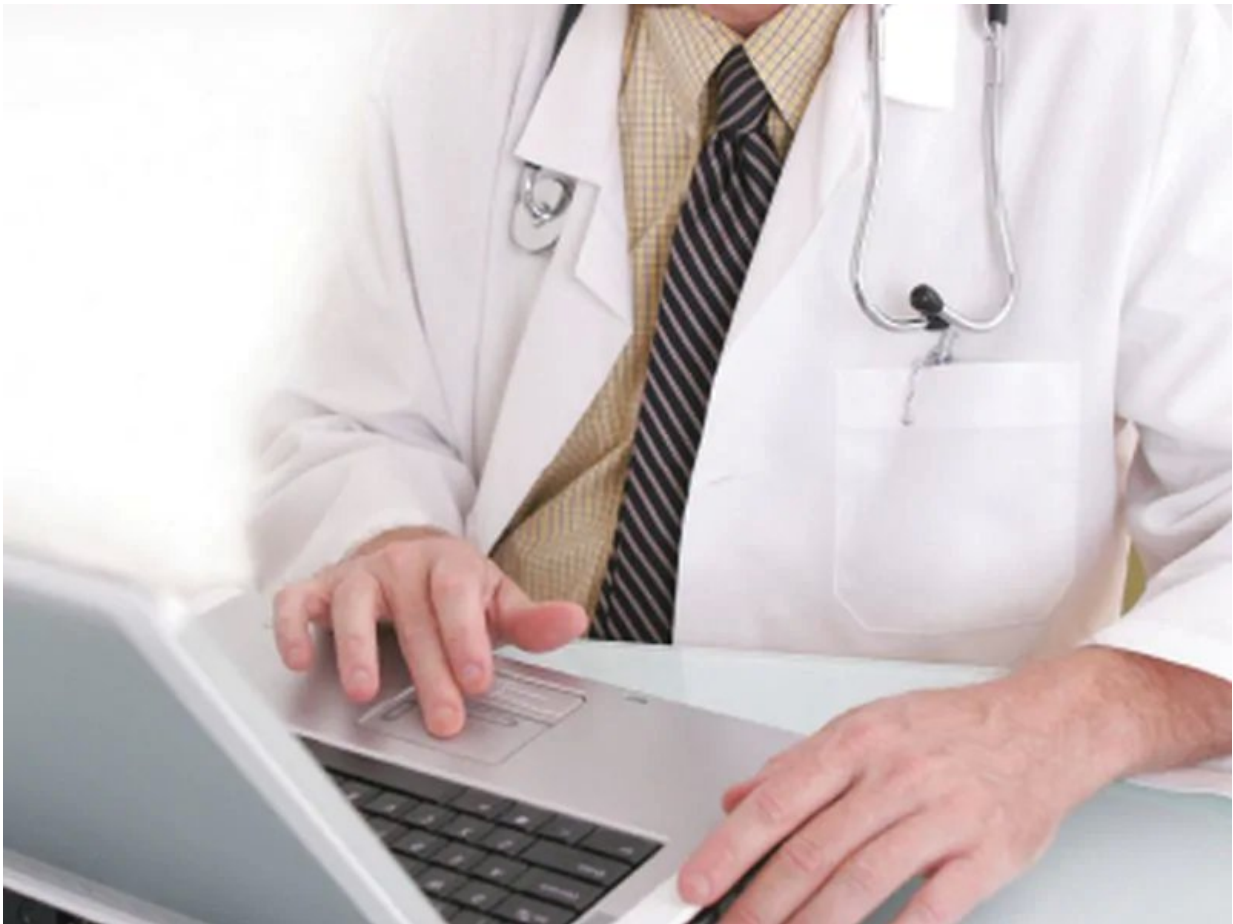


Practice names, logos should be carefully designed

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(HealthDay)—Practice names and logos should be carefully designed to

emphasize what is unique about a practice, according to a blog post published in *Physicians Practice*.

Rebecca Fox, M.D., from FoxCare Integrative health in Charlottesville, Va., discusses the issues that she considered before creating her [practice](#) name and [logo](#), which she wanted to represent her unique practice that offers integrative care for children and families.

Fox recommends hiring a graphic artist, who can produce a logo in every conceivable medium, to create a logo that advertises the unique qualities of a practice. The logo should be simple and easy to identify and should send a message about the practice. Adjusting a practice name can be a way of rebranding; although practices traditionally used the last names of the physicians, ideally the practice name should be memorable and evoke a positive emotion. Finally, those who have a memorable last name can use it; the brand is something that people associate with certain ideas.

"Your medical practice has an ethos, a mission, and a practice culture that keeps patients coming back to your group," Fox writes. "Do not underestimate the power of your logo. You need to recognize what is special about your [medical practice](#) and then broadcast that message to potential new patients."

More information: [Abstract/Full Text](#)

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