



# **GUIDELINES FOR MARKETING AND ADVERTISING INCLUSION IN *Quality Profiles*<sup>™</sup>: *The Leadership Series***

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## INTRODUCTION

Congratulations on being recognized in *Quality Profiles™: The Leadership Series*.

NCQA encourages organizations like yours to take advantage of your achievement by highlighting your distinction to members, clients, potential clients, providers, investors and staff. In doing so, please follow the guidelines below. These Guidelines may be revised periodically by NCQA.

NCQA does not condone advertising that is misleading or inaccurate. Therefore, all advertising and marketing materials that refer to *Quality Profiles™: The Leadership Series* **must** be clear and factual. Compliance with these guidelines protects the integrity of the managed care industry, your organization and *Quality Profiles™: The Leadership Series*.

## MARKETING AND ADVERTISING MATERIALS

References to the terms “advertising,” “advertising material,” or “advertising and marketing materials” in the following document encompass all external and internal communications including, but not limited to:

- All Printed Material
- TV ads
- Radio ads
- Posters
- Annual reports
- Billboards
- Press Releases
- Newsletters
- Responses to Requests for Proposals (RFPs)
- Responses to Requests for Information (RFIs)
- HEDIS® Report Cards
- Durable Products – e.g. mugs, t-shirts
- Letters to Employers
- Letters to Practitioners
- Letters to Providers
- Letters to Consumers
- Letters to Insurance Brokers
- Marketing & Sales brochures
- Websites or other electronic material
- Any other promotional material

## REVIEW AND APPROVAL PROCESS

**All marketing and advertising material that reference *Quality Profiles™: The Leadership Series* must be reviewed and approved by NCQA.** NCQA recommends that plans submit standard advertising language which, once approved, may be used repeatedly in advertising material. **Plans should allow NCQA a minimum of 4 business days to review submitted material.**

**Please submit advertisements as follows:**

- Via e-mail to [marketing@ncqa.org](mailto:marketing@ncqa.org) When e-mailing ads, please:
  - *Include your organization's name in the "subject" line of the e-mail*
  - *Include your phone number in the e-mail*
  - *Include the timeframe and duration (specific start and end dates, if applicable) of your advertising/communications piece*

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**DESCRIPTIONS OF NCQA**

**Please use any of the statements below should you choose to describe NCQA. It is not mandatory that these statements be included in your marketing piece.**

- NCQA is a private, non-profit organization dedicated to improving health care quality.
- NCQA is an independent, not-for-profit organization dedicated to assessing and reporting on the quality of, health plans, managed behavioral healthcare organizations, preferred provider organizations, new health plans, physician organizations, credentials verification organizations, disease management programs and other health-related programs
- NCQA accredits and certifies a wide range of health care organizations and manages the evolution of HEDIS<sup>®</sup>, the performance measurement tool used by more than 90 percent of the nation's health plans.
- NCQA is committed to providing health care quality information through the web and the media in order to help consumers, employers and others make more informed health care choices.
- NCQA is governed by a Board of Directors that includes employers, consumer and labor representatives, health plans, quality experts, regulators and representatives from organized medicine.
- Consumers can easily access organizations' NCQA statuses and other information on health care quality on NCQA's Web site at [www.ncqa.org](http://www.ncqa.org), or by calling NCQA Customer Support at (888) 275-7585.
- NCQA's mission is to improve the quality of health care.

## NCQA TRADEMARKS & REGISTERED SYMBOLS

### HEDIS®

The Healthcare Effectiveness Data and Information Set (HEDIS) is a registered trademark of NCQA. The registered trademark symbol should be applied directly after the term “HEDIS.” The organization need only apply the trademark to the first and last reference of the term “HEDIS” within the written material. **At the bottom of the page where the registered trademark first appears there should be a footnote which states “HEDIS is a registered trademark of the National Committee for Quality Assurance (NCQA).”**

### *Quality Profiles™*

*Quality Profiles™* is a trademark of the National Committee for Quality Assurance. The trademark symbol (™) should be applied directly after the word "Profiles". **At the bottom of the page where the words "*Quality Profiles™*" first appear, there should be a footnote that states: "*Quality Profiles™* is a trademark of the National Committee for Quality Assurance. Used with permission. *Quality Profiles™* is a program funded by Pfizer Inc."**

### Quality Compass®

Quality Compass is a registered trademark of NCQA. The registered trademark symbol should be applied directly after the word “Compass.” The organization need only apply the trademark to the first and last reference of the term “Quality Compass” within the written material. **At the bottom of the page where the registered trademark first appears there should be a footnote which states “Quality Compass® is a registered trademark of the National Committee for Quality Assurance (NCQA).”**

### CAHPS®

CAHPS® is a registered trademark of the Agency for Healthcare Research and Quality (AHRQ). The registered trademark symbol should be applied directly after the word “CAHPS®.” The organization **must** apply the trademark to every reference of the term “CAHPS” within the written material. **At the bottom of the page where the trademark first appears there should be a footnote which states “CAHPS® is a registered trademark of the Agency for Healthcare Research and Quality (AHRQ).”**

## SPECIAL SITUATIONS

NCQA realizes that these guidelines may not address all potential marketing and advertising activities. In such instances, organizations should contact the NCQA Marketing department to

discuss the proposed marketing/advertising activity and arrange for written approval consistent with the spirit of these guidelines.

## COMPLIANCE

Any advertising material or other promotional effort that refers to *Quality Profiles™: The Leadership Series* and violates 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 accreditation 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](mailto:marketing@ncqa.org).