



GUIDELINES FOR MARKETING AND ADVERTISING MANAGED BEHAVIORAL HEALTH ORGANIZATION ACCREDITATION

Table of Contents

	Page Number
Introduction	2
Descriptions of Managed Behavioral Health Organization Accreditation	2
Descriptions of Managed Behavioral Health Organization Accreditation Standards	3
Managed Behavioral Health Organization Accreditation Levels	3
Use of Managed Behavioral Health Organization Accreditation Seals	3
Approved Quotes	4
Compliance	4

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 Managed Behavioral Health Organization Accreditation are required to follow NCQA's General Guidelines for review and approval of all marketing and advertising materials.

DESCRIPTIONS OF MANAGED BEHAVIORAL HEALTH ORGANIZATION ACCREDITATION

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

- NCQA MBHO Accreditation is a nationally recognized evaluation that purchasers, regulators, and consumers can use to assess MBHOs.
- NCQA MBHO Accreditation evaluates how well a health plan manages all parts of its delivery system -- physicians, hospitals, other providers and administrative services -- in order to continuously improve health care for its members.
- NCQA MBHO Accreditation is a voluntary review process.
- NCQA reviews include rigorous on-site and off-site evaluations conducted by a team of physicians and managed care experts. A national oversight committee of physicians and behavioral health providers analyzes the team's findings and assigns an accreditation level based on the MBHO's performance compared to NCQA standards.

DESCRIPTIONS OF MANAGED BEHAVIORAL HEALTH ORGANIZATION ACCREDITATION STANDARDS

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

- NCQA MBHO Accreditation standards are developed with input from employers, health plans, state and federal regulators, MBHOs and other experts and are demanding

- NCQA MBHO Accreditation standards are purposely set high to encourage MBHOs to continuously enhance their quality.
- NCQA MBHO Accreditation standards are intended to help organizations achieve the highest level of performance possible, reduce patient risk for untoward outcomes, and create an environment of continuous improvement.
- There are approximately 60 standards for quality included in the following categories:
 - Quality Management and Improvement
 - Utilization Management
 - Credentialing and Recredentialing
 - Members' Rights and Responsibilities
 - Preventive Behavioral Health Care Services

MANAGED BEHAVIORAL HEALTH ORGANIZATION ACCREDITATION LEVELS

Full Accreditation is granted for a period of three years to those plans that have excellent programs for continuous quality improvement and meet NCQA's rigorous standards.

One-Year Accreditation is granted to plans that have well-established quality improvement programs and meet most NCQA standards. *(NCQA provides the plans with a specific list of recommendations, and reviews the plans again after one year to determine if they have progressed enough to move up to Full Accreditation)*

USE OF MANAGED BEHAVIORAL HEALTH ORGANIZATION ACCREDITATION SEALS

NCQA encourages organizations that have received Managed Behavioral Health Organization Accreditation to display their seals in marketing and advertising materials.

- Managed Behavioral Health Organization 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.
- You may access the seals at 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 Accreditation 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 MBHO "Accreditation" can use the following quote from Margaret E. O'Kane, President, in their marketing material.

"_____ 's MBHO Accreditation is proof that it's an organization which works hard to coordinate care, provide access and good customer support for members," said Margaret E. O'Kane, NCQA President, "It's a sign that _____ is focused on improving the behavioral health of its members."

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