

Directory Listing Naming Convention

- PHSA Standards

Title for a Location (Clinics, Ambulatory Departments, Units, Pharmacies, Labs, etc) Listing

In directory listings for a **Location**, names are structured to include the official name, and any pertinent descriptors or geographical identifiers, enhancing the distinctiveness and accessibility of each location. Ensuring clarity in these listings helps patients and providers identify the most appropriate clinics for their needs.

A **Location** is term that refers to a physical space that health care provider(s) provide care. A **Health Delivery Site**, in PLR terms, is essentially an entity that provides health care services. For e.g. a **clinic, a lab, a pharmacy, hospital** etc. are all health delivery sites. They can be further categorized as the type of health delivery site: clinic, hospital, lab, pharmacy.

Name Part	Required/Optional	Description	Example	Guidance
Location Name	Required	Official name of the Location (e.g. Business Name) or Common name if location has a well known or “doing business as” name. Example: This is useful if the “Location” business operating name is a number.	Glass Skin Clinic or Audiology Clinic - SPH or The Wellness Clinic (Business name is 763534 BC Inc)	Adherence to: <ul style="list-style-type: none"> • https://www.cpsbc.ca/files/pdf/PSG-Use-of-Clinic-Names.pdf • Should always include a Location Type from the Location Type List (e.g. “Clinic”, “Lab” etc) • Added Suffixes may also be needed, see table below

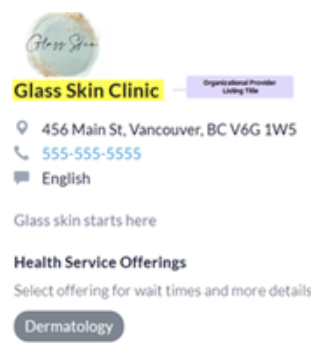


Location Listing - Added Suffixes and Differentiators

Select any that apply

Component	Required/ Optional	Description	Example	Guidance
Hospital-based Location Descriptor	Required if Organizational Provider is in a Hospital	Clinic is related to B.C. Hospital	Location is Audiology ambulatory department at St Paul's Hospital Audiology Clinic - SPH	B.C. MoH Hospital Short Code preferred, Short Name or Full Name from Reference List
Geographic Area/Orientation Descriptor	Optional	Additional geographical information (if relevant). These could be Municipal Regions or Directional Indicators	Covid-19 Testing Clinic - Burnaby	Geographic Area/Orientation List: (e.g. Municipal Regions or Community: Downtown, Vancouver, DTES)
Provider	Optional	Specific Provider (by Provider request)	Glass Skin Clinic - Dr. Maggy Oz	Provider Name (See below) Only <u>one</u> Provider should be used.
Differentiating Descriptor / Other	Optional	Well-known differentiating factor (e.g. Target Population, Unique Differentiator)	Vancouver Nephro Clinic - Pike Place (e.g. Pike Place is the building) or Vancouver Nephro Clinic - Residence (e.g. Residence is the building)	

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<p>Configuration Differences</p>	<p>Optional, Conditional Use</p>	<p>Where a configuration requires multiple listings based on the '<i>listing configuration</i>' settings page, processing or clinic workflows, different staff/emails, auto-assignment in EMRs, other EMR constraints etc</p> <p>A comma must be used after the differentiator</p>	<p>Tinnitus, Audiology Clinic - SPH or Self-Referral, Audiology Clinic - SPH</p>	<p>Health Service Offerings configurations (potentially related to a catchment should be the rationale for using this)</p>
<p><i>Examples</i></p>				
 <p>Glass Skin Clinic <small>Organizational Provider Listing Title</small></p> <p>456 Main St, Vancouver, BC V6G 1W5 555-555-5555 English</p> <p>Glass skin starts here</p> <p>Health Service Offerings Select offering for wait times and more details</p> <p>Dermatology</p>	 <p>Vancouver Nephro Clinic - Pike Place <small>Organizational Provider Listing Title (Geographic Differentiator)</small></p> <p>456 Main St, Vancouver, BC V6G 1W5 555-555-5555 English</p> <p>Health Service Offerings Select offering for wait times and more details</p> <p>Nephrology</p>	 <p>Providence Health Care Tinnitus, Audiology Clinic - SPH <small>Organizational Provider Listing Title (Configuration Differentiator)</small></p> <p>456 Main St, Vancouver, BC V6G 1W5 555-555-5555 English</p> <p>Health Service Offerings Select offering for wait times and more details</p> <p>Tinnitus Hearing Loss/Deaf Support</p>		

Naming Conventions: Directory listing Title for a Provider

In constructing names for a directory listing for an **Individual Provider**, we combine professional titles, full names, and relevant credentials or specialties, allowing for added suffixes and differentiators to accurately reflect each provider's qualifications and areas of expertise. Clarity in naming and presentation is crucial for ensuring patients can easily identify and select the appropriate healthcare providers for their needs.

Note: In cases where providers have the same name and designations listing details such as address and website will be used to differentiate between providers. Suggest adding additional details to the directory listing if this situation is known.

Definition from PLR:

An **Individual Provider** is a term which refers to any licensed individual (as per current state) acting in a health role, including physicians, nurse practitioners, physician assistants, and others.



Examples: General Practitioner Physician, Cardiologist, Registered Nurse

Name Part	Required/Optional	Description	Example	Guidance
Professional Designation Prefix	Required	Professional honorific or title	Dr.	"Professional Designation" Short Code from Reference List
First Name	Required	Provider's first name	John	
Middle Name(s)	Optional	Provider's middle name(s) or initials	A.	
Last Name	Required	Provider's last name	Doe	
Professional Suffix	Optional	Professional qualifications	MD, PhD, R.N.	"Professional Qualifications" Short Code from Reference List
Common Name	Required when Provider has more than one Name	Name Differentiator. Such as a common name	Oz (short for Ozman)	

Provider Listing - Added Suffixes and Differentiators

Component	Required/Optional	Description	Example	Guidance
Configuration differences	Optional, Conditional Use	Where a configuration requires multiple listings based on the 'listing configuration' settings page, processing or clinic workflows, different staff/emails, auto-assignment in EMRs, other EMR constraints etc A comma must be used after the differentiator	Self-Referral, Dr. Maggy Oz or Post-Surgical Followup, Dr. Maggy Oz	Health Service Offerings configurations (potentially related to a catchment should be the rationale for using this) This must only be used where there is already an existing listing with the same title and there is a reasonable reason for other listings, where additional differentiators are required
		<i>Provider Listing Example</i>	<i>Provider Listing (Alternative) Example</i>	
				

Naming Conventions: Organization Title

Name Part	Required/Optional	Description	Example	Guidance
Organization Title	Required	The legal name of the Organization to which the Directory Listing belongs.	St. Paul's Hospital	For Public Organizations: Full Organizational Provider Name from the Ministry/PLR Organizational Provider List
<i>Organization Title Examples</i>				
<div style="display: flex; justify-content: space-between;"> Listing Name Distance ▾ </div> <div style="display: flex; align-items: center; justify-content: space-between; padding: 10px;">  <div style="text-align: center;"> <p style="background-color: yellow; padding: 2px;">Glass Skin Clinic</p> <p>Glass Skin Clinic</p> <p>Dermatology</p> </div> <div style="text-align: center; margin-left: 20px;"> <p style="background-color: #d1c4e9; padding: 2px;">Organization</p> <p>0.87 km</p> </div>  </div>				

Naming Conventions: Prohibited Uses in a Title

- **No Impersonation:** Using a similar provider's name. A differentiator should be used
- **No Advertising:** Advertising that uses clinic names in a way that could mislead patients or uses promotional slogans or advertising
- **No Derogatory Statements:** Clinic names must not be used in derogatory or defamatory content