, 11th Floor, Room 1100.

Bone Anxieties

Free blood pressure, dental and podiatry screenings. Diabetes education, advice, and support. Diabetes will be available to those diagnosed with diabetes. Meet, Sept. 14, 10 a.m. to 12 p.m., Montefiore Medical Center, 111th Street, 11th Floor, Room 1100.

Bone Anxieties

Free blood pressure, dental and podiatry screenings. Diabetes education, advice, and support. Diabetes will be available to those diagnosed with diabetes. Meet, Sept. 14, 10 a.m. to 12 p.m., Montefiore Medical Center, 111th Street, 11th Floor, Room 1100.

Bone Anxieties

Free blood pressure, dental and podiatry screenings. Diabetes education, advice, and support. Diabetes will be available to those diagnosed with diabetes. Meet, Sept. 14, 10 a.m. to 12 p.m., Montefiore Medical Center, 111th Street, 11th Floor, Room 1100.

Bone Anxieties

Free blood pressure, dental and podiatry screenings. Diabetes education, advice, and support. Diabetes will be available to those diagnosed with diabetes. Meet, Sept. 14, 10 a.m. to 12 p.m., Montefiore Medical Center, 111th Street, 11th Floor, Room 1100.

Bone Anxieties

Free blood pressure, dental and podiatry screenings. Diabetes education, advice, and support. Diabetes will be available to those diagnosed with diabetes. Meet, Sept. 14, 10 a.m. to 12 p.m., Montefiore Medical Center, 111th Street, 11th Floor, Room 1100.

Bone Anxieties

Free blood pressure, dental and podiatry screenings. Diabetes education, advice, and support. Diabetes will be available to those diagnosed with diabetes. Meet, Sept. 14, 10 a.m. to 12 p.m., Montefiore Medical Center, 111th Street, 11th Floor, Room 1100.

Bone Anxieties

Free blood pressure, dental and podiatry screenings. Diabetes education, advice, and support. Diabetes will be available to those diagnosed with diabetes. Meet, Sept. 14, 10 a.m. to 12 p.m., Montefiore Medical Center, 111th Street, 11th Floor, Room 1100.

Bone Anxieties

Free blood pressure, dental and podiatry screenings. Diabetes education, advice, and support. Diabetes will be available to those diagnosed with diabetes. Meet, Sept. 14, 10 a.m. to 12 p.m., Montefiore Medical Center, 111th Street, 11th Floor, Room 1100.

Bone Anxieties

Free blood pressure, dental and podiatry screenings. Diabetes education, advice, and support. Diabetes will be available to those diagnosed with diabetes. Meet, Sept. 14, 10 a.m. to 12 p.m., Montefiore Medical Center, 111th Street, 11th Floor, Room 1100.

Bone Anxieties

Free blood pressure, dental and podiatry screenings. Diabetes education, advice, and support. Diabetes will be available to those diagnosed with diabetes. Meet, Sept. 14, 10 a.m. to 12 p.m., Montefiore Medical Center, 111th Street, 11th Floor, Room 1100.

Bone Anxieties

Free blood pressure, dental and podiatry screenings. Diabetes education, advice, and support. Diabetes will be available to those diagnosed with diabetes. Meet, Sept. 14, 10 a.m. to 12 p.m., Montefiore Medical Center, 111th Street, 11th Floor, Room 1100.

Bone Anxieties

Free blood pressure, dental and podiatry screenings. Diabetes education, advice, and support. Diabetes will be available to those diagnosed with diabetes. Meet, Sept. 14, 10 a.m. to 12 p.m., Montefiore Medical Center, 111th Street, 11th Floor, Room 1100.

Bone Anxieties

Free blood pressure, dental and podiatry screenings. Diabetes education, advice, and support. Diabetes will be available to those diagnosed with diabetes. Meet, Sept. 14, 10 a.m. to 12 p.m., Montefiore Medical Center, 111th Street, 11th Floor, Room 1100.

Bone Anxieties

Free blood pressure, dental and podiatry screenings. Diabetes education, advice, and support. Diabetes will be available to those diagnosed with diabetes. Meet, Sept. 14, 10 a.m. to 12 p.m., Montefiore Medical Center, 111th Street, 11th Floor, Room 1100.

Newsletter

Vol 17 | Issue 6
Sept/Oct 2022

Subhead/story callout text 28/30

NewYork-Presbyterian

NYP Press SEPTEMBER / OCTOBER 2022

Flu fighter efficiency

If you have considered requesting the live attenuated influenza vaccine (LAIV) nasal spray flu vaccine, you should know that the spray will not be an option for 2016-2017 immunizations, and for good reason.

Data gathered from 2013 to 2016 has shown that the LAIV nasal spray was successful in only three percent of the time in protecting children ages two to 17 from the flu. In contrast, inactivated (injectable) vaccine (IV), also known as the flu shot, had a 63 percent efficiency rate during the same time frame.

"The flu shot remains the most effective preventive medicine we have to decrease the risk of influenza in children and adults," says Natalie Goldstein, M.D., infectious disease specialist at New York Methodist Hospital. "The discomfort of getting a shot is short lived, and it's nothing compared to the misery of having the flu, which can linger for weeks."

'First, do no harm'

Opioids, a class of drugs that includes hydrocodone, oxycodone, morphine and codeine, are effective for controlling chronic pain—so effective that prescriptions for them have quadrupled since 1993. But opioid-based drugs have a dark side: one in four patients taking opioids long-term struggles with addiction to them.

"Right now in the U.S., we have the highest level of opioid addiction than at any other period of time since the 19th century," says Sohella Jafari-Karmanah, M.D., chief of pain management at NYM. "What's more, prescription medication overdose is the number-one cause of accidental death in this country."

The problem is so widespread that the Centers for Disease Control and Prevention (CDC) recently released recommendations outlining appropriate opioid pain medication for patients without cancer or a life-limiting illness. Additionally, New York State enacted a law last March that requires doctors to use an electronic prescription system, providing a way to identify when, where and to whom prescriptions are written and filled.

The CDC's guidelines include prescribing the lowest effective dose of immediate-release opioids for the shortest possible time and quarterly evaluations of all patients taking opioid-based medications to check for

Sleep more, Weigh Less?

Sleep deprivation and unhealthy snacking may be linked, according to a recent study. "A lack of sleep can cause a change in brain chemicals that regulate appetite," says Jeremy Weingarten, M.D., M.S., director of the Center for Sleep Disorders at NYM. "This change has a direct impact on food cravings—study participants who slept four and a half hours or less a night were more likely to eat more food and choose foods that were not healthy for them."

The Rundown on Rheumatoid Arthritis

Once a highly debilitating disease, rheumatoid arthritis is now much more manageable. If caught early, allowing people with the disease to avoid joint damage.

Rheumatoid Arthritis (RA) is an autoimmune disease that causes inflammation, pain, stiffness and swelling in and around the joints—most commonly in the ankles, elbows, feet, hands, knees and wrists. Usually hands—or feet—on both sides of the body are affected. Anyone can develop RA, although it is more prevalent in women. It is typically found in middle-aged and older people, but it also occurs in children and young adults.

While the cause of the disease remains unknown, much progress in diagnosing and treating it has occurred during the last 20 years. "Blood tests, ultrasound and MRIs (magnetic resonance imaging tests) help us make RA diagnoses earlier and more accurately than we used to, but there are still variations in testing that can render false-negative results," says Petros Efthimiou, M.D., associate chief of rheumatology at New York Methodist Hospital. "Because early detection of RA is essential to avoid permanent, painful joint damage, we can't rely solely on these tests."

People with prolonged arthritic complaints—morning stiffness lasting more than an hour after waking, arthritis in multiple joints or extreme fatigue—should see a rheumatologist for an RA evaluation. The earlier a diagnosis is made, the sooner that treatment can begin. "We now have a better understanding of how the disease progresses," Dr. Efthimiou says. "This has allowed Rheumatoid Arthritis (RA) is an autoimmune disease that causes inflammation, pain, stiffness and swelling in and around the joints—most commonly in the ankles, elbows, feet, hands, knees and wrists. Usually hands—or feet—on both sides of the body are affected. Anyone can develop RA, although it is more prevalent in women. It is typically found in middle-aged and older people, but it also occurs in children and young adults."

Rheumatoid Arthritis (RA) is an autoimmune disease that causes inflammation, pain, stiffness and swelling in and around the joints—most commonly in the ankles, elbows, feet, hands, knees and wrists. Usually hands—or feet—on both sides of the body are affected. Anyone can develop RA, although it is more prevalent in women. It is typically found in middle-aged and older people, but it also occurs in children and young adults."

DO'S AND DON'TS OF MANAGING RA

DO eat an anti-inflammatory diet that incorporates antioxidant-rich, fresh vegetables and fruits, and lean protein including fish, nuts and olive oil. Avoid processed foods.

DON'T ignore recurring symptoms like pain, swelling and stiffness in joints that could signal the development of RA. See a doctor for evaluation.

DO participate in low-impact exercise like aerobics and swimming to relieve pain and inflammation.

DON'T rely solely on over-the-counter anti-inflammatory drugs. They may relieve pain, but they cannot prevent damage from RA. Being diagnosed and treated with prescription medications results in the best.

TREATMENT OPTIONS INCLUDE:

• RA-specific medications and disease-modifying antirheumatic drugs (DMARDs) that work to relieve symptoms and alter disease development

• Nonsteroidal anti-inflammatory drugs (NSAIDs) to minimize inflammation and pain

• Corticosteroids to provide quick relief for inflammation and pain

• Surgical procedures like joint replacement surgery to help patients who have sustained permanent joint damage from RA to regain mobility and relieve pain

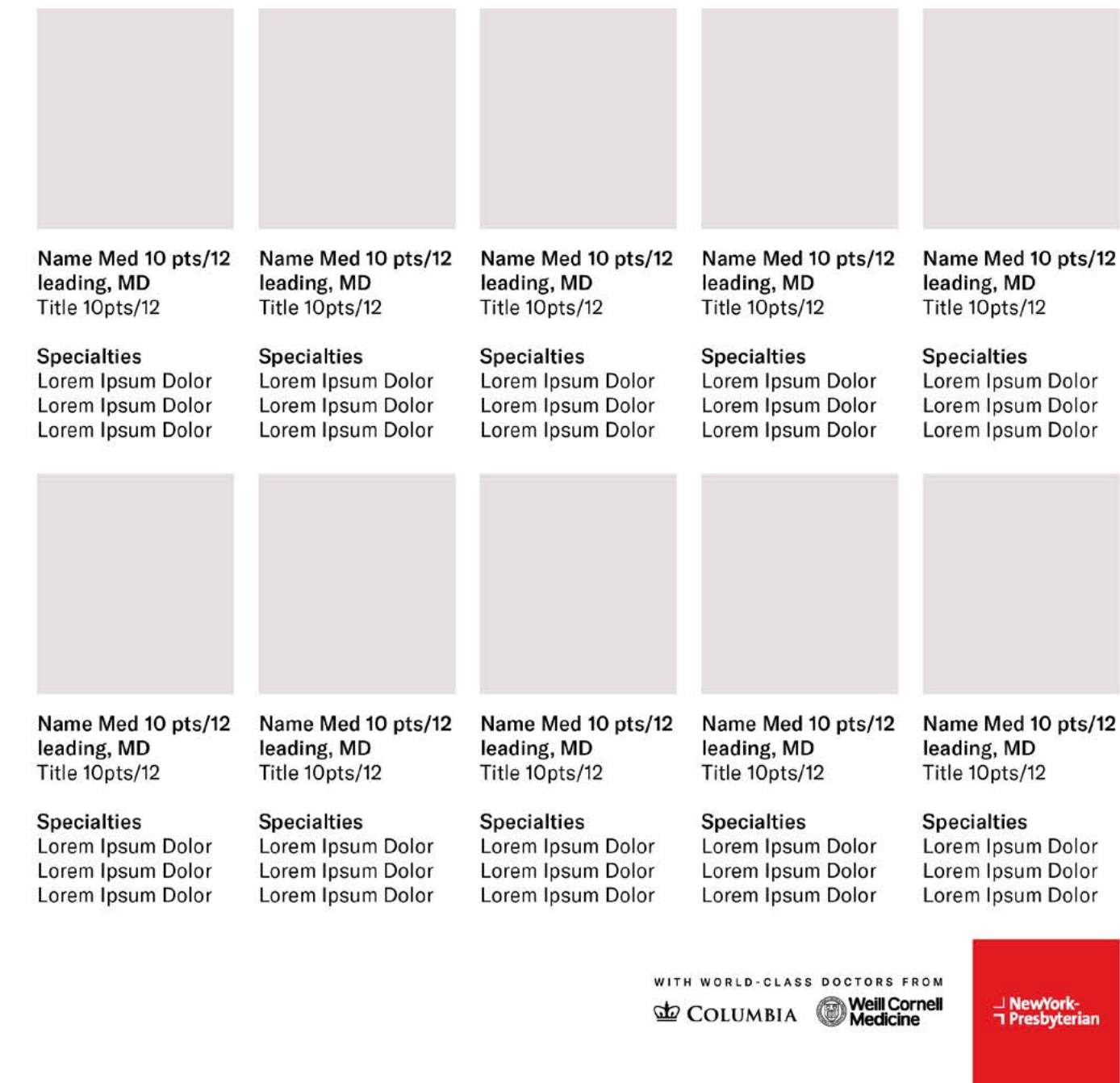
STAY AMAZING

NewYork-Presbyterian

HL Medium 32 pts/38.4 Leading

Overview Medium 20pts/24 Leading

Paragraph Regular 10pts/12 Leading, sa nos ant. Ra doluti qui ne aborro ius eossequi doluptu restiur apideli pro delend ignate nus am il musam rerrovitem nonsequam quisimp oreperest, sim volupiduci derferum latium diti diti et pedi reratem doluptur, core, aut iuntotati occumqui totat eumqas ande pro doluptatis dolupti buscia solectectum aliquas que sum quatini taturem. Ucium et acepeliae mod quaes derro expliat prersp ant ut voloro et in consequae volor site corum vulor repereporum uplarchi ent pra verae. Obiit, sa diti quide aborerferum quatiam, quae mi, quis et a nis excerum re pelita etus que ped exquam et laciae epedit, oditas quam vendus diciae periate ipiendis nis et aliaspida valoriorie nest rechillor autatinctur, eli ipidus.



Email Signature

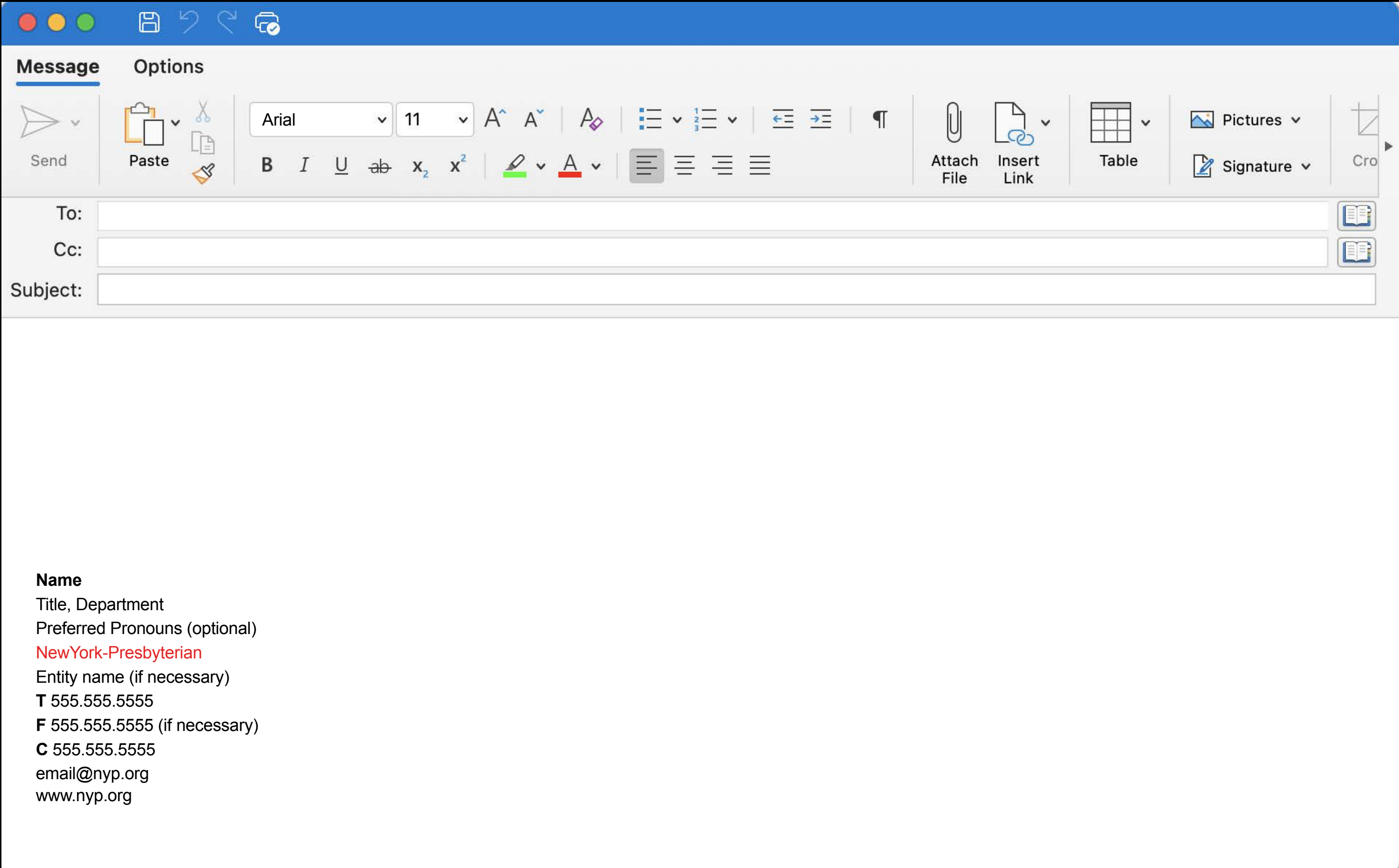
Use Arial in black.

Set type size to 10pt.

Bold your name, and the T, F, & C.

NewYork–Presbyterian should be in “NYP Red” (RGB 226 / 35 / 26).

Please do not use the NewYork–Presbyterian logo in your signature as it is very difficult to manage images in email signatures. They often come through as an “X” or they show up as an attachment.



Use of Name in Print

It’s important to be consistent when writing about our organization. The table below indicates the appropriate way to write the various NewYork–Presbyterian entities and centers for first mention, second mention, alternative/limited space, shorthand, and when abbreviated.

A few things to note:

- NewYork–Presbyterian refers to our brand and the organization as a whole. When writing about our organization externally, always write out our full name, NewYork–Presbyterian, and do not use the abbreviation “NYP” on its own
- NewYork–Presbyterian Hospital refers to our academic medical center, with eight main campus locations
- Only NewYork–Presbyterian/Weill Cornell Medical Center and NewYork–Presbyterian/ Columbia University Irving Medical Center have a slash in their name (as shown to the right)

First & Second Mentions	Third & Subsequent Mentions	Alternative/Limited Space	Shorthand <small>(For internal use only)</small>	Initials <small>(For internal use only)</small>
Organization				
NewYork-Presbyterian	NewYork-Presbyterian		NYP	NYP
Hospitals				
NewYork-Presbyterian Hospital	NewYork-Presbyterian Hospital		NYPH	NYPH
NewYork-Presbyterian Allen Hospital	NewYork-Presbyterian Allen or NewYork-Presbyterian	NYP Allen	NYP Allen	NYP-AH
NewYork-Presbyterian Brooklyn Methodist Hospital	NewYork-Presbyterian Brooklyn Methodist	NYP Brooklyn Methodist	NYP Brooklyn Methodist	NYP-BMH
NewYork-Presbyterian/Columbia University Irving Medical Center	NewYork-Presbyterian/Columbia or NewYork-Presbyterian	NYP/Columbia	NYP/Columbia	NYP-CU
NewYork-Presbyterian Hudson Valley Hospital	NewYork-Presbyterian Hudson Valley	NYP Hudson Valley	NYP Hudson Valley	NYP-HVH
NewYork-Presbyterian Lower Manhattan Hospital	NewYork-Presbyterian Lower Manhattan or NewYork-Presbyterian	NYP Lower Manhattan	NYP Lower Manhattan	NYP-LMH
NewYork-Presbyterian Queens	NewYork-Presbyterian Queens	NYP Queens	NYP Queens	NYP-Q
NewYork-Presbyterian/Weill Cornell Medical Center	NewYork-Presbyterian/Weill Cornell or NewYork-Presbyterian	NYP/Weill Cornell	NYP/Weill Cornell	NYP-WC
NewYork-Presbyterian Westchester	NewYork-Presbyterian Westchester or NewYork-Presbyterian	NYP Westchester	NYP Westchester	NYP-W
Speciality Hospitals				
NewYork-Presbyterian Alexandra Cohen Hospital for Women and Newborns	NewYork-Presbyterian Alexandra Cohen Hospital for Women and Newborns OR NewYork-Presbyterian	NYP Alexandra Cohen Hospital for Women and Newborns	NYP Alexandra Cohen	NYP-ACH
NewYork-Presbyterian Komansky Children’s Hospital	NewYork-Presbyterian Komansky OR NewYork-Presbyterian	NYP Komansky	NYP Komansky	NYP-KCH
NewYork-Presbyterian Morgan Stanley Children’s Hospital	NewYork-Presbyterian Morgan Stanley OR NewYork-Presbyterian	NYP Morgan Stanley	NYP Morgan Stanley	NYP-MSCH
NewYork-Presbyterian Westchester Behavioral Health Center	NewYork-Presbyterian Westchester Behavioral Health Center or NewYork-Presbyterian	NYP Westchester Behavioral Health	NYP Westchester Behavioral	NYP-WBHC

Use of Name in Print (continued)

First & Second Mentions	Third & Subsequent Mentions	Alternative/Limited Space	Shorthand <small>(For internal use only)</small>	Initials <small>(For internal use only)</small>
Medical Groups				
NewYork-Presbyterian Medical Groups	NYP Medical Groups	NYP Medical Groups	NYP Medical Groups	NYPMG
Location-Specific Examples: NewYork-Presbyterian Medical Group Brooklyn	NYP Medical Group Brooklyn	NYPMG Brooklyn	NYPMG Brooklyn	NYPMG-B
	NYP Medical Group Hudson Valley	NYPMG Hudson Valley	NYPMG Hudson Valley	NYPMG-HV
	NYP Medical Group Queens	NYPMG Queens	NYPMG Queens	NYPMG-Q
	NYP Medical Group Westchester	NYPMG Westchester	NYPMG Westchester	NYPMG-W
Centers				
Example: NewYork-Presbyterian David H. Koch Center	NewYork-Presbyterian David H. Koch Center	NYP David H. Koch Center or NYP Koch Center	NYP Koch Center	NYP-DHK
NewYork-Presbyterian Center for Community Health	NewYork-Presbyterian Center for Community Health	NYP Center for Community Health	NYP Center for Community Health	NYP-CCH
Service Lines				
Example: NewYork-Presbyterian Psychiatry	NewYork-Presbyterian Psychiatry or NewYork-Presbyterian	NewYork-Presbyterian Psychiatry	NewYork-Presbyterian Psychiatry	
NewYork-Presbyterian Oncology	NewYork-Presbyterian Oncology or NewYork-Presbyterian	NewYork-Presbyterian Oncology	NewYork-Presbyterian Oncology	