



GUIDELINES FOR MARKETING AND ADVERTISING NCQA 2008 PHYSICIAN AND HOSPITAL QUALITY 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. The following Marketing and Advertising Guidelines will assist you in getting 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 2008 Physician and Hospital Quality Certification are required to follow NCQA's General Guidelines for review and approval of all marketing and advertising materials.

DESCRIPTION OF 2008 PHYSICIAN AND HOSPITAL QUALITY CERTIFICATION

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

- NCQA's 2008 Physician and Hospital Quality (PHQ) certification program evaluates how well health plans measure and report the quality and cost of physicians and hospitals.
- 2008 Physician and Hospital Quality Certification is the first program to independently assess provider measurement programs.
- 2008 Physician and Hospital Quality Certification is based on four key principles:
 - **Standardization and sound methodology**, allowing results to be compared across organizations.
 - **Transparency.** Organizations should offer physicians the opportunity to provide input on measurement programs. Organizations should also provide clear, understandable information about how the results will be used.
 - **Collaboration.** Where possible, organizations should pool their data on standardized measures to produce results with greater statistical reliability.
 - **Action on quality and cost.** Organizations should not sacrifice quality for cost reduction. Organizations must not use results of cost measurement alone.

- 2008 Physician and Hospital Quality Certification is a voluntary program and is open to any organization conducting functions evaluated by the standards, whether a health plan, a measurement collaborative, a provider network or an information provider such as a Web site.

GENERAL GUIDELINES FOR MARKETING AND ADVERTISING PHYSICIAN AND HOSPITAL QUALITY CERTIFICATION

- Organizations **must** always advertise their most current 2008 Physician and Hospital Quality Certification status.
- Organizations that reference their Certification status should always capitalize the “P” and “H” and “Q” in 2008 Physician Quality, 2008 Hospital Quality or 2008 Physician Hospital Quality and the “C” in “Certification” 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 purpose.
- The organization may not represent that it has achieved 2008 Physician and Hospital Quality Certification 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 Certification survey or are scheduled for a survey.
- Organizations with one designated 2008 Physician and Hospital Quality Certification status may use pre-approved quotations provided within this document.
- Organizations are not required to advertise their 2008 Physician and Hospital Quality Certification effective or expiration dates.
- Certification is effective for two years with the exception of Interim and Provisional Certification for Physician Quality.
- Organizations may advertise their Interim or Provisional Certification status but NCQA does not issue seals for either status.

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.

USE OF 2008 PHYSICIAN AND HOSPITAL QUALITY SEALS

NCQA encourages organizations that have received 2008 Physician and Hospital Quality Certifications to display their seals in marketing and advertising materials.

- There are three (3) distinct seals associated with 2008 Physician and Hospital Quality Certification:
 - Physician Quality Certification and Hospital Quality Certification.
 - Physician Quality Certification only.
 - Hospital Quality Certification only.
- Organizations may attach the Physician and Hospital Quality seal to their letterhead, emails and business cards.
- Organizations may use the seal that corresponds with the program for which they are certified. For example, organizations that have received Physician Quality Certification or Hospital Quality Certification can only use the individual status seal. If the organization has come through the Certification separately for Physician Quality Certification and Hospital Quality Certification, the organization may not use the PHQ seal; they **must** use the two separate seals.
- You may access 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 2008 Physician and Hospital Quality Certification status change, you are responsible for updating all promotional items, and **must** cease distribution of all materials with incorrect status information

APPROVED QUOTES

Quotes will be available soon.

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.