



# **GUIDELINES FOR MARKETING AND ADVERTISING CREDENTIALS VERIFICATION ORGANIZATION CERTIFICATION**

## **Table of Contents**

	<b>Page Number</b>
Introduction	2
Credentials Verification Organization Certification Guidelines	2
Descriptions of Credentials Verification Organization Certification	3
Descriptions of Credentials Verification Organization Certification Status	3
Use of Credentials Verification Organization Certification Seals	4
Approved Quotes	5
Compliance	5

## INTRODUCTION

Congratulations on earning NCQA Accreditation, Certification, Recognition, Distinction or other NCQA status! We encourage you to publicize your achievement and have developed the following Marketing and Advertising Guidelines to help you get the most out of your NCQA status. The Guidelines include how to market your achievement, appropriate language to incorporate into your marketing and advertising materials and helpful ideas to get you started.

The guidelines are designed to help NCQA customers to create advertising and marketing materials that reference NCQA status in a clear, factual and accurate manner. They are also designed to protect the integrity of NCQA's programs and allow all participants to benefit from their achievement in a fair and accurate manner.

**The Guidelines below are to be used in conjunction with NCQA's General Marketing Guidelines. Organizations that receive Credentials Verification Organization Certification are required to follow NCQA's General Guidelines for review and approval of all marketing and advertising materials.**

## CREDENTIALS VERIFICATION ORGANIZATION CERTIFICATION GUIDELINES

### CVOs Certified for 10 out of 10 Verification Services

- Organizations should use the following language to describe their certification status:
  - CVO A received NCQA Certification for 10 out of 10 verification services.
  - CVO A is NCQA Certified for 10 out of 10 verification services.
  - CVO A is fully Certified by NCQA for 10 out of 10 verification services.  
(Organizations should **not** use the term "Full Certification.")
  - CVO A is NCQA Certified for the following verification services...
- Organizations that have been certified for all 10 verification services are **not** required to individually list all of the 10 services for which they have received certification.
- CVOs that have been certified for 10 verification services may also say that they "comply" or "meet" NCQA's credentialing standards for the health plans.

#### **Examples of correct language:**

- CVO A meets NCQA's credentialing standards for health plans.
- CVO A is compliant with NCQA Standards.

## **CVOs Certified for 9 or fewer Verification Services**

A CVO **must** state its certification status relative to individual credentials verification services for which it has been certified in any advertising or marketing material. These definitions **must** be clearly defined.

### **Example of correct language:**

- CVO A has received certification from the National Committee for Quality Assurance for the following credentials verification services....

### **Example of correct language:**

- CVO A was certified by NCQA for 9 out of 10 verification services. *(This should be followed later in the text with an actual listing of those nine services.)*

CVOs that have been certified for fewer than 10 verification services may say that their verification services are “designed to comply with NCQA credentialing standards for health plans” or are “structured to be consistent with NCQA credentialing standards.”

## **DESCRIPTIONS OF CREDENTIALS VERIFICATION ORGANIZATION CERTIFICATION**

The following statements may be used in your marketing and advertising material:

- CVO Certification is a quality assessment program that health care organizations can use to assess Credentials Verification Organizations and other organizations that verify the credentials of physicians.
- CVO Certification evaluates a CVO’s management of various aspects of its data collection and verification operation, and the process it uses to continuously improve the services it provides.
- CVO Certification is a voluntary review process.
- CVO Certification reduces duplicative oversight and inefficient gathering of information by health plans and CVOs.
- CVO Certification includes rigorous on-site evaluations conducted by a team of health care professionals and certified credentialing specialists. A national oversight committee of physicians analyzes the team’s finding and determines certification based on the CVO’s compliance with NCQA standards.
- CVO Certification is governed by NCQA’s rigorous Standards for Certification, developed with the assistance of representatives from the credentials verification industry, as well as input from managed care organizations.

## DESCRIPTIONS OF CREDENTIALS VERIFICATION ORGANIZATION CERTIFICATION STATUS

The following statements may be used in your marketing and advertising material:

- There are two major components to the CVO Certification Survey:
  - 1) A review to determine compliance with NCQA's Health Plan credentialing standards.
  - 2) An audit of completed credentials files to determine compliance with NCQA's Health Plan credentialing standards.
- Certification is awarded to participating organizations on the basis of individual credentials elements. Organizations may be certified for all, some, or none of the 10 credentials elements addressed in the NCQA Standards. These elements are:

<ul style="list-style-type: none"><li>- <i>License to practice</i></li><li>- <i>DEA Registration</i></li><li>- <i>Medical Board Sanctions</i></li><li>- <i>Education and Training</i></li><li>- <i>Ongoing Monitoring</i></li></ul>	<ul style="list-style-type: none"><li>- <i>Malpractice Claims History</i></li><li>- <i>Medicaid/Medicare Sanctions</i></li><li>- <i>Work History</i></li><li>- <i>Practitioner Application Processing</i></li><li>- <i>CVO Application and Attestation Content</i></li></ul>
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- CVO Certification is not considered all-inclusive, and pertains only to those elements reviewed as part of the NCQA CVO certification process.

## USE OF CREDENTIALS VERIFICATION ORGANIZATION CERTIFICATION SEALS

NCQA encourages organizations that have received Credentials Verification Organization Certification to display their seals in marketing and advertising materials.

- There are 10 seals for Credentials Verification Organization Certification
- Plans with more than one CVO Certification, may use one seal or multiple seals on materials. Please note that if you use one seal, you are required to specify the elements in which you have been certified (listed underneath the seal or footnoted below the seal). ***Please review the General Guidelines for specific usage guidelines for the seals.***
- Organizations **must** use the seal they have received certification in (if you choose to use the seal).
- You may access the seals at [www.ncqa.org/marketing.aspx](http://www.ncqa.org/marketing.aspx) .
- Seals are provided in EPS and JPG formats.

- NCQA has updated all program seals effective with the 2008 Accreditation cycle. All organizations, regardless of their place in the review cycle, must use the updated seals on their materials and must cease use of any old seals no later than December 31, 2009. All electronic materials and websites should be updated immediately and all new print materials or reprints should use the new seal as well.
- Organizations should be aware that Certification statuses can change which may affect the statement on durable goods (e.g.: a billboard that is no longer accurate will have to be corrected). It is the organization's responsibility to maintain and update accurate marketing materials. Should your status change, you are responsible for updating all promotional items, and **must** cease distribution of all materials with incorrect status information. Updating of website and other distributed materials should take place within 30 days of the status change.

## APPROVED QUOTES

Organizations earning CVO "Certification" can use the following quote from Margaret E. O'Kane, President, in their marketing material.

"Achieving CVO certification from NCQA demonstrates that \_\_\_\_\_ has the systems, process and personnel in place to thoroughly and accurately verify providers' credentials and help health plan clients meet their accreditation goals."

## COMPLIANCE

Any advertising material or other promotional effort that refers to NCQA status and violates any of the NCQA Marketing and Advertising Guidelines, or which is in any way false or misleading as determined by NCQA, may be grounds for revocation of the organization's status (es).

It is the responsibility of the organization to follow the General Marketing Guidelines as well as the product specific guidelines and conform to all applicable NCQA Marketing and Advertising Guidelines. Failure to do so may jeopardize the organization's status.

NCQA reserves the right to require an organization to withdraw advertising material from distribution immediately or to publish, at the organization's cost, a retraction and/or clarification in connection with any false or misleading statements or any violation of all applicable NCQA Marketing and Advertising Guidelines. Each organization agrees in advance to remedy such violation with the action deemed appropriate by NCQA. In addition, NCQA reserves the right to conduct an audit of an organization's NCQA-related advertising and marketing materials at any time.

Thank you for observing these guidelines, and please don't hesitate to contact us with questions at [marketing@ncqa.org](mailto:marketing@ncqa.org).