



GUIDELINES FOR MARKETING AND ADVERTISING ORGANIZATION 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 Organization Certification are required to follow NCQA's General Guidelines for review and approval of all marketing and advertising materials.

ORGANIZATION CERTIFICATION GUIDELINES

If your organization has received certification in one or both categories (UM and/or Credentialing) you **must** use one of the following statements within your marketing text or as a footnote:

For Organizations that are Certified in Utilization Management:

NCQA has reviewed and certified (NAME OF ORGANIZATION)'s Utilization Management functions only. For complete details on the scope of this review, visit www.ncqa.org.

For Organizations that are Certified in Credentialing:

NCQA has reviewed and certified (NAME OF ORGANIZATION)'s Credentialing functions only. For complete details on the scope of this review, visit www.ncqa.org.

For Organizations that are Certified in both areas:

NCQA has reviewed and certified (NAME OF ORGANIZATION)'s Credentialing and Utilization Management functions only. For complete details on the scope of this review, visit www.ncqa.org.

- Organizations who obtain Organization Certification in Utilization Management and/or Credentialing **cannot** use the term "*Full Certification*" (because NCQA does not examine ALL of the functions and services that organization may perform).

APPROVED LANGUAGE

Language for Organizations certified in one program (Utilization Management or Credentialing):

An organization **must** clearly state which category it has received certification in:

- Organization A was certified by NCQA in Utilization Management.
- Organization B was certified by NCQA in Credentialing.

Language for Organizations Certified for both Utilization Management and Credentialing Categories:

Organizations that have been certified for both categories cannot simply state that they are "NCQA Certified" because NCQA does not examine ALL of the functions and services that organization may perform.

Instead, please use the following language:

- Organization A received NCQA Organization Certification in Utilization Management and Credentialing.
- Organization A is NCQA Certified for both Utilization Management and Credentialing.
- Organization A is NCQA Certified for the following services...
- Organization A is compliant with NCQA Standards for Utilization Management and Credentialing Certification.

DESCRIPTIONS OF THE CERTIFICATION IN UTILIZATION MANAGEMENT AND/OR CREDENTIALING PROCESS

The following statements may be used in your marketing and advertising material. Please note that the organization must state which certification was achieved, UM Certification OR Credentialing Certification, in the following statements and on all marketing and advertising pieces.

- NCQA UM Certification is a quality assessment program that focuses on consumer protection and customer service improvement.
- NCQA Certification is a voluntary review process.
- NCQA UM Certification reduces duplicative oversight and inefficient gathering of information by organizations.
- NCQA Certification is governed by the Standards for Certification in Utilization Management and the Standards for Certification in Credentialing, developed with the

assistance of representatives from the Standards Committee, the Review Oversight Committee, and input from other organizations.

- NCQA UM Certification focuses on consumer protection and improvement in service to customers. Standards recognize that organizations that apply for certification have open access networks, and can improve service quality and utilize customized structures to meet purchaser needs.
- Organizations can come forward for Certification in Utilization Management or Credentialing, or both categories, and may receive a different Certification status on each.

USE OF ORGANIZATION CERTIFICATION SEALS

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

- There are two seals for Organization Certification
 - One for Utilization Management
 - One for Credentialing
- 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.
- 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 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 OC "Certification" can use the following quote from Margaret E. O'Kane, President, in their marketing material.

“Achieving OC certification from NCQA demonstrates that _____ has the systems, process and personnel in place to conduct utilization management and/or credentialing in accordance [customize based on which program(s) the organization has participated in] with the strictest quality standards.”

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.