



GUIDELINES FOR MARKETING AND ADVERTISING HEALTH INFORMATION PRODUCTS 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 Health Information Products Certification are required to follow NCQA's General Guidelines for review and approval of all marketing and advertising materials.

HEALTH INFORMATION PRODUCTS CERTIFICATION GUIDELINES

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

HIPs Certified for 7 out of 7 Certification Options

- Organizations should use the following language to describe their certification status:
 - HIP A received NCQA Certification for 7 out of 7 certification options.
 - HIP A is NCQA Certified for 7 out of 7 certification options.
 - HIP A is fully Certified by NCQA for 7 out of 7 certification options. (*Organizations should not use the term "Full Certification."*)
 - HIP A is NCQA Certified for the following certification options...
- Organizations that have been certified for all 7 certification options are **not** required to individually list all of the 7 services for which they have received certification.
- HIP organizations that have been certified for 7 certification options may also say that they "comply" or "meet" applicable NCQA standards. The applicable standards include, member connections (Health Risk Appraisals – MEM 1, Consumer Health Tools – MEM 2 and Pharmacy Benefits – MEM 4), care management, and health improvement standards addressing wellness (Health Information Line - MEM 7 and Encouraging Wellness and Prevention -MEM 8), Physician and Hospital Directories (RR 5) and Physician and Hospital Quality (Hospital Performance - PHQ 2).

- **Example of correct language:**
 - HIP A meets the applicable NCQA standards for health plans.
 - HIP A is compliant with the applicable NCQA Standards specifically within the health plan standards and guidelines.

HIPs Certified for 6 or fewer Certification Options

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

Example of correct language:

- HIP A has received certification from the National Committee for Quality Assurance for the following certification options....

Example of correct language:

- HIP A was certified by NCQA for 6 out of 7 certification options. *(This should be followed later in the text with an actual listing of those six services.)*
- HIPs that have been certified for fewer than 7 certification options may say that their certification options are “designed to comply with NCQA health information standards for applicable standards for health plans” or are “structured to be consistent with NCQA health information standards.”

DESCRIPTIONS OF HEALTH INFORMATION PRODUCTS CERTIFICATION PROCESS

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

- Is a quality assessment program that health plans can use to assess organizations that develop and provide content, tools and services addressed in one or more of the certification options.
- Evaluates a HIP organization’s management of various aspects of its data collection and systems operation, and the process it uses to continuously improve the services it provides.
- Is a voluntary review process.
- Reduces duplicative oversight and inefficient gathering of information by health plans.
- Includes rigorous evaluations conducted by a team of health care professionals. A national oversight committee of physicians analyzes the team’s finding and determines certification based on the HIP organization’s compliance with NCQA standards.
- Is governed by NCQA’s rigorous Standards for Certification, developed with the assistance of representatives from the industry, as well as input from health plans.

DESCRIPTIONS OF HEALTH INFORMATION PRODUCTS CERTIFICATION STATUS

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

- Health Information Products Certification is awarded to participating organizations on the basis of individual options. Organizations may be certified for all, some, or none of the 7 HIP options addressed in the NCQA Standards. These options are:
 - Health Appraisals*
 - Pharmacy Benefits*
 - Encouraging Wellness and Prevention*
 - Physician and Hospital Directories*
 - Self Management Tools*
 - Health Information Line*
 - Hospital Performance*
- Health Information Products Certification is not considered all-inclusive, and pertains only to those options reviewed as part of the NCQA HIP certification process.

USE OF HEALTH INFORMATION PRODUCTS CERTIFICATION SEALS

NCQA encourages organizations that have received Health Information Products Certification to display their seals in marketing and advertising materials.

- There are 8 seals for Health Information Products Certification.
- Plans with more than one HIP 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 .
- Seals are provided in EPS and JPG formats.
- 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 HIP “Certification” can use the following quote from Kathleen C. Mudd, MBA, RN, Vice President, Product Delivery, NCQA, in their marketing material.

“Earning NCQA’s HIP Certification demonstrates that an organization has expertise in gathering and disseminating health care information for health plan members,” said Kathleen C. Mudd, Vice President, Product Delivery. “_____ is to be commended for being one of the first organizations in the nation to be reviewed for these services.”

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.