

PRODUCT-SPECIFIC GUIDELINES & QUOTES

The following section highlights guidelines that are specific to your Accredited or Certified product's status. Please use the General Advertising Guidelines in conjunction with the Product Specific Guidelines below.

Disease Management (DM) Accreditation

- Reference to DM Accreditation status must clearly indicate the name of the organization, type of accreditation received, and program(s) awarded the accreditation status as indicated in the final accreditation survey report.
 - Example 1: *Organization A has received NCQA Patient and Practitioner Oriented Accreditation for the following programs...*
 - Example 2: *Organization B has received Patient Oriented Accreditation from NCQA for our Asthma Disease Management Program.*

Descriptions of the NCQA Standards for DM Accreditation

- NCQA Accreditation standards are developed with input from researchers in the field, the Disease Management Advisory Council (DMAC) and standing committees, employers, both purchasers and operators of disease management programs, state and federal regulators and other experts.
- NCQA Accreditation standards are purposely set high to encourage organizations to continuously enhance their quality.
- NCQA DM Accreditation standards are intended to help organizations achieve the highest level of performance possible, reduce patient risk, and create an environment of continuous improvement.
- The standards for the DM Accreditation Program are organized into six categories:
 - Program Content
 - Patient Service
 - Practitioner Service
 - Clinical Systems
 - Measurement and Quality Improvement
 - Program Operation

Descriptions of NCQA DM Accreditation

- Earning NCQA DM Accreditation is an indication that a DM program is dedicated to giving patients and/or practitioners the systems support, education and other help necessary to ensure good outcomes and good care.
- NCQA DM Accreditation is a voluntary review process.
- NCQA's DM Accreditation program is designed to help purchasers to evaluate DM programs and to improve patient care and service.

Defining the DM Accreditation Levels

Full Accreditation is awarded to organizations that meet or exceed NCQA's standards for DM Accreditation.

One-Year Accreditation is awarded to organizations that meet most of NCQA's DM accreditation standards but must take further action to achieve Full Accreditation.

DM Accreditation Pre-Approved Quotes

Organizations earning DM “Full” Accreditation can include one of the following quotes from Margaret E. O’Kane, President, or Greg Pawlson, M.D., Executive Vice President, in their marketing material.

"Earning NCQA Disease Management Accreditation is an indication that an organization has high quality programs for the chronically ill. It's an accomplishment to be proud of."

"NCQA DM Accreditation demonstrates that an organization is well suited to deliver programs to manage care for the seriously or chronically ill. And it's a difficult test -- it says a lot that an organization is willing to step forward to be reviewed."

"NCQA's Disease Management accreditation program is thorough and rigorous. It's designed to highlight only those programs that truly improve chronic care," said NCQA President Margaret E. O'Kane.

"_____ is to be commended for being one of the first organizations in the nation to come forward to be reviewed."

Thank you for observing these guidelines, and please don't hesitate to contact us with questions (202) 955-3561 or marketing@ncqa.org.