



# **GUIDELINES FOR MARKETING AND ADVERTISING DISEASE MANAGEMENT ACCREDITATION AND CERTIFICATION**

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## 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 Disease Management Accreditation and Certification are required to follow NCQA's General Guidelines for review and approval of all marketing and advertising materials.**

## USE OF DISEASE MANAGEMENT ACCREDITATION AND CERTIFICATION PROGRAM SEALS

NCQA encourages organizations that have received Disease Management Accreditation and/or Certification to display their seals in marketing and advertising materials.

- Organizations that have been awarded Disease Management Accreditation and/or Certification **must** follow all guidelines for the use of seals provided in the NCQA General Advertising Guidelines.
- Disease Management Accreditation consists of two levels, each with a separate and distinct seal.
  - Full Accreditation
  - One-Year Accreditation
- Organizations can only display the seal that corresponds to the level of Accreditation they have been awarded.
- Disease Management Certification has one level of certification and one seal.
- Organizations that have been awarded Certification can only use the Disease Management Certification seal.
- You may access the seals at [www.ncqa.org/marketing.aspx](http://www.ncqa.org/marketing.aspx) .
- Seals are provided in EPS and JPEG 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 Accreditation and 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.

## **DISEASE MANAGEMENT ACCREDITATION GUIDELINES**

References to Disease Management Accreditation status **must** clearly indicate the name of the organization, level 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 NCQA DISEASE MANAGEMENT ACCREDITATION**

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

- 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 facilitate good outcomes and good care.
- NCQA DM Accreditation is a voluntary review process.
- NCQA's DM Accreditation program is designed to help purchasers evaluate DM programs and to improve patient care and service.

## **DESCRIPTIONS OF NCQA DISEASE MANAGEMENT ACCREDITATION STANDARDS**

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

- 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

## **DISEASE MANAGEMENT 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.

## **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," said NCQA Executive Vice President Greg Pawlson, M.D.

"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," said NCQA Executive Vice President Greg Pawlson, M.D.

"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.

## **DISEASE MANAGEMENT CERTIFICATION**

One of the following statements **must** appear in your marketing materials, in either text or as a footnote. Please note that we encourage you to have details about your NCQA review on your organization's Web site:

### **For Organizations with Program Design Certification:**

"NCQA has reviewed and certified (NAME OF ORGANIZATION)'s Program Design capability. For complete details on the scope of this review, visit (ENTER YOUR ORGANIZATION WEB SITE)."

### **For Organizations with Systems Certification:**

"NCQA has reviewed and certified (NAME OF ORGANIZATION)'s Systems capability. For complete details on the scope of this review, visit (ENTER YOUR ORGANIZATION WEB SITE)."

### **For Organizations with Contact Certification:**

"NCQA has reviewed and certified (NAME OF ORGANIZATION)'s Contact capability. For complete details on the scope of this review, visit (ENTER YOUR ORGANIZATION WEB SITE)."

### **For Organizations with two or more categories certified:**

"NCQA has reviewed and certified (NAME OF ORGANIZATION)'s (Program Design and Systems or whatever categories apply) capabilities. For complete details on the scope of this review, visit (ENTER YOUR ORGANIZATION WEB SITE)."

## **DESCRIPTIONS OF NCQA DISEASE MANAGEMENT CERTIFICATION**

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

- NCQA Certification is an indication that a DM program has passed a rigorous review in a specific area, either program design, patient contact or disease management systems.
- NCQA Certification is a rigorous, voluntary review process that involves an on- and an off-site component.

NCQA offers three types of certification:

- Program design - This option includes development of DM content according to clinical guidelines and may incorporate printed, electronic, telephone and in-person methods for working with patients and practitioners. It does not include implementation.
- Systems - This option includes design of clinical information systems to support DM, such as those used to identify patients.
- Contact - This option covers implementation but not program design or systems certification, and is appropriate for organizations such as call centers that may be contracted to perform some DM services according to other organizations' program design. It covers such areas as patient program information, patient participation and access to health care professionals.

## **DESCRIPTIONS OF NCQA DISEASE MANAGEMENT CERTIFICATION STANDARDS**

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

- NCQA DM Certification 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 DM Certification standards are purposely set high to encourage organizations to continuously enhance their quality.
- NCQA DM Certification 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 Certification Program are organized into six categories:
  - Program Content
  - Patient Service
  - Practitioner Service
  - Clinical Systems
  - Measurement and Quality Improvement
  - Program Operation

## **APPROVED QUOTES**

Organizations earning DM "Certification" can use one of the following quotes from Margaret E. O'Kane, President, in their marketing material.

"Earning NCQA Disease Management Certification indicates that a DM program excels in the specific area in which it was reviewed, program design, patient outreach, or DM systems. It's an accomplishment to be proud of," said NCQA President Margaret E. O'Kane.

"Disease management offers tremendous promise for improving the care received by the chronically ill. By achieving NCQA DM Certification, an organization is showing that it is ready to provide specific services that can help fulfill that promise," said NCQA President Margaret E. O'Kane.

## **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).