

Quest Diagnostics

editorial guidelines

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Section 1 | Quest style essentials





Quest style essentials

Introduction

Defining Quest style

Quest style generally aligns with the American Medical Association (AMA) Manual of Style, 11th edition, with certain exceptions approved by the Brand Team. These exceptions are marked throughout this guide with a house icon (🏠) to indicate house style.

For style questions not covered by the AMA Manual, we defer to [Merriam-Webster's Dictionary](#).

Why style rules matter

Consistency breeds credibility

As a Fortune 500 healthcare company, Quest's communications need to reflect the same rigorous standards used by pharma, large hospital systems, and medical researchers.

Less stress, more success

Following a single style across Quest makes our lives easier. Fewer rounds of revisions and smoother CRP reviews can save time and resources.

Quick tips | Additional resources

Access the AMA Manual online

Visit [AMAManualOfStyle.com](https://www.amamanualofstyle.com) and login with username *Quest123* and password *Corporate1*.

Attend a brand training

If you or your agency rep have not attended a brand training within the last year, please attend one and/or invite your rep to attend. Contact [Carrie Supancic](#) for details and scheduling.



Quest style essentials

The 5 essential Quest style rules

Memorize these must-know rules to stay ahead of the game.

1. Use the Oxford comma for less CRP drama.

A comma should precede the last item in a series.

See example 1. See more on [Commas](#).

2. For phone numbers, the right call is no hyphens at all.

Phone numbers start with “1.” and take periods, not hyphens.

See example 2.

3. Any time of day, “AM/PM” is the way.

Time should be written with uppercase “AM/PM” and no periods.

See example 3.

4. For addresses and nations, no periods in abbreviations.

To align with AMA style, resist the urge to add periods to these abbreviations.

See example 4. See more on [Abbreviations](#).

5. Only a person, product, or place gets title case.

Quest style is to use sentence case, with only proper names capitalized.

See more on [Capitalization](#).

Example 1

“The health fair had screenings for cholesterol, blood sugar, and vitamin D.”

Example 2

✓ 1.866.MYQUEST (1.866.697.8378)

✗ 866-MyQuest (866-697-8378)

Example 3

✓ 9:00 AM-5:30 PM

✗ 9am - 5:30pm

Example 4

Countries	US, UK, EU	The test is currently only available in the US.
Addresses	St, Rd, Ave, Hwy, N, E, W	100 S Irving Blvd, Ste 5, Tampa, FL 12345
Latin phrases	ie, eg, vs, etc	The new panel has a faster turnaround time vs other genetic testing, eg, an exome or genome.
Titles and degrees	Dr, PhD, MPH	Dr Smith has a PhD in economics.



Quest style essentials

Anatomy of a Quest document

This section covers the parts of a typical Quest document from top to bottom. Use this as a quick reference for key style do's and don'ts.

In this section:

Headlines and subheads

Bulleted lists

Calls to action (CTAs)

Footnotes

References

Disclaimers

Copyright

Asset codes



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Quest style essentials

Anatomy of a Quest document

Headlines and subheads

- Use sentence case.
Keep it brief and to-the-point.
- Do not use periods.
Do not define acronyms in headlines; define at first mention in subheads or text.
See example 1.

Bulleted lists

- The introductory phrase or sentence should end with a colon.
Use sentence case, with the first word capitalized in each bullet.
- Do not use periods.
See example 2.

Calls to action (CTAs)

- For phone numbers, start with “1” and use periods, not hyphens.
- For email addresses, use initial caps.
- For URLs, use initial caps and omit “http://” and “www.”^{15*}
*See example 3. * Always test the URL to ensure it works without this.*

1 Reduce disruptions and **devote more time to patient care**

Let us help improve your lab ordering experience by reducing electronic missing information for third-party payers with limited coverage policies and diagnostics codes.

Quest Diagnostics is collaborating with Holon® Solutions to:

- Avoid delays or cancellations to your test order
- Prevent follow-up calls to your office for additional diagnosis codes
- Prevent patients from being billed for tests that aren't ordered properly

2

Once installed, the Holon software will operate in the background. By querying custom ordering rules, it will alert you when an ordering protocol isn't followed. Because it works outside of the EMR, you won't need to engage your vendor to make any changes to your setup.

3 For more information about the Holon solution, please contact your Quest Diagnostics sales representative.

Benefits for your practice:

- Ensure quality testing without disruption
- Reduce administrative work associated with patient follow-up
- Improve patient satisfaction and loyalty
- Intuitive software with minimal workflow change

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Quest style essentials

Anatomy of a Quest document

Footnotes

A footnote always ends with a period, whether it's a phrase, complete sentence, or glossary.



Use lowercase letters in alphabetical order for footnote superscripts.

In the text, place superscripts after periods and commas, and before colons and semicolons.



Do not use symbols (asterisk, cross, etc) for footnote superscripts.

See example 2. See more on [Footnotes](#).

References



Always support all claims with references in AMA citation style.



Do not submit a document to CRP with a reference list that's just a series of URLs.

See example 1. See more on [References](#).

April 2020

Dear valued client:

RE: Shortage of VCM Viral-Chlamydia-Mycoplasma transport tube (green cap)

With the recent shortage of VCM transport tubes, please consider ordering the following test codes for HSV and Mycoplasma/Ureaplasma. The tests listed below are medically appropriate alternatives that are widely used as NAA tests have greater sensitivity than culture.


Test code	CPT code*	Test name	Test(s) to replace	Collection device to use
90570	87529 (x2)	SureSwab®, HSV Type 1/2 mRNA, TMA	34257 Herpes Simplex Virus, Type 1 and 2 DNA, Qualitative, Real-Time PCR 2649 Herpes Simplex Virus Culture with Reflex to Typing 2692 Herpes Simplex Virus Culture	APTIMA® Multi-Test Collection Kit Supply# A03
91477	87563, 87798 (x3)	SureSwab, Mycoplasma/Ureaplasma Panel, PCR	871 Mycoplasma hominis/Ureaplasma Culture	

The assay for HSV listed above is intended for use in symptomatic male and female patients. It uses qualitative detection and differentiation of HSV-1 swab specimens from anogenital skin lesions. See [www.questdiagnostics.com](#) for more information.

For Mycoplasma and Ureaplasma, NAAT is also marketed: *Mycoplasma hominis*, *Mycoplasma genitalium*.

For questions regarding our test offerings, please call 1.866.MY.QUEST (1.866.697.8378).

Sincerely,



Damian P. Alagia III, MD, MS, MBA
FACS, FACOG
Senior Medical Director for Advanced Diagnostics

500 Plaza Drive Secaucus, NJ 07094

* The CPT codes provided are based on AMA guidelines and are for informational purposes only. CPT coding is the sole responsibility of the billing party. Please direct any questions regarding coding to the payer being billed.

1. Hook EW. A new look at genital herpes: the critical role of the laboratory in diagnosis and management. *MLD Med Lab Obs.* 2012;44(7):8,10,12;quiz 20.

500 Plaza Drive Secaucus, NJ 07094 QuestDiagnostics.com

M19306



Quest style essentials

Anatomy of a Quest document

Disclaimers



All consumer-facing documents require the ACA disclaimer. All documents (for all audiences) that feature photos require the sensitive imagery disclaimer. Confirm which, if any, disclaimers your document requires.

See example 1. See more on [Disclaimers](#).

Copyright



Use the appropriate copyright disclaimer. The copyright year indicates when the piece was originally created, while the revision date indicates the month and year of the last update.

See example 2. See more on [Copyright disclaimers](#).

Asset codes



For a new document or major revisions to an existing document, obtain a new asset code.

For minor revisions to an existing document, keep the original asset code and update the revision date.



Do not submit a document to CRP without an asset code.

See example 3.



Let Quest bring you Peace of Mind

Protecting your health is more important than ever. During this time, our Peace of Mind program makes it easier and safer to access the routine testing you need from Quest.



Special hours for vulnerable patients

The first hour of each day is dedicated to patients who are 60 years of age or older, pregnant, or have other conditions that make them more vulnerable to COVID-19.

Social distancing

Added space between chairs and limiting the number of people in the waiting room follows social distancing guidelines.

Safeguarding your health

We require that all patients and employees wear a mask or face covering in our Patient Service Centers. When checking in, you'll be invited to use gloves and hand sanitizer. At some locations, a greeter may use a no-contact technique to take your temperature upon entry.

More frequent cleaning

All locations have implemented more frequent cleaning including sanitizing between each patient and daily deep cleaning.

Mobile check-in and wait by text

Check in from your phone up to an hour before your appointment. Then, wait wherever you want and get text alert when it's your turn.

For more information, visit [CDC.gov/nCoV](#) or [QuestDiagnostics.com/COVID19/Patient](#)

What to expect at your appointment

- Appointments are strongly encouraged
- We require that you please wear a mask or face covering in our Patient Service Centers (a bandana or handmade mask is acceptable)
- We cannot accept patients in our Patient Service Centers who are currently experiencing COVID-19

Check in from your phone up to an hour before your appointment. Then, wait wherever you want and get text alert when it's your turn.



For more information, visit [CDC.gov/nCoV](#) or [QuestDiagnostics.com/COVID19/Patient](#)

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Section 1

Grammar, punctuation, and spelling

This section provides detailed guidance on grammar, punctuation, spelling, and other style rules to help you take your writing to the next level.

In this section:

- Abbreviations and acronyms
- Capitalization
- Commas
- Semicolons
- Colons
- Hyphens and dashes
- Noun vs verb vs adjectival forms
- Numbers
- PowerPoint® presentations
- Quotations
- References in AMA style
- Spelling of common terms
- Notable usage guidelines



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Quest style essentials

Abbreviations and acronyms

Abbreviations

- Do not use periods for abbreviated professional titles (Dr, MD, PhD) or Latin phrases (et al, eg, ie, etc, vs)

Exception: *If someone's name contains an abbreviation (such as "Saint" in "Edna St. Vincent Millay"), use a period.*

- For "million," "billion," and "kilometer," abbreviate using uppercase letters with no space after the numeral (\$50M, 500B, 10K race)
- For "milliliter," "liter," "milligram," and other scientific measurements, include a space between the numeral and abbreviated metric; note "milliliter" is abbreviated with a cap L to avoid confusion. (3.72 mL, 50 L, 100 mg)

If unsure how to abbreviate a measurement, check the [AMA Manual of Style](#).

Quick tips | Abbreviations and acronyms

Acronyms commonly used at Quest

A dynamic list can be found [here](#) for Quest employees, and [here](#) for agencies.

How to abbreviate Quest's name

Quest Diagnostics is **always** spelled out at first mention in every communication. "Quest" should be used thereafter. The singular possessive "Quest's" can be used sparingly.

Never use:

- Quest Diagnostics Inc.
- QDI, QD, or DGX
- The full name in singular possessive (Quest Diagnostic's)
- The full name in plural possessive (Quest Diagnostics')



Quest style essentials

Abbreviations and acronyms

Acronyms

- Do not define acronyms in headlines; define at first mention in subheads or body copy
See example 1.
- Common acronyms do not need to be spelled out (FDA, HIV, DNA). If unsure, check the AMA Manual
- Do not use an apostrophe to form the plural of an all-capital acronym or a set of years

See example 2.

Addresses

- When naming a street, city, or state without an exact address, do not abbreviate
See example 3.
- When naming an exact address, use the appropriate abbreviations (no periods)
See example 4.
- It is no longer necessary to format “zip” in all caps as it is a widely accepted term

See example 5.

Example 1

“Employee Business Network (EBN)” at first mention; “EBN” thereafter
“test not performed (TNP)” at first mention; “TNP” thereafter

Example 2

Healthcare professionals (HCPs)
White blood cells (WBCs)
1990s

Example 3

“The health fair runs from Main Street to Elm Street.”
“The New York location offers specialized testing.”

Example 4

500 Plaza Dr, Secaucus, NJ 07094
33608 Ortega Hwy, San Juan Capistrano, CA 92675
4381 S Ferdon Blvd, Ste 5, Crestview, FL 32536

Example 5

- ✓ Enter your zip code to find a nearby location.
- ✗ Enter your ZIP code to find a nearby location.



Quest style essentials

Capitalization

Type of copy	Capitalization	Examples
General		
Quest tests, products, and services	Title case	Thrombophilia Mutation Analysis with Reflex to HR2 Mutation Analysis Quanam® Lab Services Manager
Headlines, subheads, and body copy	Sentence case	Order tests online with QuestDirect™ Train smarter with biomarker testing
Chart/graph titles	Sentence case or title case (choose a style and be consistent)	Gene expression risk score Molecular Subtype Classification
Event/webinar titles	Title case	AIDS Walk New York Detecting Hidden Risk for Heart Disease
Digital		
Email addresses	Initial cap	Jane.X.Employee@QuestDiagnostics.com BrandTeam@QuestDiagnostics.com
URLs	Initial cap without “http://www.”*	QuestDiagnostics.com/Bill AmeriPath.com UnitedHealthcare.com CDC.gov

* Always test the URL to confirm that it works without “http://www.”



Quest style essentials

Capitalization

Type of copy	Capitalization	Examples
Numbers and measurements		
Abbreviations for large numbers	Uppercase	\$50M 10K race
Abbreviations for units of measure	Varies; see common examples at right, including Quest use of capital L in mL	Liter = L Milligram = mg Milliliter = mL
P values	Uppercase, italicized <i>P</i> with a space before the value (no leading zero)	$P \leq .05$ $P \leq .001$
Diseases, bacteria, and other medical terms		
Diseases, syndromes, and viruses	Lowercase, except for those that include proper names	diabetes Lyme disease Sjögren syndrome herpes simplex virus
Bacteria, mycobacteria, fungi, and parasites	Genus (first) name is capitalized, and species (second) name is lowercase; both are italicized. When abbreviated, there is no period	<i>Chlamydia trachomatis</i> , or when abbreviated, <i>C trachomatis</i> <i>Helicobacter pylori</i> , or when abbreviated, <i>H pylori</i>
Human gene symbols	Uppercase, italicized	<i>BRCA1</i> <i>EFGR</i>
Proteins and enzymes (ie, the products of genes)	May have same symbol as gene, but not be italicized	EGFR (protein)



Quest style essentials

Capitalization

Type of copy	Capitalization	Examples
References		
Journal article titles	Sentence case (including after a colon)	Aggleton JP. Understanding anterograde amnesia: disconnections and hidden lesions. <i>Q J Exp Psychol.</i> 2008;61(10):1441-1471.
Online article titles	Sentence case	American Cancer Society. Lung cancer prevention and early detection. Published November 2017. Accessed February 8, 2018. https://www.cancer.org/cancer/lung-cancer/prevention-and-early-detection.html
Book titles	Title case, italicized	Braunstein M. <i>Contemporary Health Informatics</i> . AHIMA Press; 2016.

For further guidance on formatting references, see [References in AMA style](#), or the [AMA Manual](#).



Quest style essentials

Commas

- AMA style is to use the Oxford comma, which is the final comma in a series
See example 1.
- It is not necessary to use commas in commonly used medical terms
See example 2.
- Use a comma **before**:
 - but (“There are many options, but the best is...”)
 - including (“Quest offers a wide range of tests, including...”)
 - such as (“Quantum® includes data analytics, such as...”)
 - which (“The new test, which has a quick turnaround time, is now available...”)
- Use a comma **after**:
 - however (“However, additional research is needed.”)
 - in addition (“In addition, these trends suggest opioid misuse is on the rise.”)
 - phrases starting with “although” (“Although Quest follows AMA style, there are certain exceptions.”)

Example 1

The nurse recorded his temperature, blood pressure, and heart rate.

Example 2

The patient has chronic progressive multiple sclerosis.

Quick tip | Commas in dates

A comma is needed after the year when giving a full date.

- “Beginning January 1, 2019, Quest will be in-network with UHC.”

When only the month (or season) and year is included, a comma is **not** needed **unless** it’s part of a phrase that starts a sentence.

- “The study period was May 2019 to June 2020.”
- “The tradeshow scheduled for spring 2020 is for dermatologists.”
- “In June 2020, the study results will be published.”



Quest style essentials

Semicolons

- Semicolons are used to separate 2 independent clauses that can stand alone but represent a single related idea

See example 1.

- Sometimes a semicolon is used with a conjunctive adverb (besides, furthermore, also, then, however, thus, indeed, yet)

See example 2.

- Semicolons can also separate a complex serial list for clarity

See example 3.

Example 1

Nearly half of the patients improved greatly; 4% had full remission.

The patient was weaned off the medication; the side effects were too severe.

Example 2

She tried to book an appointment online; however, the clinic had none available.

The study was inconclusive; furthermore, the methodology was flawed.

Example 3

I'm researching the prevalence of diabetes in London, England; Paris, France; Dublin, Ireland; Moscow, Russia; and Madrid, Spain.



Quest style essentials

Colons

- A colon denotes a strong pause or break in thought. Like a semicolon, it separates 2 independent clauses, but the second clause should amplify or explain the first

See examples 1 and 2.

- Do **not** use a colon if the sentence is continuous without it, and avoid using it mid-sentence

See example 3.

Example 1

The oncologist developed a complex treatment regimen: 2 rounds of first-line chemotherapy, 3 months of radiotherapy, and a biomarker-based therapy.

Example 2

Laboratory studies yielded the following values: hemoglobin, 11.9 g/dL; erythrocyte sedimentation, 104 mm/h; calcium, 16.9 mg/dL; phosphorus, 5.6 mg/dL; and creatinine, 3 mg/dL.

Example 3

- ⊗ The treatment includes: bed rest, aspirin, and plenty of fluids.
- ⊗ Additional tests were ordered because: his cholesterol was high.

Quick tip | Colons in greetings

Colons are acceptable in letter and email greetings.

- Use “Dear colleague:” for generic MD peer-to-peer communications
- Use “Dear valued customer:” for all other generic client communications



Quest style essentials

Footnotes

- A footnote appears on the same page as the text it marks
- Footnotes may be phrases or complete sentences, but must **always** end with a period
- Footnotes are indicated with superscript lowercase letters in alphabetical order (**not** symbols)
- Footnote superscripts should be placed **after** periods and commas, but **before** colons and semicolons
- In the footnote, superscript letters should be followed by a space for clarity

See example 1.

See example 2.

Footnotes in tables

- Footnotes used in tables may contain information about the entire table, portions of the table, or a specific table entry. Only place the footnote superscript after the table title if the footnote applies to the **entire** table
- Footnotes are listed beneath the table, each on its own line
- Glossaries or definitions that follow tables appear above footnotes and run continuously in alphabetical order, separated by semicolons and ending in a period

See example 3.

Quick tip | Using 1 footnote

If only 1 footnote is used in a document, an asterisk may be used. Otherwise, use lowercase letters.

Example 1

Same-day testing is now available.^a

Example 2

^a Same-day testing may not be available in all locations.

Example 3


MSAs, myositis associated antibodies; DM, dermatomyositis; PM, polymyositis.



Quest style essentials

Hyphens and dashes

- Note: there should be no space on either side of a hyphen or dash

Type/usage	Examples	Microsoft® Word command
Hyphen		
Compound words^a	High-deductible health plan State-of-the-art laboratory	Hyphen key
Prefixes before proper nouns or to avoid double vowels^b	De-emphasize Meta-analysis	Hyphen key
Range of dates, time, or other numbers^c	9:00 AM-5:30 PM 	Hyphen key
En dash		
Compound modifiers	non-small cell carcinoma multiple sclerosis-like symptoms drug-drug interactions non-face-to-face	[word] + space + 2 hyphens + [word] + space
Em dash		
In place of “namely,” “that is,” or “in other words”	“Approximately half of all adults in the US—117 million people—have 1 or more chronic health conditions.”	[word] + 2 hyphens + [word] + space
In place of a comma, to add emphasis	“By the time Congress passed the bill—nearly 6 months after it was introduced—it was too late.”	

^a **Exception:** Adjectives ending in “-ly” are not hyphenated (“federally mandated,” “badly needed,” “poorly managed”).

^b **Exception:** Quest has many exceptions; see [Spelling of common terms](#) or check the [AMA Manual](#) or [Merriam-Webster](#).

^c **Exception:** Avoid using hyphens in text to indicate ranges; see [Units of measure](#).



Quest style essentials

Noun vs verb vs adjectival forms

- The noun and adjectival forms of a compound word will be 1 word, with or without a hyphen, and the verb form will be 2 words

To verify whether a hyphen is needed, please see [Spelling of common terms](#) or check the [AMA Manual](#) or [Merriam-Webster](#).

Noun vs verb vs adjectival forms		
Noun form	Adjectival form	Verb form
Login ("Your login should be 8 characters.")	Login ("The login process is easy once your account is verified.")	Log in ("Log in, then click the link to begin.")
Pickup ("The pickup is scheduled for today.")	Pickup ("We've changed the pickup schedule.")	Pick up ("Please pick up the samples today.")
Setup ("Check the setup of the conference room.")	Setup ("We need setup instructions for this application.")	Set up ("Please set up the conference room.")
Wrap-up ("The wrap-up includes a patient survey.")	Wrap-up ("We've allotted 10 minutes for the wrap-up speech.")	Wrap up ("We need to wrap up the presentation.")
Follow-up ("The follow-up requires paperwork.")	Follow-up ("My follow-up visit was rescheduled.")	Follow up ("Please follow up with the patient.")
Sign-up ("The sign-up is easy if you do it online.")	Sign-up ("The sign-up sheet is on the table.")	Sign up ("Sign up for appointment reminders.")



Quest style essentials

Numbers

- Use numerals for all numbers, including 1 through 10
- **Exception:** *If the number begins a sentence, spell it out (“Two tests were ordered”).*
- For numbers 1,000 and above, use commas
- For dates, do **not** use ordinals
See example 1.
- For phone and fax numbers, insert a leading “1.” and use periods, not hyphens. If using a mnemonic, include the full phone number in parentheses
See example 2.
- For time, use capitalized “AM” or “PM” (2:00 PM; 8:30 AM; 9:00 AM-5:00 PM)
- Generally, nonmixed fractions are spelled out in text (“two-thirds”), but may be written in numerals—not symbols—when discussing clinical data. Set your preferences in Word to prevent autocorrection to symbols

Units of measure

- For a range of measurements in text, AMA style is to use “to” whenever possible (“50 to 60 patients”). When a hyphen is needed, use the unit of measure on both sides
See example 3.
- **Exception:** *To save space in a data table, the unit of measure need only appear once (4-8 mL)*

Example 1

- ✓ April 1, May 2, June 15
- ✗ April 1st, May 2nd, June 15th

Example 2

1.866.MYQUEST (1.866.697.8378)
1.866.GENE.INFO (1.866.436.3463)
1.877.40.RXTOX (1.877.407.9869)

Exception: *911 should not take any periods.*

Example 3

5%-7%
60 °C-80 °C
\$50B-\$100B



Quest style essentials

PowerPoint® presentations

- An approved template for PowerPoint® presentations can be found [here](#) for Quest employees, and [here](#) for agencies
- All editorial style rules and disclaimer requirements apply

See more on [Disclaimers](#). See also [Legal considerations](#).

References in PowerPoint presentations

- As a general rule, references should be numbered consecutively throughout a PowerPoint presentation and then listed on a final reference slide
- For scientific presentations or in cases where having the reference visible on the slide is helpful to the presenter, condensed references on each slide are okay. These may omit the article title and doi number but should still include:
 - the first author followed by “et al” (without a preceding comma) and a period
 - the journal name, year, volume, and pages

Example of abbreviated reference

Smith J et al. *JAMA*. 2020;57:28-32.



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Quest style essentials

PowerPoint presentations

Select the appropriate footer for your presentation.

PowerPoint presentation footers				
Presentation purpose	Presentation content	PowerPoint footer	Quest relationship status	Distribution
Internal Quest	Any subject	Confidential. For internal circulation only		Permitted
External customer/prospect presentation	Contains nonconfidential selling information that might be put on the corporate website or in sales collateral	No footer necessary	No contract of any type in place	Permitted
External customer/prospect leave-behind	Contains nonconfidential information (eg, a presentation created for a specific meeting vs one created by marketing for sales use). Does not include req counts, etc	No footer necessary	No contract of any type in place	Can be presented, but not distributed
External customer/prospect confidential	Contains confidential selling information that might be put on the corporate website or in sales collateral	Confidential. Do not distribute	NDA or other agreement in place	Permitted (customer should not distribute)



Quest style essentials

Quotations

- Do not edit quotations without permission from the quoted person (it's a legal issue)
- Always provide an attribution (author and source, as appropriate)
- Use double quotation marks
 - Single quotation marks should **only** be used for a quote within a quote (She asked, "Have you read 'The History of Lab Testing'?"")

Periods and commas in quotes

- Periods and commas almost always precede quotation marks
See example 1.
- The only **exception** is in technical writing when designating something the user should type—such as a password or HTML—that would be rendered invalid by a period
See example 2.

Other punctuation in quotes

- Semicolons, colons, and dashes always go outside quotation marks; commas and periods go inside the quotes
See example 3.
- If a question mark or exclamation point is part of a quote, it goes inside the quotation marks; if it's not part of a quote, it goes outside the quotation marks
See example 4.

Example 1

The practice manager said, "These products help streamline our workflow." "Quest provides a wide variety of tests," the physician said. In genetics, the term "variant" is now preferred to "mutation."

Example 2

The password is "Healthy123".
To make an emdash in HTML, type "—".

Example 3

Her favorite article is "The History of Lab Testing"; she first read it in college.
She read her favorite quote from "The History of Lab Testing": "Lab testing gives patients the knowledge they need to stay healthy."
In genetics, the term "mutation"—once used widely—is now outdated.

Example 4

The patient asked, "When will my test results be ready?"
She can't wait to read "The History of Lab Testing"!



Quest style essentials

References in AMA style

Using credible sources

- Carefully fact-check to verify that your sources actually support your claims. There are dozens of subject matter experts (SMEs) and colleagues at Quest who can assist you in understanding studies and reports
- Unless you are addressing historical events or trends, the more recent a source is, the better
- Claims of superiority must be based on side-by-side studies
- Although references are not required to appear on materials for the general public or those directed at patients, any piece with a clinical focus, statistics, direct or indirect quotes, and/or substantive material from a third party should include references. This includes Quest-sponsored research

Placement of references and corresponding superscripts

- Place a list of references in order of appearance at the end of a document
- Each reference should have a corresponding numerical superscript in the body copy. Superscript order should follow natural reading order: continuous text from left to right, and top to bottom, with sidebars last

References in Powerpoint presentations

See [Powerpoint presentations](#) for further guidance.

Quick tip | Finding sources

Quest employees have access to tens of thousands of studies and articles through Quest's library memberships and subscription databases. Learn more about our [Corporate Medical Library Services](#).



Quest style essentials

References in AMA style

Medical journals

- Separate multiple authors with commas, not periods
- For 1-3 authors, list all. For 4 or more authors, use “et al” after third author

See example 1.

- When listing page numbers, use all digits (335-336, not 335-6)
- Do not add a period after a doi number, as it may affect the reader’s ability to locate the article if they copy/paste it

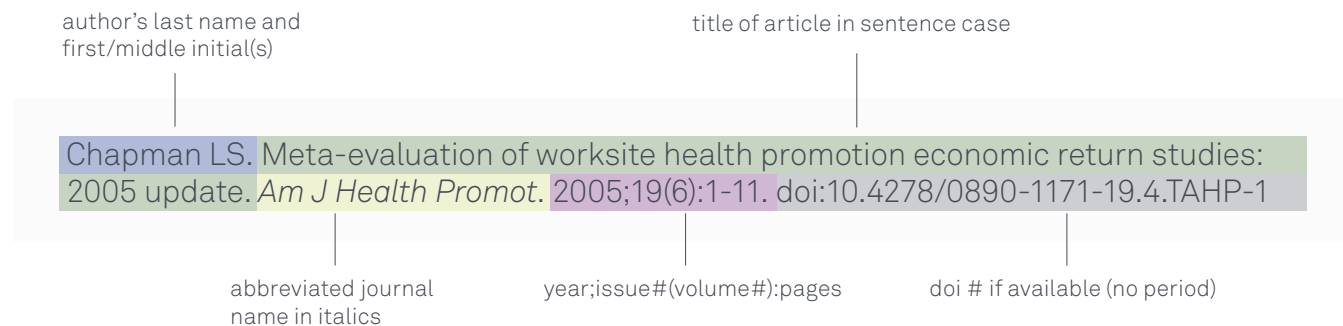
Example 1

Keehan SP, Cuckler GA, Sisko AM, et al. National health expenditure projections, 2014-24: spending growth faster than recent trends. *Health Aff (Millwood)*. 2015;34(8):1407–1417. doi:10.1377/hlthaff.2015.0600

Quick tip | PubMed.gov

Consult [PubMed.gov](http://pubmed.gov) to check proper citation of journal articles, including whether a doi number is available and how to abbreviate journal names.

Components of an AMA citation for journal articles





Quest style essentials

Examples of references in AMA style

Examples of references in AMA style	
Type	Example
Journal article	Dowsett M, Cuzick J, Wale C, et al. Prediction of risk of distant recurrence using the 21-Gene Recurrence Score in node-negative and node-positive postmenopausal patients with breast cancer treated with anastrozole or tamoxifen: a TransATAC Study. <i>J Clin Oncol</i> . 2010;28(11):1829-1834. doi:10.1200/JCO.2009.24.4798
Online article written by individual author(s)	de Sire A, Andrenelli E, Negrini F, et al. Systematic rapid living review on rehabilitation needs due to COVID-19: update as of April 30th, 2020. <i>Eur J Phys Rehabil Med</i> . Epub May 15, 2020. doi:10.23736/S1973-9087.20.06378-9
Online article written by organization (no individual author)	Lung cancer prevention and early detection. American Cancer Society. Published November 2017. Accessed February 8, 2018. https://www.cancer.org/cancer/lung-cancer/prevention-and-early-detection.html
Book	Modlin J, Jenkins P. <i>Decision Analysis in Planning for a Polio Outbreak in the United States</i> . Pediatric Academic Societies; 2004.
Book with editor(s)	Adkinson N, Yunginger J, Busse W, et al, eds. <i>Middleton's Allergy: Principles and Practice</i> . 6th ed. Mosby; 2003.
Chapter in a book	Solensky R. Drug allergy: desensitization and treatment of reactions to antibiotics and aspirin. In: Lockey P, ed. <i>Allergens and Allergen Immunotherapy</i> . 3rd ed. Marcel Dekker; 2004:585-606.
Package insert	Tagrisso® [package insert]. AstraZeneca; 2017.
Data on file	Data on file. Quest Diagnostics; 2020.

Consult [AMA Manual](#) (username: Quest123; password: Corporate1) for details on citing other kinds of sources, such as government reports, proceedings of a meeting, and more.



Quest style essentials

Spelling of common terms

Spellings differing from AMA style are identified with a house icon (🏠).

AMA style does not follow most prefixes with hyphens; any exceptions are noted below as house style. To determine whether a compound word is hyphenated, please consult the [AMA Manual](#) or [Merriam-Webster](#).

Spelling of common terms

1st, 2nd, 3rd (no superscript)	chorionic villus sampling (CVS)	follow-up (noun and adjective); follow up (verb)
A1c	copay	<i>Gardnerella vaginalis</i> (abbreviation: <i>G vaginalis</i>)
African American (no hyphen as a noun or an adjective)	co-test; co-testing	gold standard (lowercase)
AM and PM (not A.M./P.M., a.m./p.m., am/pm, or AM/PM)	deidentify	grand rounds
American College of Obstetricians and Gynecologists (ACOG) ("College" not "Congress")	dermatology account executive (DAE)	<i>H pylori</i>
anti-inflammatory	diseases and syndromes: AMA 11th ed. removes possessives from all eponymous (named after) names, eg, Crohn disease, Hodgkin lymphoma, Parkinson disease	healthcare 🏠
antiviral	work site	home page
Black Book™	email (no hyphen) 🏠	Health Trends™
board-certified (before a noun: "board-certified physician"); board certified ("The physician is board certified")	e-prescribing	Heme/Onc (not Hem/Onc)
<i>Candida</i> spp	et al (not italicized, no periods)	hepatitis C
<i>Chlamydia trachomatis</i> (abbreviation: <i>C trachomatis</i>)	false-negative, false-positive	h-hCG



Quest style essentials

Spelling of common terms

Spellings differing from AMA style are identified with a house icon (🏠).

AMA style does not follow most prefixes with hyphens; any exceptions are noted below as house style. To determine whether a compound word is hyphenated, please consult the [AMA Manual](#) or [Merriam-Webster](#).

Spelling of common terms		
IHI (Institute for Healthcare Improvement)	<i>Mycoplasma spp</i>	Pap and HPV (not Pap+HPV)
IHI Triple Aim	<i>Neisseria gonorrhoeae</i> (abbreviation: <i>N gonorrhoeae</i>)	part-time
in-house	next-generation sequencing (NGS)	payer (with an “e”) 🏠
in-network	noninvasive prenatal screening	pickup (noun); pick up (verb)
in-office phlebotomist (IOP)	nonprofit	preventive (not “preventative”)
internet (lowercase)	OB/GYN	role-play (always hyphenated)
in vitro (not italicized)	off-site	self-service
login (noun); log in (verb)	on-site	setup (noun); set up (verb)
long-term	online	sign-up (noun); sign up (verb)
market share (2 words)	out-of-pocket (always hyphenated)	Six Sigma quality (lowercase “q”)
master’s degree (abbreviations: MA, MS)	Pain Management Resource Center	smartphone



Quest style essentials

Spelling of common terms

Spellings differing from AMA style are identified with a house icon (🏠).

AMA style does not follow most prefixes with hyphens; any exceptions are noted below as house style. To determine whether a compound word is hyphenated, please consult the [AMA Manual](#) or [Merriam-Webster](#).

Spelling of common terms

spinal muscular atrophy (SMA)	type 1 diabetes; type 2 diabetes	well-being 🏠
teenage	up-to-date (always hyphenated) 🏠	work site
third party (noun); third-party (adjective)	<i>Ureaplasma</i> spp	workup (noun); work up (verb)
trade-off (noun)	US (no periods) 🏠	wrap-up (noun); wrap up (verb)
<i>Trichomonas vaginalis</i> (abbreviation: <i>T vaginalis</i>)	web page 🏠	x-ray
turnaround time (avoid using the acronym "TAT")	website	zip code (not "ZIP Code" or "Zip Code")



Quest style essentials

Notable usage guidelines

- “Consumer” should only be used internally. Use “patient” for physician-facing content, and “member” for payer-facing content
- Do not label patients with their medical condition

See example 1.

- Use “unborn baby” for a patient audience; use “fetus” for a clinical audience
- Avoid using “mutation”; use “variant” whenever possible
- Do not use “side effect”; use “adverse effect” or “adverse reaction”
- Use “who” when referring to people (“The doctor who ordered the test”) and “that” when referring to objects (“The test that the doctor ordered”)
- “Their” and “they” may be used as singular pronouns when appropriate

See example 2.

Example 1

- ✓ “The patient with diabetes took an A1c test.”
- ✗ “The diabetes patient took an A1c test.”

Example 2

“Have each physician update their billing information.”

“When a patient arrives, they should fill out the intake form.”

Quick tip | Avoiding jargon

Avoid using jargon or “insider” language for external communications. If it’s not in the Merriam-Webster dictionary, it’s probably jargon.

Section 2 | Copyright, trademarks, and legal considerations





Section 2

Copyright, trademarks, and legal considerations

This section covers legal considerations, including copyright and other disclaimers, trademarks and registration marks, and other guidelines in accordance with Legal and Compliance policies.

In this section:

Copyright disclaimers

Other disclaimers

Legal considerations

Permissions

Trademarks and registration marks



Getty Images #641553256

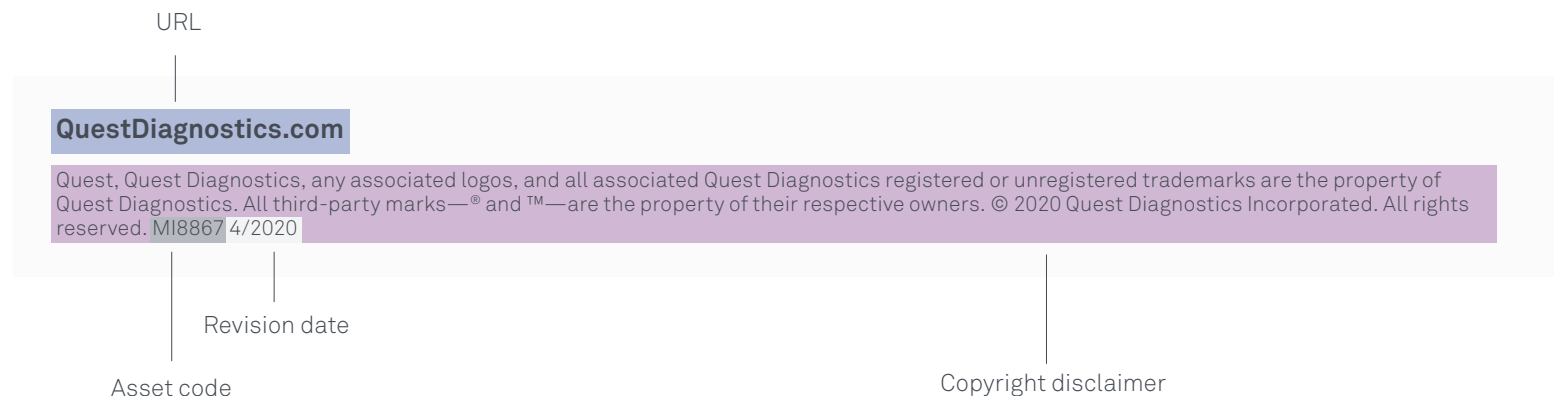


Copyright, trademarks, and legal considerations

Copyright disclaimers

- A copyright indicates the material is proprietary to Quest. The copyright year should reflect the year in which the piece was created
- On a new piece, the revision date (next to the asset code) is the month and year the piece was created. Dating helps keep materials current; materials with a long life should be updated regularly
- Substantive changes require an update to the copyright year. This includes adding or deleting tests, updating references, and significant changes to the text
- For routinely updated content, such as websites, the copyright should reflect the range from the original year to the most recent update (© 2016–2020)
- Leave a space between the copyright symbol and year
- Use em dashes on either side of the mark symbols (—® and ™—)
- Generally, the copyright appears on the bottom of the last page (left side preferred), below the Quest URL and any other applicable disclaimers

Components of the Quest “boilerplate”





Copyright, trademarks, and legal considerations

Copyright disclaimers

Select the appropriate copyright disclaimer for your document.

Copyright disclaimers		
Disclaimer type	Usage	Disclaimer language
Full without third-party marks	When only Quest and/or our subsidiaries are mentioned	Quest, Quest Diagnostics, any associated logos, and all associated Quest Diagnostics registered or unregistered trademarks are the property of Quest Diagnostics. © 2020 Quest Diagnostics Incorporated. All rights reserved. ABC123 4/2020
Full with third-party marks	When non-Quest brands are mentioned (Walmart®, UnitedHealthcare®)	Quest, Quest Diagnostics, any associated logos, and all associated Quest Diagnostics registered or unregistered trademarks are the property of Quest Diagnostics. All third-party marks—® and ™—are the property of their respective owners. © 2019 Quest Diagnostics Incorporated. All rights reserved. ABC123 4/2020
Abbreviated	Approved exceptions when space is limited	© 2020 Quest Diagnostics Incorporated. All rights reserved.
No copyright disclaimer needed	Digital banner ads, print ads, or small promo items	N/A



Copyright, trademarks, and legal considerations

Other disclaimers

Other disclaimers		
Disclaimer type	Usage	Disclaimer language
General		
Sensitive imagery	All documents (for all audiences) featuring photos of people	“Image content features models and is intended for illustrative purposes only.”
Confidentiality	All confidential internal documents; should appear at the bottom of every page	“Confidential—for internal use only” Additional phrases such as “Do not distribute externally” or “Do not replicate” are optional.
Case study	Should appear on the same page as a case study	“Quest Diagnostics does not represent or warrant that the facts in this case study constitute medical advice or endorsement of a particular method of treatment.”
Patient		
Affordable Care Act (ACA)	Mandatory for all patient-facing materials	“Quest Diagnostics Incorporated and its subsidiaries (Quest) complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. ATTENTION: If you speak English, language assistance services, free of charge, are available to you. Call 1.844.698.1022. ATENCIÓN: Si habla español (Spanish), tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1.844.698.1022. 注意：如果您使用繁體中文 (Chinese)：您可以免費獲得語言援助服務。請致電 1.844.698.1022.”
Informational only	All or a combination may be applied to patient-facing materials, as appropriate	“This brochure is for informational purposes only and is not a substitute for medical advice, diagnosis, or treatment.” “The diagnosis or treatment of any disease or condition may be based on personal history, family history, symptoms, a physical examination, laboratory test results, and other information considered important by your doctor.” “Always talk with your doctor about the meaning of your test results and before you stop, start, or change any medication or treatment.”



Copyright, trademarks, and legal considerations

Other disclaimers

Other disclaimers		
Disclaimer type	Usage	Disclaimer language
Codes and tests		
Test code	When a test code is mentioned	“Test codes may vary by location. Please contact your local laboratory for more information.”
CPT code	When a CPT code is mentioned	“The CPT® codes provided are based on American Medical Association guidelines and are for informational purposes only. CPT coding is the sole responsibility of the billing party. Please direct any questions regarding coding to the payer being billed.”
ICD code	When an ICD code is mentioned	“Diagnoses must always be documented in the patient’s medical record. The ultimate responsibility belongs to the ordering physician to correctly assign the patient’s diagnosis based on the patient’s history, symptoms, and medical condition.”
Quest lab-developed test	Should only appear when Quest has developed and validated the assay (not for COVID-19/EUAs or other disclaimers required by the FDA)	“This test was developed and its analytical performance characteristics have been determined by Quest Diagnostics. It has not been cleared or approved by FDA. This assay has been validated pursuant to the CLIA regulations and is used for clinical purposes.”



Copyright, trademarks, and legal considerations

Legal considerations

Per antitrust training from Legal, Quest publications should reflect our respect for other providers in the marketplace, and our mission to offer high-quality options to improve healthcare. Please consider the following best practices when drafting marketing materials.

Quest documents and materials should **not**:

- Evaluate or otherwise weigh or discount the competitive significance or participation of any competitors, including health plans or laboratories not participating in the formation of the business
- Address shifts in business volumes or customers, including discussions of companies likely to cease or lose business as a result of the increased competition and more informed customer choice of prescriber decisions flowing from the new platform
- Evaluate or otherwise weigh exclusive commitments in whole or in part, including best or most favored pricing commitments, volume commitments, and efforts clauses

Quick tip | Legal training questions

This material has been included to reinforce 2018 antitrust training. If you have any questions about this section, or need to arrange additional training, please contact Legal, not Editorial.



Copyright, trademarks, and legal considerations

Legal considerations

Avoid	Usage
Identifying individual industries, products, services, countries or regions as “markets”	Identify these subsets as segments, industries, technologies, products, or services therein or the particular country, area, or region on which you are focusing
Dominate or own	Substantial or significant sales or position
Technical leadership or product leadership (unless used in an aspirational manner)	Excellence or well-positioned when referring to our technical ability or “position” in an area
Leverage	Build upon, use, or utilize
Dominant, major, or significant competitor	Select competitors or competitors
Target ROI	Meet criteria
Increase market share	Underperforming
Market share	Growth, volume, or opportunity
Negative CM	Underperforming
Questionable ethics	Clarify that these are perceived or potential issues
Scheduled speaker events with known ROI	Scheduled speaker events in accordance with Quest Diagnostics policy
Talking about leveraging a strong presence	Leverage our reputation
Upsell	New business from existing accounts, opportunities, grow
“We cannot compete with the low pricing”	“We have been outbid as a result of potential low prices offered by competitors”
Quoting numbers	Use “about,” “approximate,” or “approximately” when referring to numbers and figures
References to “out-of-pocket max programs”	“Programs that make services financially accessible to patients”
Grow market share	Grow volume or revenue



Copyright, trademarks, and legal considerations

Legal considerations

Quest provides products/local opportunities

- If you must list competitors, do it consistently within the approved guidelines
 - Do not include shares
 - Do not rank-order competitors
 - Be inclusive of all competitors
 - Include at least 3 competitors (the more, the better) in any description/example (independent labs, hospital labs, etc)
- State the list is not all-inclusive
 - Refer to “*some* of our competition” or “*select* competitors,” not just “our competitors”
- Don’t forget to include hospital outreach programs. You often may not even know that a hospital is competing because what is outreach vs outpatient is often not clear
- Only refer to “revenue” for a market
 - **Not** “requisitions,” “volume,” or other categories
 - Avoid phrases such as “total market requisitions revenue”
- Market is by state (the New York market)
 - **Not** by city (not the “Buffalo market”)
 - **Not** by specialty/professions (not the “physician market” or “hospital market”)
 - “Market” does not apply to franchises
 - Alternative concepts: Product, Segment, Opportunity
- Phrases to avoid: “dominate the market”; “large share of the market” (or using any large numbers)
 - There is no “capitated” market



Copyright, trademarks, and legal considerations

Legal considerations

Legal guidelines for preparation of PowerPoint decks, emails, and presentations, including local assessments of business opportunity

- Include on all decks the following footer/legend: “For internal use only—confidential—do not copy or distribute”
- Do not create any market share summaries at the local or regional level
- Do not create any decks that do not follow the antitrust guidelines and “rules” contained in the training
- Do not manipulate the provided information to create aggregated summaries of data or any “market share” analyses
- Do not refer to “market share information or data.” Information and analysis performed on a local level is more appropriately called “local opportunity analysis”
- Local opportunity analysis information should not be aggregated or used for any acquisition, joint venture, or similar transactions
- When identifying competitors, use the following legend: “Only represents selected competitors and certain patient service centers and may not necessarily include all available customer options”
- Avoid all characterizations of Quest Diagnostics size or presence. Do not use words such as “dominant” or “significant” when referring to Quest Diagnostics
- Do not refer to any other competitor as “dominant” or “significant”
- Never describe competitors with phrases such as “price aggressive,” “our closest competitor,” or “price cutting”
- Avoid all military or pugilistic terms
- Do not state that hospitals in a specified geography do not have outreach programs (they frequently do)
- Do not refer to a particular type of testing as a “market” or define a disease state as a “market” (eg, Women’s Health should not be defined as a market)



Copyright, trademarks, and legal considerations

Permissions

Text, tables, figures, and illustrations from third-party sources cannot be pasted into your document unaltered. When sources are used without significant changes, acknowledgment is not made, or permissions are not obtained, this is considered plagiarism and/or copyright infringement.

- Sources must be acknowledged with a reference, at minimum
- Information or materials must be substantially rewritten, altered, or redrawn with significant changes, as well as being referenced
- Although Quest house style does not require references in patient-facing pieces, you should never use material from another source without giving proper credit. An author or source may be acknowledged directly in the text, whether enclosed in double quotes for a word-for-word quote, or indirectly when paraphrasing
- Many government websites and reports do not require permissions, but they should always be referenced
- There is usually a fee associated with permissions. Because Quest is a for-profit entity, fees for permissions may be considerable. Avoid expense and unauthorized use by rewriting and properly referencing
 - If you absolutely must use the material as published, be sure to purchase permissions

Permissions for published articles

- When quoting text or re-using figures or illustrations, do not assume that because the information has been published in a scientific journal or on a website that it is in the public domain
- Check with our Medical Librarians or [Copyright Clearance Center](#) to verify whether permissions are needed

Quick tip | Copyright FAQ

Quest employees can access the [Copyright and Image Use FAQ](#) for further guidance on copyright protections, image use, and other permissions-related topics.



Copyright, trademarks, and legal considerations

Trademarks and registration marks

The first-mention rule

Trademarks protect intellectual property. They should be used on Quest brands as well as the products of other companies and organizations, including AMA (CPT® codes), NCCN® (in almost every iteration), competitor brands and products, and others as designated by the trademark holder. Generally, trademark and registration symbols need to be used only at first mention in a headline and first mention in text per document, not on every page. If a document is very long, consider adding them at first mention in each major section.

There are 2 exceptions to this rule:

- Digital properties, including websites and other modular assets made up of segments that can be viewed or distributed independently
- If the Quest logo appears on the page, the reg mark is not needed at the first or subsequent mention

Determining if a name is trademarked or registered

To research trade names not found here, search for the term at the [US Patent and Trademarks website](#). If the trade name is registered, there will be a registration number and you should use the ® symbol. If it's not registered, there won't be a registration number and you should use the ™ symbol. For non-Quest brands, a quick internet search will often provide this information.

Exception: Use a ™ symbol for SurePath. This is by request of the company that owns the trade name (BD), despite the name being registered.

Note that any new product or service name must be approved by the [Brand Team](#).

Commonly used registered and trademarked names

Registered		
4myheart®	ColoVantage®	QNatal® Advanced
AmeriPath®	Health Information and Management Systems Society® (HIMSS)	QuantiFERON®
Aptima®	IdentRA®	Quanum®
Athena Diagnostics®	ImmunoCAP®	Quest Diagnostics®
Blueprint for Wellness®	InSure® FIT	Reprosource®
Cardio IQ®	InSure™ ONE®	SureSwab®
CFvantage®	Lab Card®	T.SPOT®.TB
CFvantage® Cystic Fibrosis Expanded Screen	medfusion®	TestMinder®
Cleveland HeartLab®	MYVANTAGE®	ThinPrep®
Trademarked		
BRCAvantage™	InSure™ ONE®	Quest Advanced™
CogniSense™	LeukoVantage™	QuestConnect™
Data Diagnostics™	MediCheck™	QuestDirect™
Health Trends™	MediCheck™ Gaps in Care	Quest HealthConnect™
IBM Watson™ Genomics	MyQuest™	SurePath™
IBSchek™	(Quanum®) Interactive Insights™	
No marks		
Global Diagnostics Network	QForce	

Section 3 | Voice and messaging





Section 3

Quest voice and messaging

This section covers Quest voice and messaging to help you embody your content with the themes and personality traits that bring the Quest brand to life and set us apart in the marketplace.

In this section:

An introduction to Quest voice

The 3 elements of Quest voice

An introduction to Quest messaging

How to write Quest messaging

Approved Quest messaging





Quest voice and messaging

An introduction to Quest voice

What is brand voice?

Brand voice is the distinctive tone, manner, and style in which we communicate. Voice is defined by a set of attributes that shape how we speak. These attributes help direct the tone and style of all Quest Diagnostics communications.

Why is it important?

A clear, coherent, and consistent voice conveys the authenticity and character of our organization. A unified voice differentiates us from our competitors by enabling us to describe our role and impact in an effective and engaging way—not just as a list of services we provide.

Who uses the brand voice, and where?

All Quest Diagnostics employees and partner agencies should communicate in the Quest Diagnostics voice across all touch points and in all communications—both internal and external.



Getty Images #1043125062



Quest voice and messaging

The 3 elements of Quest voice

Active

Encourage and motivate people to act.

- Lead with verbs where possible. Active verbs stand out and drive energy
- Use short sentences for clarity and impact
- Connect actions to outcomes to encourage people to act

See example.

Using active voice

To make copy active, include a clear call to action. Think about what you want your reader to do, such as call their doctor to get a test result or go to a website for more information. Try to communicate this clearly and concisely, leading with a verb where possible. To the right, the first example is clear and accessible, while the second is overly wordy.

We encourage the use of active verbs and statements. Here are some alternatives to “take action”:

Shed light	Raise the bar
Spark	Promote
Drive action	Create
Reveal	Take steps to
Discover	Know more

Example

- ✓ Get your test results online with MyQuest™.
- ✗ You can have the results of the tests that you register for made available to you via MyQuest™.



Quest voice and messaging

The 3 elements of Quest voice

Optimistic

Offer a positive outlook and express confidence in our ability to motivate actions for better health.

- Start with the positive, not the problem
- Suggest success—paint a picture of what good looks like
- Have a positive outlook
- Use confident statements that reinforce our commitment and convictions

Using optimistic voice

We aim to inspire people. One way to make our writing resonate is to make it personal. If talking to consumers engaging proactively in their health, refer to them as “individuals.” Refer to “your patients” if talking to a physician, or “your members” if talking to a health plan.

When referring to Quest, use a plural pronoun to maintain a personal voice.

See example 1.

Headlines that speak to big ideas are another way to inspire and engage audiences.

See example 2.

Example 1

- ✓ “We are committed...”
“Our team is committed...”
- ✗ “The company is committed...”
“Quest Diagnostics employees are committed...”

Example 2

- ✓ Transforming results: from data to insight
- ✗ Accurate diagnostic testing results



Quest voice and messaging

The 3 elements of Quest voice

Visionary

Anticipate people's needs and propose new ways of finding insight.

- Use real-world stories to show how others have succeeded
- Propose a vision that inspires people
- Make it personal—when people can relate and connect to an idea, they can embrace it

Using visionary voice

To ground our optimism, suggest success without overpromising

- Explain things clearly, but don't use language that guarantees a specific outcome
- Be specific when appropriate, but don't set an absolute standard
- Don't make comparisons we can't back up—if we claim accuracy, make sure we have evidence

See examples.

Correct examples

- ✓ Secure
- ✓ About 24 to 48 hours
- ✓ By doing XYZ, you'll be in a better position to manage your diabetes.
- ✓ We have many years of expertise in glucose testing.
- ✓ Highly qualified professional pathologists

Incorrect examples

- ✗ 100% confidential
- ✗ Results are guaranteed in 24 hours.
- ✗ Doing XYZ will control your diabetes.
- ✗ We're better at glucose testing than anyone else.
- ✗ The best pathologists



Quest voice and messaging

The 3 elements of Quest voice

Putting it all together

Below is an example of effective and ineffective use of the active, visionary, and optimistic voice elements.



Improving health, one decision at a time

Quest Diagnostics transforms information into insights that spark smart actions for better health. Our work supports healthcare professionals, patients, employers, and other decision makers with the diagnostic tools they need to positively impact people's lives. Because when it comes to health, knowing is everything.



Quest Diagnostics is driven to discover and deliver diagnostic insights and innovations that help to improve human health

Our company offers a wide range of products and services that benefit patients, healthcare providers, pharmaceutical medical device companies, life insurance companies, and employers.



Quest voice and messaging

An introduction to Quest messaging

What is messaging?

Messaging is the perspective of a brand—a unique point of view that acts as a lens to focus and filter all of the brand’s communications and actions.

What role does it play?

Messages are a direct extension of our brand platform. They help us focus on the key themes that are central to our work. They play an important role in maintaining consistency across all communications, for both internal and external audiences.

How do we use messages?

We use messages to keep our communications on brand. They are not intended to be verbatim writing samples, and should be tailored to a particular audience. Not every communication will touch upon every message. Be selective. Having one set of messages as the foundation of our communications gives us cohesion, keeps us all on the same path, and unifies our voice.



Getty Images #1162225703



Quest voice and messaging

How to write Quest messaging

Every communication should convey our big idea: Action from Insight. Because we don't want to use this exact wording in all of our communications, we have broken it down into 3 supporting messages, which line up with our personality traits.

We inspire action

Our diagnostic testing results spark decisions. They offer people accurate and insightful information so they can act.

- Make information actionable
- Turn data into insight
- Provide context around data to show why it matters

We illuminate answers

Beyond providing facts and figures, we give decision makers insights they can build on. We shed light on possibilities and help reveal new solutions for the future.

- Answer questions
- Communicate the value of our insights
- Make information tangible and actionable

We advocate better health

We play a crucial role in propelling health forward. When the right information is in the right hands, problems get solved.

- Focus on the big picture—better health
- Explain how we collaborate with our partners to improve health
- Reveal the real-world scale and scope of what we do





Quest voice and messaging

Approved Quest messaging

The following messaging options and taglines are approved for use by Quest. They are powerful, active, direct ways to communicate our brand identity in written materials.

We inspire action	
Take action	The right data for the right decision
The right information inspires the right decisions	Empowering decisions
When you know, you can act	Motivate decisions
Spurring action from information	Knowledge you can use
Sparking decisions	Insights you can act on
What you need when you need it	Agent of change

We illuminate answers	
Knowledgeable insights	Unlocking the power of data/science
Informed decisions	Demystify data
Unveil the answers	Knowledge is power
Reveal the answers	Knowledge is confidence
Uncover the insight that changes everything	Knowledge is possibilities
Good data. Confident treatment	The detail that changes everything
Confidence	Data that motivates
Insights that lead to better outcomes	Data brought to life
The right information. The right decision. The right diagnosis	Data for life



Quest voice and messaging

Approved Quest messaging

We advocate better health	
Discover your best health	Reveal your best health
Leading the way to better health	Better informed is better prepared
Shine a light on health	Helping patients understand their health
Uncover knowledge	Glean knowledge from results
Choose with confidence	Catalyst for change
Prepared for the future	Learn. Plan. Do
Take control of your health	A stand for better health
Chart your path with confidence	Better testing. Better answers
Together, we can create a healthier world	Better answers. Better health
Help uncover your best health	Healthy is the power of knowing

Quick tips | Quest voice and messaging

Quest fact sheet

A regularly updated list of general facts about Quest can be found [here](#).

Quest writing checklist

- Is the headline strong and to the point?
- Does it convey the necessary information clearly and concisely?
- Does it use active verbs?
- Are the sentences and paragraphs short? Would bullets make the copy easier to scan? Can I condense the copy anywhere?
- Is the tone positive and uplifting (solution-focused) or negative (disease-focused)?
- Does it include 1 or more of the 3 Quest brand insights?

Section 4 | The Communication Review Process (CRP)





Section 4

The Communication Review Process (CRP)

This section covers the mandatory process for review and approval of internal and external materials, including marketing collateral, scientific summaries, reports, slide presentations, manuals, newsletters, and other documents.

In this section:

Introduction to CRP

Validation vs formal review

Tips for CRP submission





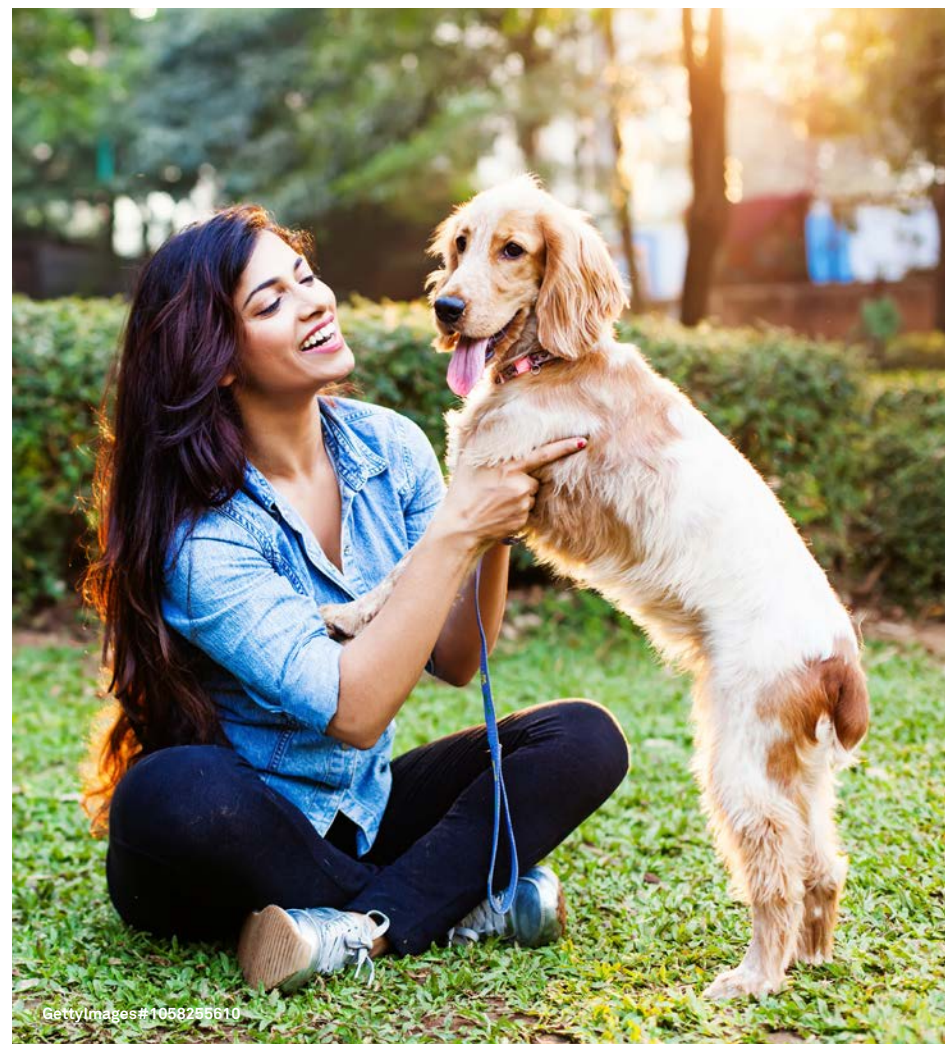
The Communication Review Process (CRP)

Introduction to CRP

The Communication Review Process applies to company materials created and used to communicate with both internal and external audiences. The intent of CRP is to ensure that all communication materials distributed by Quest Diagnostics are:

- Professional and consistent with the brand identity of an industry leader
- Effective and accomplish their intended communication goal and ultimate business result
- Compliant, accurate, and in accordance with legal guidelines and compliance policies

This process applies to any Quest employee creating original material or distributing third-party material to be used for communications and training purposes, either **externally** to customers, partners, vendors, and others or to be published **internally** for our sales team or other employees. This includes, but is not limited to, sales aids, direct mail or letters, TV ads, radio ads, billboards, videos, nonstandard lab updates, messages conveyed via Quanam®, client letters, and newsletters, as well as digital formats such as web pages, emails, blogs, etc. These requirements apply regardless of where the communication originated, ie, in a Region, or at Corporate. Outside vendors may be used to develop materials but are not permitted to access or submit materials to the process.



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The Communication Review Process (CRP)

Validation vs formal review

The 2 stages of CRP are validation and formal review.

1 Validation

Validation is a grammar, voice, and design review of each submission by a copy editor and a designer to make sure it conforms to Quest voice and visual (design) style, as well as proper spelling and grammar. Spot checks of references and random fact-checking will also be done. If it does not pass validation, it will be returned to the submitter for corrections.

If the project does not pass validation, you will receive an official communication from the CRP administrator, including a detailed accounting of edits and corrections that must be made within a proscribed period of time. Once a new document has been uploaded as v2 (using the same name, but with “v2” added), your project will be re-validated and sent to formal review following the usual process. If a new version that meets the criteria given is not submitted within 1 month, your submission will be deleted from CRP.

You can also withdraw your project at this time, to revise without time constraints.

2 Formal review

Formal review involves a variety of expert reviewers, including medical, legal, compliance, and others who check for content. Projects that do not honor the time and expertise of reviewers—because of errors, omissions, or poor formatting—and items that are not in final form, will be sent back.

Quick tip | CRP Quickstart Guides

For further guidance on these processes, please see our CRP Quickstart Guides for submitters and reviewers.



The Communication Review Process (CRP)

Tips for CRP submission

All communications must be in their final stage prior to submitting to CRP. Submissions with multiple grammar and/or punctuation errors, as well as those that do not conform to Quest voice, will be returned to the submitter.

To avoid this, always do the following before submitting your document to CRP:

- Spellcheck and proofread your document. Most errors caught in CRP could be prevented with a spellcheck and thorough proofreading
- Make sure copy conforms to Quest voice (it is written in a brief, clear, and generally positive voice) as defined in the [Quest voice](#) section of this guide
- Make sure grammar is correct and copy conforms to style, usage, and spelling as defined in the [Grammar, punctuation, and spelling](#) section of this guide
- Make sure you use the correct Quest design template for your documents (letters, brochures, PowerPoint presentations, etc). Approved templates can be found [here](#) for Quest employees, and [here](#) for agencies
- When a style question is not answered by this guide, consult:
 - [AMA Manual of Style](#)
(username: *Quest123*; password: *Corporate1*)
 - [Merriam-Webster's Dictionary](#)

Quick tip | CRP checklist

For additional tips, access the "Are you ready?" CRP checklist.

Additional brand resources

To access more brand tips as well as templates, logos, and other assets:

- Quest employees can visit the [Brand](#) section of the Marketing Resource Center
- Agencies can visit the [Brand Tools](#) section of the Creative Portal

Contact the Brand Team

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