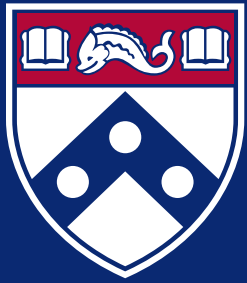


Provider-Based Brand Identity Standards



Penn Medicine

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EPIC Generated Patient-facing Documents 10

Separately Licensed Surgical Facilities 11

What is Provider-Based? What does it mean?

Provider-Based Status (PBS) is a Medicare financial status that allows healthcare facilities to bill Medicare as hospital outpatient departments, thereby receiving higher payments for services rendered.

Under this model, patients often receive two charges on their combined patient bill for services provided within the Provider-Based location:

- 1) for the facility/hospital (technical fee)
- 2) the physician (professional fee)

PBS is granted to practices that are on one of our hospitals' licenses and includes both the physical facility and the personnel and equipment needed to deliver services at that facility. Practices that are not on the hospital licenses are considered free-standing and do not bill Medicare under these same conditions.

PBS sites are covered by the provider's Medicare agreement, therefore subject to the same Medicare Conditions of Participation:

On Campus = 250 yards from "Main Provider"

Off Campus = located more than 250 yards from "Main Provider"

Optional – Hospitals voluntarily submit attestation applications for Provider-Based status

Managed Ambulatory Practice(s)

- All Managed Ambulatory Practices are Provider-Based but not all Provider-Based practices are Managed Ambulatory Practices.
- Managed Ambulatory Practices is an internal financial model that transfers funds from the Hospital to the Practice.

Hospital Account Records

- HARs are assigned to all Provider-Based locations to initiate the facility fee billing process.

EPIC Departments

- There are more than 250 EPIC departments linked to locations that are on HUP, PPMC, PAH, CCH or LGH operating licenses with a Provider-Based status.

Why Is Provider-Based Status Important?

"Provider-Based facilities can offer more comprehensive services, including laboratories, X-rays and pharmacies, which are more costly to operate." (Associated Press)


This status allows us to provide patients with a more holistic experience when they are seen at a PBS location.

Maintaining compliance is critical for sustaining Provider-Based status:

- To receive Medicare payments, a facility must comply with the definition of a hospital, and meet the Conditions of Participation.
- These practices are reimbursed at a higher rate (outpatient prospective payment system) which accounts for substantial annual revenue to the Health System.
- Failure to comply with CMS requirements can result in loss of reimbursement, re-payment of all Provider-Based claims, etc.

Patient-facing documents, facility signage, website information, and staff appearance are all critical elements of the Health System's image and identity.

It is important that practices clearly demonstrate their hospital affiliation to ensure that patients are aware.



- 8 ★ Outpatient Laboratory
★ Pre-Admission Testing
- 9 ★ Harron Lung Center
★ Heart and Vascular Center
★ Pulmonary Function Lab
★ Sleep Medicine
- 10 ★ Gynecologic Oncology
★ Urogynecology
★ Gynecology
★ Penn Fertility Care
- 11 ★ Maternal Fetal Medicine
★ Reproductive Genetics
- 12 Obstetrics and Gynecology
- 14 Endocrinology
Midwifery
Obstetrics and Gynecology
- 15 Obstetrics and Gynecology
- 16 Spruce Internal Medicine
- 17 Delancey Internal Medicine
Penn Personalized Care -
Gary W. Dorshimer, MD
Rosemary Kearney, MD
- 18 ★ Otorhinolaryngology -
Head and Neck Surgery
★ Audiology
- 19 ★ Plastic Surgery
★ Urology and Urologic Surgery
- 20 ★ Colon and Rectal Surgery
★ Surgical Oncology
★ GI Surgery

★ A facility of Pennsylvania Hospital



Penn Dermatology Bucks County

Penn Dermatology Bucks County

Suite 100
1000 Floral Vale Blvd
Yardley, PA 19067
800-789-7366 (PENN)

[Map & Driving Directions](#)

A facility of the Hospital of the University of Pennsylvania

[Request a Callback](#)

 **Penn Medicine**
Hospital of the University
of Pennsylvania



Suzanne Smith, RN
Registered Nurse

AFTER VISIT SUMMARY

Golden G. Zzzepic Dob: 5/5/2013 10/2/2018 12:30 PM Penn Internal Medicine University City 215-349-5200

Today's Visit

You saw Susan Day, MD on Tuesday October 2, 2018.

What's Next

Upcoming Appointments

OCT 2 RETURN PATIENT VISIT with Susan Day, PA
Tuesday October 2 11:30 AM

OCT 2 Return Annual Visit with Susan Day, MD
Tuesday October 2 12:30 PM (Arrive by 12:15 PM)

Medications You Will Be Given
ver cysarcobalamin (VITAMIN B12)
20 Next due Sunday May 20 (Overdue)
2018 Expected every 30 days


Appt. Location

PENN INTERNAL MEDICINE UNIVERSITY CITY
A Facility of the Hospital of the University of Pennsylvania

 **Penn Medicine**

Penn Internal Medicine University City
3701 Market Street
7th Floor Suite 741
Philadelphia PA 19104-5508
215-349-5200

Penn Internal Medicine University City
3701 Market Street
7th Floor Suite 741
Philadelphia PA 19104-5508
215-349-5200



Community LOCATIONS

EVENING AND WEEKEND HOURS AVAILABLE

Penn Medicine Radnor*
250 King of Prussia Road, 2nd Floor | Radnor, PA 19087
OFFICE: 610.902.1800 | FAX: 610.902.1804

SERVICES PROVIDED:

- MRI
- CT
- Ultrasound
- 3D mammography (tomosynthesis)
- Devascan (bone density studies)
- Digital diagnostic radiography
- Digital GI fluoroscopy
- Nuclear medicine

Penn Medicine Valley Forge*
1001 Chesterbrook Blvd., Suite 100 | Berwyn, PA 19312
OFFICE: 610.576.7550 | FAX: 610.576.7752

SERVICES PROVIDED:

- MRI for claustrophobic patients
- CT
- Ultrasound
- Ultrasound-guided thyroid and breast biopsies/aspirations
- 3D mammography/2D biopsies (tomosynthesis)
- PET CT
- MSK ultrasound (diagnostic and therapeutic)
- Devascan (bone density studies)
- Digital diagnostic radiography

Exton
The Commons at Oakland, 700 West Lincoln Highway
Exton, PA 19341
OFFICE: 610.518.6690 | FAX: 610.518.6695
SCHEDULING: 610.431.5131

SERVICES PROVIDED:

- MRI for claustrophobic patients
- CT
- 3D mammography (tomosynthesis)
- Ultrasound
- Devascan (bone density studies)
- Digital diagnostic radiography

Phoenixville Hospital
140 Nutt Road | Phoenixville, PA 19460
OFFICE: 610.983.1100 | FAX: 610.983.1138

SERVICES PROVIDED:

- MRI
- MRI-guided breast biopsies
- CT
- Ultrasound-guided breast biopsies
- Biopsies/Aspirations
- Ultrasound
- 3D mammography (tomosynthesis)
- Devascan (bone density studies)
- Digital diagnostic radiography
- Nuclear medicine
- Interventional radiology


Limerick
420 West Linfield Trappe Road, Suite 2200 | Limerick, PA 19468
OFFICE: 610.485.2370 | FAX: 610.485.2399

SERVICES PROVIDED:

- MRI for claustrophobic patients
- CT
- PET CT
- Ultrasound
- 3D mammography (tomosynthesis)
- Devascan (bone density studies)
- Digital diagnostic radiography

FOR MORE INFORMATION, PLEASE VISIT
PennMedicine.org/Radiology

*A facility of the Hospital of the University of Pennsylvania



Penn RADIOLOGY

LOCATIONS & SERVICES

Conv Th

 **Penn Medicine**
Abramson Cancer Center

Robert Smithson, MD, PhD
Associate Professor of Medicine, Hematology Oncology

Penn Presbyterian Infusion Services*
Penn Medicine Cherry Hill
1865 Route 70 East, Cherry Hill, NJ 08003
Tel xxxxxxxxxx • Fax xxxxxxxxxx • Robert.Smithson@uphs.upenn.edu

*A facility of Penn Presbyterian Medical Center

Visual Identity





September 27, 2017

Ms. Jane Carson
CEO and President
Alpha World Headquarters
2000 Alpha Drive
Westport, CT
06880

Dear Ms Carson,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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We will give you a call in the next week to discuss this opportunity.

Sincerely,

Bob Smithson, MD
Associate Director,
Colon Cancer Surgery

123.456.7890 Mobile
smithsonb@uphs.upenn.edu

Penn Medicine Cherry Hill
1865 Route 70 East, Cherry Hill, NJ 08003 • Tel XX.XXX.XXXX • Tel XX.XXX.XXXX

* A facility of Penn Presbyterian Medical Center

Penn Presbyterian Infusion Services*



Robert Smithson, MD, PhD
Associate Professor of Medicine, Hematology Oncology

Penn Presbyterian Infusion Services*
Penn Medicine Cherry Hill
1865 Route 70 East, Cherry Hill, NJ 08003
Tel xxx.xxx.xxx • Fax xxx.xxx.xxx • Robert.Smithson@uphs.upenn.edu
*A facility of Penn Presbyterian Medical Center



Penn Presbyterian Infusion Services*
Penn Medicine Cherry Hill
1865 Route 70 East, Cherry Hill, NJ 08003

* A facility of Penn Presbyterian Medical Center

For off-campus practices that are Provider-Based and licensed to a specific hospital, the correct notation should be applied to the practice stationery identifying that it is a facility of that specific hospital.

- Practice name will include an asterisk after it.
- Provider-Based language pertaining to the hospital will be included at the bottom.
- If the Provider-Based practice IS part of or connected to the hospital's main building, the name of the hospital on the letterhead is sufficient and the phrase "A facility of" is not needed.

For more information, including how to order, please contact Marketing at: Providerbasedsupport@uphs.upenn.edu.

Letterhead



Penn Presbyterian Infusion Services*

Asterisk used after the practice name

September 27, 2017

Ms. Jane Carson
CEO and President
Alpha World Headquarters
2000 Alpha Drive
Westport, CT
06880

Dear Ms Carson,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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We will give you a call in the next week to discuss this opportunity.

Sincerely,

Bob Smithson, MD
Associate Director,
Colon Cancer Surgery

123.456.7890 Mobile
smithsonb@uphs.upenn.edu

Penn Medicine Cherry Hill
1865 Route 70 East, Cherry Hill, NJ 08003 • Tel XX.XXX.XXXX • Tel XX.XXX.XXXX

*A facility of Penn Presbyterian Medical Center


Letterhead will follow the 2018 stationery style standard, with the Penn Medicine service line lockup at the left, practice name to the right, address at the bottom and the hospital to which it is licensed to, in italics, below the address. No other logos or marks should be included on Provider-Based stationery without the approval of Marketing.

- Practice name will have an asterisk after it.
- Provider-Based language pertaining to the hospital will be included at the bottom.
- If the Provider-Based practice IS part of, or connected to, the hospital's main building, the name of the hospital on the letterhead is sufficient and the phrase "A facility of" is not needed.

Licensed hospital tag line and asterisk appears under address

Business cards and envelopes will also include the Penn Medicine service line lockup, as shown.

- Practice name will include an asterisk after it.
- Provider-Based language pertaining to the hospital will be included at the bottom.
- If the Provider-Based practice IS part of, or connected to, the hospital's main building, the name of the hospital on the letterhead is sufficient and the phrase "A facility of" is not needed.



Penn Medicine
Abramson Cancer Center


Robert Smithson, MD, PhD
Associate Professor of Medicine, Hematology Oncology

Penn Presbyterian Infusion Services*
Penn Medicine Cherry Hill
1865 Route 70 East, Cherry Hill, NJ 08003
Tel xxx.xxx.xxxx • Fax xxx.xxx.xxxx • Robert.Smithson@uphs.upenn.edu

**A facility of Penn Presbyterian Medical Center*

Asterisk used at the end of practice name

Licensed hospital tag line and asterisk appears under address



Penn Medicine
Abramson Cancer Center

Penn Presbyterian Infusion Services*
Penn Medicine Cherry Hill
1865 Route 70 East, Cherry Hill, NJ 08003

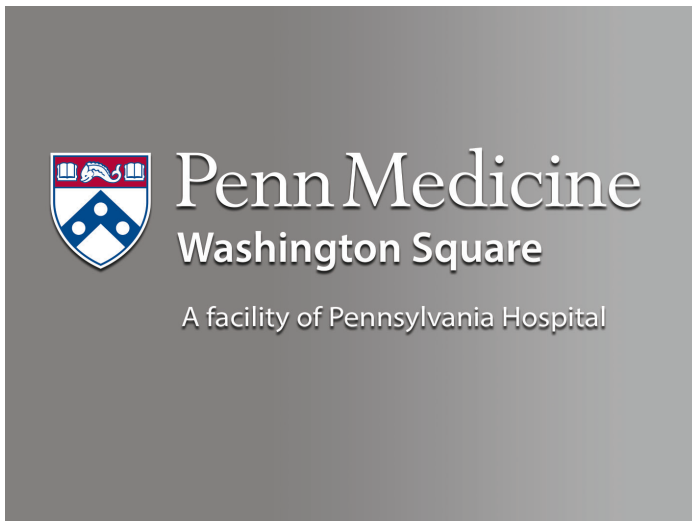
** A facility of Penn Presbyterian Medical Center*

Asterisk used at the end of practice name

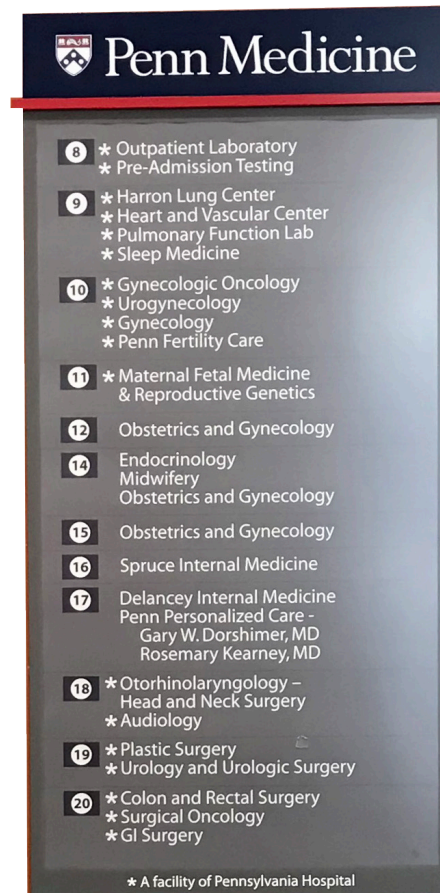
Licensed hospital tag line and asterisk appears under address



Provider-Based monument



Provider-Based reception wall



Provider-Based directory

Our signage system is impactful and clearly legible. Our monument signs are often the first thing visitors see when visiting our facilities. The physical signage and consistent placement is an effective way of identifying our locations.

Monument and wayfinding signage always features our master brand in a navy blue header. The rest of the copy is in the Myriad Pro family.

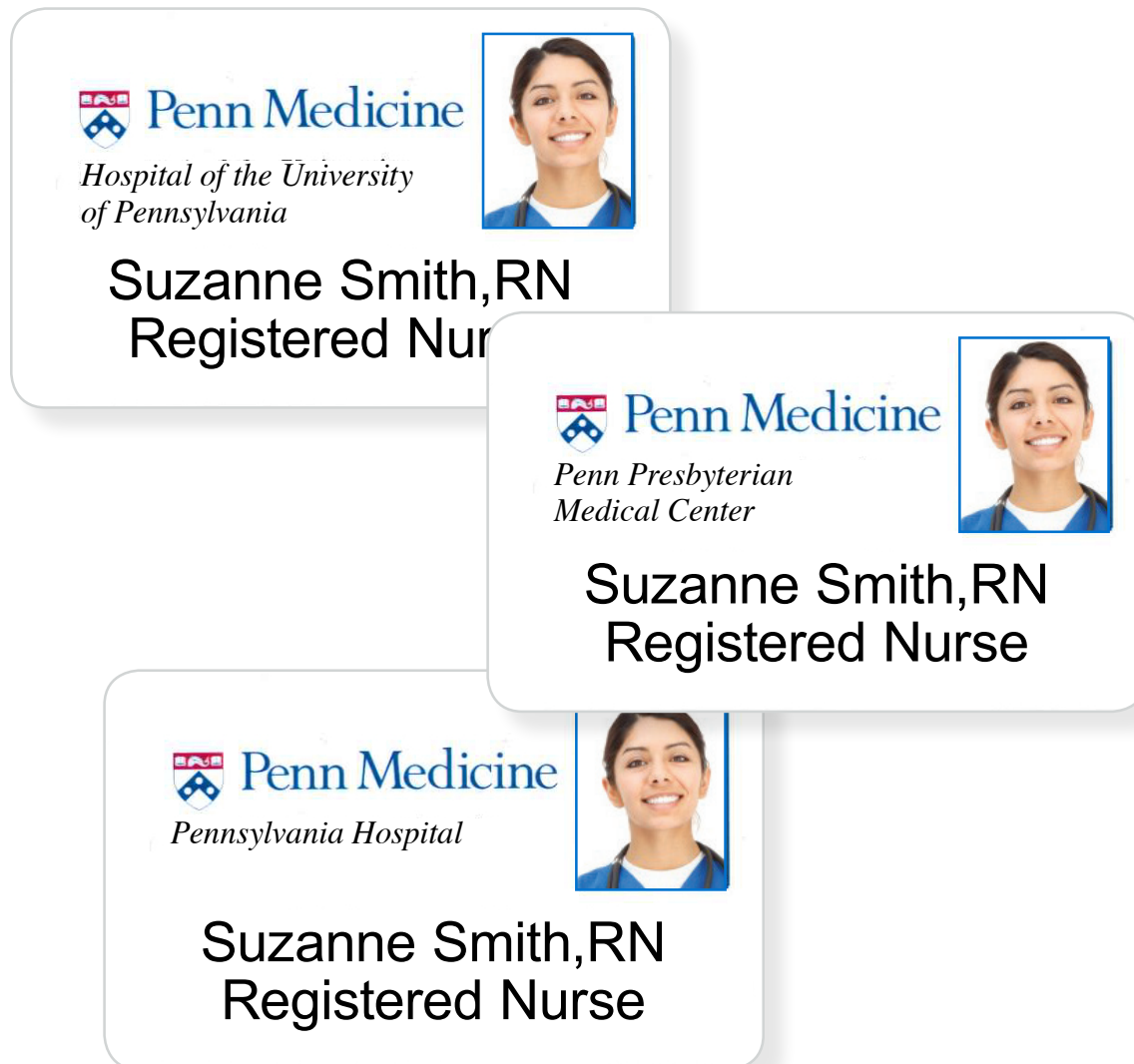
All Provider-Based locations that ARE NOT on the hospital's campus, must have a separate tag line stating: "A facility of [licensed hospital]"

If the Provider-Based practice IS part of, or connected to, the hospital's main building, the name of the hospital on the signage is sufficient and the phrase "A facility of" is not needed.

Anyone producing signage or wayfinding systems, either new or as replacements, should first contact Marketing at Providerbasedsupport@uphs.upenn.edu.

Asterisk used in signage, along with tagline





Badges

Requirements of badging for Provider-Based practices:

- It is the policy of Penn Medicine that employees wear a Penn Medicine issued identification badge at all times while present at all Penn Medicine facilities.
- This policy applies to all personnel who are employed at on or off campus facilities.

Badges should be worn at all times, reflect the entity they are licensed to, and display the appropriate primary practice or entity where the employee works.

IDs

There is a manager self-serve function that allows managers to request ID's for employees who work at a second location.

"Badges" are issued based on primary entity. If an additional ID is required when working in another entity, or a separately licensed facility, then a second or third ID is provided.

The distinction being that the BADGE is functional for Time Clocks and access to doors, cabinets, etc. – and the ID is only for identification purposes.



Penn Medicine

Penn Medicine Valley Forge

1001 Chesterbrook Boulevard | Berwyn, PA 19312 | 610.576.7500

Penn Medicine Valley Forge is a multi-specialty medical facility located in Berwyn, Pennsylvania. Penn Medicine physicians from a variety of medical specialties see patients at this location. This facilitates communication between primary care providers and specialists, allowing for an enhanced model of patient care. Evening and weekend appointments are available.

Penn Medicine Valley Forge was designed as a "green building" and is Leadership in Energy and Environmental Design (LEED) certified. This eco-friendly design reduces water runoff and uses less energy.

Services and Programs

- Abramson Cancer Center – Genetic Counseling, Gynecologic Oncology, Hematology/Oncology, Nutrition, Radiation Oncology*, Social Work, Breast Surgery, Endocrine Surgery, Thoracic Surgery
- Adolescent and Young Adult Medicine
- Cardiac Electrophysiology
- Cardiology and Diagnostic Testing – Vascular Studies
- Dermatology
- Endocrinology, Diabetes and Metabolism
- Executive Health
- Family Medicine
- Gastrointestinal Surgery – Metabolic and Bariatric Surgery Program
- Neurology – EMG, Nerve Conduction Studies, Migraine Clinic
- Neurosurgery
- Nutrition
- Obstetrics and Gynecology
- Orthopaedic Surgery
- Outpatient Lab
- Penn Personalized Care
- Pharmacy Services
- *Pre-Admission Testing
- Pulmonary Medicine
- Radiology* – MRI, CT, Ultrasound, Mammography, DEXA Scan, X-Ray, PET CT
- Renal Transplant
- Rheumatology
- Sleep Medicine
- Spine Center – Neurosurgery, Orthopaedic Surgery, Pain Management, Physical Medicine and Rehab
- Sports Medicine
- Urogynecology – Bladder and Pelvic Floor Health
- Vascular Testing and Surgery

Asterisk used next to practice

Asterisk used next to practice

*A facility of the Hospital of the University of Pennsylvania



Penn Family Medicine Valley Forge is designated as a Patient-Centered Medical Home by the National Committee for Quality Assurance. A Patient-Centered Medical Home is a model of care that strengthens the physician-patient relationship through accessibility, communication and utilizing the latest information technology.

Directions

FROM THE NORTH

Follow US-202 South to Chesterbrook Boulevard exit. Turn left at the end of the ramp and proceed through the traffic light to the Penn Medicine Valley Forge entrance on the right.

FROM THE SOUTH

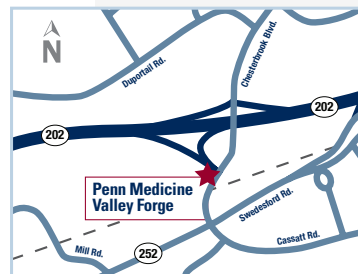
Follow US-202 North to Chesterbrook Boulevard exit. Turn right at the end of the ramp and Penn Medicine Valley Forge is on the right.

FROM I-76 (SCHUYLKILL EXPRESSWAY)

Follow I-76 West to US-202 South exit. Follow directions "From the North."

FROM THE PENNSYLVANIA TURNPIKE

Exit at the Valley Forge interchange and exit at US-202 South. Follow directions "From the North."



800.789.PENN (7366) | PennMedicine.org/ValleyForge

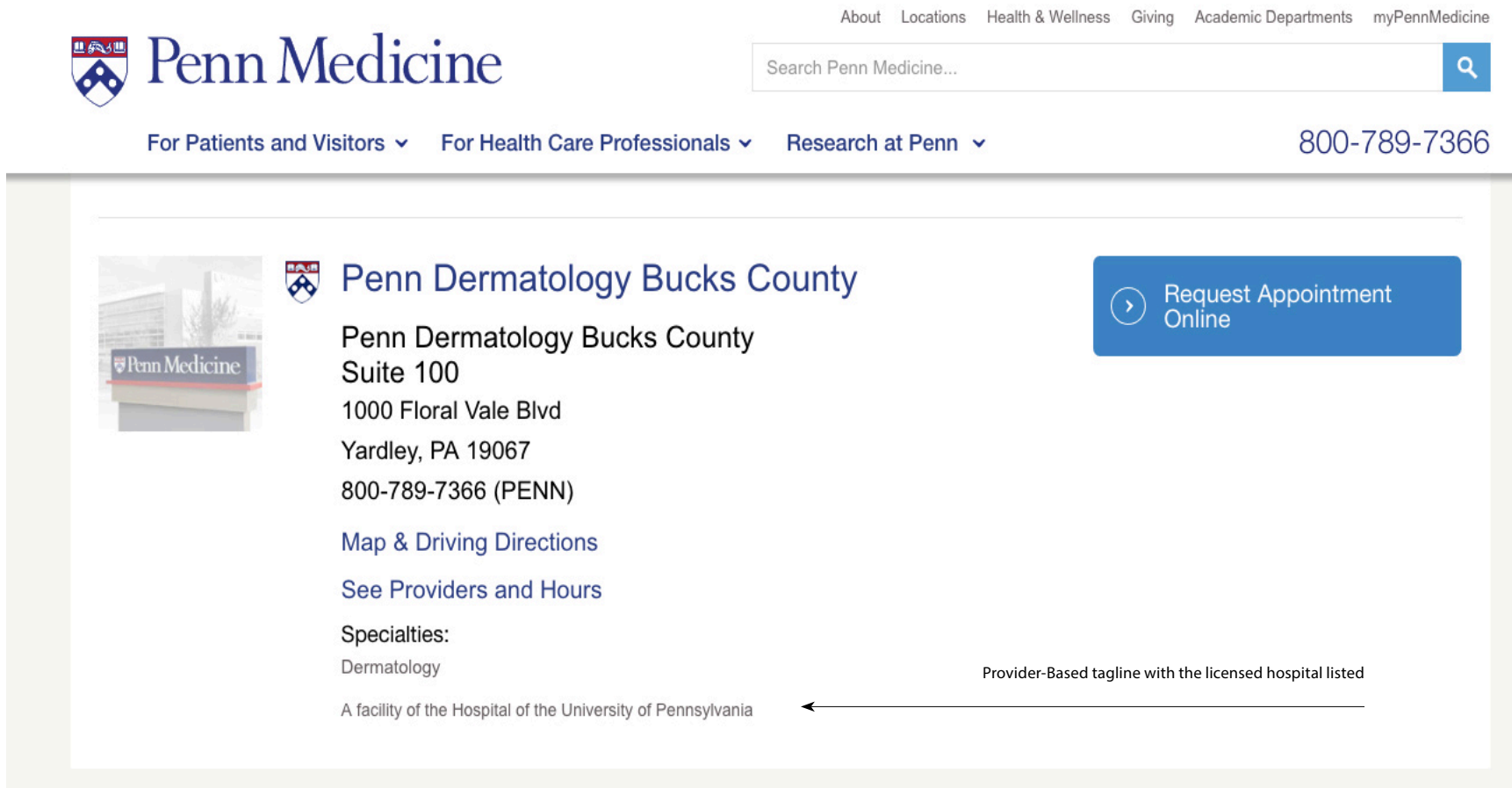
Collateral, Brochures and Flyers

Any practices that are Provider-Based, that are listed on marketing materials, should include an asterisk after the practice name or service, with a notation of the licensed facility at the bottom of the piece.

Anyone producing marketing materials for practice-based locations, should first contact Marketing at Providerbasedsupport@uphs.upenn.edu.

If a practice is licensed to a hospital, the practice web profile should include a notation to show that affiliation.

In order to update practice profile pages, individuals should visit the following link and complete the form for their appropriate specialty:
<http://uphsxnet.uphs.upenn.edu/marketing/profiles/>



The screenshot displays the Penn Medicine website header and a specific practice profile page. The header includes the Penn Medicine logo, a navigation menu with links for About, Locations, Health & Wellness, Giving, Academic Departments, and myPennMedicine, a search bar, and a phone number 800-789-7366. The practice profile page for Penn Dermatology Bucks County features a photo of the building, the practice name, address (Suite 100, 1000 Floral Vale Blvd, Yardley, PA 19067), phone number (800-789-7366 (PENN)), and links for Map & Driving Directions and See Providers and Hours. A blue button labeled 'Request Appointment Online' is also present. At the bottom, a tagline states 'A facility of the Hospital of the University of Pennsylvania', which is linked to a 'Provider-Based tagline with the licensed hospital listed'.


Penn Medicine

About Locations Health & Wellness Giving Academic Departments myPennMedicine

Search Penn Medicine...

800-789-7366

For Patients and Visitors ▾ For Health Care Professionals ▾ Research at Penn ▾

 **Penn Dermatology Bucks County**

Penn Dermatology Bucks County
Suite 100
1000 Floral Vale Blvd
Yardley, PA 19067
800-789-7366 (PENN)

[Map & Driving Directions](#)
[See Providers and Hours](#)

Specialties:
Dermatology

[Request Appointment Online](#)

A facility of the Hospital of the University of Pennsylvania

Provider-Based tagline with the licensed hospital listed

If a practice is licensed to a hospital, the practice generated EPIC document should include a notation to show that affiliation.

AFTER VISIT SUMMARY



[NAME] DoB: 5/5/2013 10/2/2018 12:30 PM Penn Internal Medicine University City 215-349-5200

Today's Visit



You saw Susan Day, MD on Tuesday October 2, 2018.

What's Next

Upcoming Appointments

OCT 2 2018 RETURN PATIENT VISIT with Susan Day, PA
Tuesday October 2 11:30 AM

Penn Internal Medicine University City
3701 Market Street
7th Floor Suite 741
Philadelphia PA 19104-5508
215-349-5200

OCT 2 2018 Return Annual Visit with Susan Day, MD
Tuesday October 2 12:30 PM (Arrive by 12:15 PM)

Penn Internal Medicine University City
3701 Market Street
7th Floor Suite 741
Philadelphia PA 19104-5508
215-349-5200

Medications You Will Be Given

MAY 20 2018 cyanocobalamin (VITAMIN B12)
Next due Sunday May 20 (Overdue)
Expected: every 30 days

Appt. Location

PENN INTERNAL MEDICINE UNIVERSITY CITY
A Facility of The Hospital of the University of Pennsylvania



GENERAL CONSENT FORM

Thank you for choosing Penn Medicine. Penn Medicine is part of the University of Pennsylvania and its Health System. The care you receive at Penn Medicine may include care by the hospital chosen below (the "Hospital"), the Clinical Practices of the University of Pennsylvania, Clinical Care Associates, and/or other affiliated practices of facilities, and each of their authorized agents, employees, and designees (all together, "Penn Medicine").

Hospital (if applicable): Pennsylvania Hospital

I have read and understood each paragraph below, and by signing give consent voluntarily. I accept and I intend the signature(s) below to be legally binding and the equivalent of my handwritten signature.

Patient signing:
[NAME]

[PATIENT SIGNATURE]

Mon Aug 2018 08/13/18 00:15:00

Patient Name

Patient Signature

Legally Authorized Representative Signing

If you work for one of the separately licensed ambulatory surgical facilities for Penn Medicine downtown hospitals or CPUP, please contact your entity specific regulatory specialist regarding provider based. Please reference the list below.

(Note: the other Penn Medicine hospitals may also have additional separately licensed facilities not listed here).

1. **The Surgery Center at Penn Medicine University City**
(ambulatory surgical facility Provider-Based to PPMC)
3737 Market Street
Philadelphia, PA 19104
2. **Penn Medicine Radnor Licensed Modules**
a/k/a Endoscopy Facility
(free standing ambulatory surgical facility licensed to CPUP)
250 King of Prussia Road
Radnor, PA 19087
3. **Hospital of the University of Pennsylvania
Reproductive Surgery Facility** (HUP-RSF)
(ambulatory surgical facility Provider-Based to HUP)
3701 Market Street, Suite 800
Philadelphia, PA 19104
4. **The Surgery Center of Pennsylvania Hospital**
(ambulatory surgical facility Provider-Based to PAH)
1840 South Street
Philadelphia, PA 19146
5. **Endoscopy Center of Pennsylvania Hospital**
(free standing ambulatory surgical facility)
230 W. Washington Square
Philadelphia, PA 19146