



**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.

***SPECIAL NOTE: DM Accreditation has changed. Organizations that currently hold this status prior to July 1, 2010 must still use the correct status name and seals reflecting the two levels of Accreditation (Full and One-year). The Full and One-year seals are still available on our website for your use. Please be sure to clearly state with DM Accreditation status you hold in your pieces.**

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.

DISEASE MANAGEMENT ACCREDITATION AND CERTIFICATION LEVELS (DM)

- Disease Management Accreditation consists of two levels, each with separate and distinct seals.
 - **Accredited With Performance Reporting** status granted to disease management organizations that have submitted a specific number of results for NCQA's standardized DM Performance Measures, in addition to meeting or exceeding NCQA's standards.
 - **Accredited** status is granted to those disease management organizations that have excellent programs for the delivery and improvement of disease management programs and that meet or exceed NCQA's rigorous standards.
- Disease Management Certification has one level of certification and one seal.
 - **Certified** status is granted to disease management organizations that meet or exceed NCQA's standards for DM certification.

GUIDELINES FOR MARKETING AND ADVERTISING DISEASE MANAGEMENT ACCREDITATION AND CERTIFICATION (DM)

- Organizations may not say their measures are audited if they are not.
- Organizations may not imply that they are Accredited With Performance Reporting (AWPR) if they are not; also, if the organization loses this status (because the organization has not annually resubmitted its measure results), it must update any items reflecting its status as soon as it loses the AWPR status.
- Organizations may not imply or say that they are AWPR for programs for which NCQA standardized performance measures were not submitted nor for those programs where measures were submitted but the minimum number required for recognition was not met.
- Organizations may not imply or say that NCQA has scored them on their measure results; only that NCQA has looked at how many measures they have submitted.
- If an organization chooses to upgrade to AWPR, and receives that status after submitting its measures, the organization must change its materials to reflect this.
- The “A”, “W”, “P” and “R” in **Accredited With Performance Reporting** must always be capitalized.

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.
- There is 1 seal for Disease Management Accreditation.
- There are 6 seals for Disease Management Accreditation With Performance Reporting.
 - General (for use by organizations holding multiple product lines)
 - With Performance Reporting For Heart Failure
 - With Performance Reporting For Diabetes
 - With Performance Reporting For Asthma
 - With Performance Reporting For Ischemic Vascular Disease (IVD)
 - With Performance Reporting For COPD
- There is 1 seal for Disease Management Certification.

- Organizations can only display the seal that corresponds to the level of Accreditation they have been awarded.
- Organizations receiving the Accreditation With Performance Reporting (AWPR) designation for 5 out of 5 disease management performance measures may use one seal or multiple seals on materials. Please note that if you use one seal, you are required to specify the measures for which you have been AWPR (listed underneath the seal or footnoted below the seal). ***Please review the General Guidelines for specific usage guidelines for the seals.***
- Organizations AWPR for 4 or fewer disease management performance measures must use the seal they have received accreditation in (if you choose to use the 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 .
- Seals are provided in EPS and JPEG formats.
- 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.*

-Example 3: *Organization C has received NCQA Patient and Practitioner Oriented Accreditation for the following programs...and has reported standardized performance results for the following programs....*

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 support, education and other help necessary to facilitate good outcomes and good care.
- The standards are set high to encourage disease management organizations to continuously enhance the quality of services they deliver. No comparable evaluation exists for disease management programs.
- The standards are intended to help organizations achieve the highest level of performance possible, increase adherence to care guidelines and create an environment of continuous improvement.
- 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.

NCQA offers two types of accreditation:

- Patient and practitioner oriented - This is the most comprehensive option and is for organizations that work with both patients and practitioners. These programs address interventions towards patients and interact with the patients' practitioners to support their plan of care.
- Patient oriented - This option is directed to comprehensive programs that address all interventions towards patients and do not have regular contact with practitioners.

- The standards for the DM Accreditation Program are organized into seven categories:
 - **Evidence-Based Programs**
The organization uses clinical evidence to develop program content
 - **Patient Service**
The organization works with the patient to encourage self-management behavior that enables good outcomes.
 - **Practitioner Service**
The organization supports the practitioner's plan of care by providing them with actionable and timely information on their patients' conditions.
 - **Care Coordination**
The organization makes information about the patient's care plan accessible to patients and practitioners.
 - **Measurement and Quality Improvement**
The organization has a quality improvement process in place to evaluate program effectiveness and to identify, measure and act upon opportunities to improve processes and outcomes.
 - **Program Operation**
The organization supports and maintains the operational aspects of the DM program that are important to its success.
 - **Reporting DM Performance**
The organization measures its performance using NCQA DM Performance Measures and annually submits measure results to NCQA.

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 GUIDELINES

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 two categories certified:

"NCQA has reviewed and certified (NAME OF ORGANIZATION)'s Program Design and Systems 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 or disease management systems.
- NCQA Certification is a rigorous, voluntary review process that involves an on- and an off-site component.

NCQA offers two 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.

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:
 - **Evidence-Based Programs**
The organization uses clinical evidence to develop program content
 - **Patient Service**
The organization works with the patient to encourage self-management behavior that enables good outcomes.
 - **Practitioner Service**
The organization supports the practitioner's plan of care by providing them with actionable and timely information on their patients' conditions.
 - **Care Coordination**
The organization makes information about the patient's care plan accessible to patients and practitioners.
 - **Measurement and Quality Improvement**
The organization has a quality improvement process in place to evaluate program effectiveness and to identify, measure and act upon opportunities to improve processes and outcomes.
 - **Program Operation**
The organization supports and maintains the operational aspects of the DM program that are important to its success.

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.