



GUIDELINES FOR MARKETING AND ADVERTISING NCQA MULTICULTURAL HEALTH CARE DISTINCTION

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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 Multicultural Health Care Distinction are required to follow NCQA's General Guidelines for review and approval of all marketing and advertising materials.

DESCRIPTION OF MULTICULTURAL HEALTH CARE DISTINCTION

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

NCQA awards distinction to organizations that meet or exceed its rigorous requirements for multicultural health care.

The MHC program evaluates how well an organization complies with the standards for the following areas: Collection of race/ethnicity and language data; Provision of language assistance; Cultural responsiveness; and Quality improvement of culturally and linguistically appropriate services, and reduction of health care disparities.

Multicultural Health Care Distinction is a nationally recognized evaluation that purchasers, regulators, and consumers can use to assess which organizations have earned distinction by meeting rigorous standards in serving a diverse population.

Multicultural Health Care recognizes organizations that lead the market in providing culturally and linguistically sensitive services, and working to reduce health care disparities.

Multicultural Health Care is a voluntary program for MCOs, MBHOs, wellness and DMO/population health organizations. It is available to organizations, whether or not they participate in NCQA Accreditation. Accredited organizations can opt to achieve distinction in Multicultural Health Care in addition to their accreditation.

GENERAL GUIDELINES FOR MARKETING AND ADVERTISING MULTICULTURAL HEALTH CARE DISTINCTION

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

- Organizations **must** always advertise their most current Multicultural Health Care status.
- Organizations that reference their Distinction status should always capitalize the “M”, “H” and “C” in Multicultural Health Care and the word “Distinction” that follows.
- The organization may not use, disclose, represent or otherwise communicate reports or numeric results from the readiness evaluation to any third party for any other purpose. The organization may not represent that it has achieved Multicultural Health Care Distinction based on reports or numeric results without a final NCQA decision. In addition, the organization may not release supplemental worksheets.
- Organizations may advertise that they are either awaiting the results of a Distinction survey or are scheduled for a survey.
- Organizations with a designated Multicultural Health Care Distinction status may use pre-approved quotations from NCQA staff members in their advertising material.
- Organizations are not required to advertise their Multicultural Health Care Distinction effective or expiration dates.

REGIONAL COMPARISONS

- When making regional comparisons, organizations should provide NCQA with supporting documentation to validate any claims made in the materials being submitted for review.
- Organizations may say they have the first product line and product in a particular region to earn Multicultural Health Care Distinction.
- If an organization is the second, third, fourth, etc. in a region to earn a Multicultural Health Care status, it may promote this status by acknowledging (for example) that they are “one of two plans” or “one of five plans in the region.” Plan **must** footnote actual statistic.

MULTICULTURAL HEALTH CARE STATISTICS

*Organizations may use Multicultural Health Care statistics from the NCQA Health Plan Report Card (HPRC) in their promotional material provided they use these statistics in a format that is accurate and understandable by the consumer. All advertising and marketing should include the date of the HPRC from which they were drawn. **Organizations should be aware that these statistics change every month.** Some durable goods may need to be corrected with the appropriate statistic if necessary.*

Organizations can obtain the HPRC through NCQA's Web site at www.ncqa.org, or by calling NCQA Customer Support at (888) 275-7585.

USE OF MULTICULTURAL HEALTH CARE DISTINCTION SEALS

NCQA encourages organizations that have received Multicultural Health Care Distinction to display their seals in marketing and advertising materials.

- You may access the seal at www.ncqa.org/marketing.aspx.
- Seals are provided in EPS and JPG formats.
- Organizations are not required to advertise their Multicultural Health Care Distinction effective or expiration dates.
- Organizations should be aware that Distinction 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 that have received Multicultural Health Care Distinction are permitted to use the following quotes in their marketing and advertising materials.

“Earning Multicultural Health Care Distinction shows that an organization is making a breakthrough in providing excellent health care to diverse populations. I congratulate any organization that achieves this level of distinction,” said NCQA President Margaret E. O’Kane. “Eliminating racial and ethnic disparities in health care is essential to improving the quality of care overall.”

“Cultural competency is crucial to providing high quality health care,” said NCQA President Margaret E. O’Kane. “Organizations achieving Multicultural Health Care Distinction are leaders in closing the ethnic and racial disparities gap, and NCQA commends them for their dedication.”

“The prevalence of racial and ethnic disparities has been a barrier to improving the quality of health care of many Americans for too long,” said NCQA President Margaret E. O’Kane. “Organizations achieving Multicultural Health Care Distinction are leaders in closing this gap, and NCQA commends them for their dedication.”

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