



GUIDELINES FOR MARKETING AND ADVERTISING RECOGNITION PROGRAM

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INTRODUCTION

Congratulations on achieving Recognition. Your commitment to high-quality care is something to be proud of – it shows your patients that you put their care as a top priority and shows health plans that you use evidence-based medicine and systematic processes to drive quality in your practice.

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 Recognition. 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.

Guidelines for each Recognition Program are also included to provide more detailed information about specific Recognition Programs (i.e., Heart/Stroke or Diabetes). You can refer to these guidelines when you are looking for appropriate language to promote your program specific Recognition.

The Guidelines below are to be used in conjunction with NCQA’s General Marketing Guidelines. Physicians and Practices that receive Recognition are required to follow NCQA’s General Guidelines for review and approval of all marketing and advertising materials.

MARKETING AND ADVERTISING MATERIALS

Advertising and other promotional materials can be used to publicize the achievement of Recognition and to distinguish between physicians and practices in the marketplace on the basis of having achieved recognition.

You can use a variety of materials to promote your achievement. Below is a list of items to consider:

- Printed patient materials and brochures
- Press releases
- Newspaper articles
- TV, radio promotion
- Waiting room materials
- Letters/communication with patients
- Newsletters
- Mugs, t-shirts, pens, etc.

USE OF RECOGNITION SEALS

NCQA encourages physicians that have received Physician Recognition to display their seals in marketing and advertising materials.

- There are individual seals for each Program.
- 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 Recognition statuses can change, and this 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. Updating of website and other distributed materials should take place within 30 days of the status change.

GUIDELINES FOR MAKETING AND ADVERTISING RECOGNITION

Below are guidelines to help you correctly communicate your achievement.

- All statements about Recognition **must** be accurate, clearly stated and represent the physician's, groups or practice's actual Recognition status.
- Reference to Recognition **must** clearly indicate the name of the physician, group or practice as stated on the Recognition certificate.
- Advertising language **must** indicate the following:
 - Full name of the Recognition program
 - Full name of the Recognition program and its sponsors (example: Heart/Stroke Recognition Program cosponsored by NCQA and AHA/ASA.),when applicable.
 - Examples of suitable language are:

- “Medical Group B, at its Town A, Town B, and Town C offices, has been awarded Recognition by the National Committee for Quality Assurance Physician Practice Connections Program”
- “John Doe, M.D., has been awarded Recognition by the National Committee for Quality Assurance and American Heart Association/American Stroke Association Heart/Stroke Recognition Program
- You may state that you are the first physician or practice to receive Recognition in a state, which is the smallest unit of measurement allowed, if the statement is accurate and can be proven by the physician or practice that is stating it. **Please provide background to NCQA when submitting your piece for review and approval; otherwise this information will be requested.**

Example: “Physician Group A was the first physician group in Delaware to receive Physician Practice Connections – Patient-Centered Medical Home Recognition.”

- You may not refer to a “region” when discussing the Recognized Physician(s) or Practice.

Example: “Physician Group A was the first physician group in the region (or even naming the region, like South Texas) to receive Physician Practice Connections – Patient-Centered Medical Home Recognition.”

- Recognition is not a ranking or rating system, or a certification or accreditation program, and should not be referred to as such.
- When advertising Recognition status, a physician, group or practice **must** always report its most current Recognition status. You may also choose to describe Recognition history, i.e., the results from previous Recognition applications.

Example: “Physician X of Physician Group A has received three-year Recognition from the National Committee for Quality Assurance and American Heart Association/American Stroke Association Heart/Stroke Recognition Program. Physician Group X also received Recognition three years ago.”

- Individual physician or practice results from any of the Recognition programs may be promoted provided it lists data for all of the measures.

Example: “The HSRP data results for Physician X B are as follows: Blood Pressure Control: 94%, Lipid Profile: 83%, Cholesterol Control: 60%, Smoking Status & Cessation Treatment or Advice: 90%, Use of Aspirin or Another Antithrombotic: 95%.”

- Physicians, groups or practices may only list their own results or date. No comparisons to other physicians, groups or practices are permitted.

- Advertising material **must** not contain any reference to or quotations from any report, correspondence or other materials prepared in connection with NCQA's evaluation of the application.
- Advertising material should not state or imply that Recognition is an endorsement, guarantee, or certification of the physician, group, practice, services, staff or facilities; NCQA or any person associated with NCQA and any of the Recognition program partners, or that there is any formal connection between the physician or practice, NCQA and its program partners and/or any person associated with the program partners or with NCQA. (For example, a physician cannot represent its Recognition as being awarded by or associated with any ADA or NCQA officer, employee, director or employer of any ADA or NCQA director).

APPROVED QUOTES

The following approved quotes may be used in your marketing and advertising materials. They may be used alone or in combination with other language. Quotes may not be modified or altered in any way.

Quotes will be available soon.

RECOMMENDED LANGUAGE

Any of the following statements may be used to describe your Recognition and NCQA. It may be used alone or, in combination with other language, to identify or describe NCQA, the recognition process or Recognition status.

Descriptions of NCQA

- NCQA is a private, non-profit organization dedicated to improving health care quality.
- NCQA accredits and certifies a wide range of health care organizations and manages the evolution of HEDIS[®], 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 Accreditation, Certification and Recognition statuses and other information on health care quality on NCQA's Web site at www.ncqa.org/reportcards.aspx or by calling NCQA Customer Support at (888) 275-7585.
- NCQA's mission is to improve the quality of health care.

Descriptions of Recognition Programs

- NCQA recognizes the vital role physicians play in advancing quality.
- The Recognition Programs were developed to help physicians and practices support the delivery of high-quality care.
- The Recognition Programs are built on evidence-based, nationally recognized clinical standards of care.
- The official NCQA directory of Recognized Physicians can be accessed at <http://recognition.ncqa.org>.

HEALTH PLAN PROMOTION OF RECOGNITION

Health Plans are encouraged to promote their support of Recognition. The above guidelines should be followed and can be applied to all marketing and advertising campaigns.

Health Plans can promote recognition as follows:

- Adding Recognition Program seals to physician directories
- Supporting network physicians who participate in Recognition Programs by assisting with data collection efforts
- Providing financial support such as reimbursement of application fees or Pay-for-Performance incentives

Recognition Program Data: Health Plans can obtain data from the Recognition Programs from NCQA in a monthly data feed format, eliminating the burden of manually identifying new physicians from the published list. For more information about this, licensing for the Recognition Program data for custom resale tools or directory materials, please contact NCQA at informationproducts@ncqa.org.

PROGRAM SPECIFIC INFORMATION

This section contains information specific to each Recognition Program. It includes appropriate language to describe each program and quotes associated with the individual Recognition Program. We encourage you to integrate this information into your marketing and advertising materials when referring to an individual Recognition Program.

HEART/STROKE RECOGNITION PROGRAM

Approved Language

- The Heart/Stroke Recognition Program was jointly developed by the National Committee for Quality Assurance (NCQA) and the American Heart/American Stroke Association (AHA/ASA).
- This voluntary program is designed to recognize physicians who have met standards demonstrating delivery of high-quality care to patients with cardiovascular disease and/or stroke.
- Heart/Stroke Recognition provides assurance that physicians are providing high quality, evidenced-based care for their CVD and stroke patients.

Approved Quote:

The following pre-approved quote may be used in your marketing and advertising materials. It may be used alone or in combination with other language. The quote may not be modified or altered in any way. Any alternations or changes to the quote **must** be submitted to NCQA for approval.

“Controlling blood pressure and quitting smoking are common-sense treatments for cardiovascular disease. But the number of physicians who *don’t* urge their patients who smoke to quit would surprise you,” said NCQA President Margaret E. O’Kane. “The Heart/Stroke Recognition Program identifies physicians who follow these evidence-based guidelines. [DOCTOR NAME] is to be commended for [HIS/HER] achievement in earning Recognition.”

DIABETES RECOGNITION PROGRAM

Approved Language:

- NCQA, in partnership with the American Diabetes Association, developed the Diabetes Recognition Program to recognize clinicians who have met standards demonstrating delivery of high-quality care to patients with diabetes.
- The NCQA/ADA Diabetes Recognition Program is a voluntary effort to identify clinicians who provide diabetes care consistent with the comprehensive diabetes care measures within the Healthcare Effectiveness Data and Information Set (HEDIS), ADA's Standards of Medical Care and the Diabetes Quality Improvement Project.
- Clinicians who achieve DRP Recognition show their peers, patients and others in the Diabetes community that they are part of an elite group that is publicly recognized for its skill in providing the highest-level diabetes care.

Approved Quote:

The following pre-approved quote may be used in your marketing and advertising materials. It may be used alone or in combination with other language. The quote may not be modified or altered in any way. Any alternations or changes to the quote must be submitted to NCQA for approval.

" Clinicians who earn recognition through the Diabetes Recognition Program have an established track record of providing excellent diabetes care," said John Buse, M.D., PhD, President, Medicine & Science, American Diabetes Association. "The list of recognized clinicians is the first place to look if you or a loved one has been diagnosed with diabetes."

PHYSICIAN PRACTICE CONNECTIONS®

Physician Practice Connections®, PPC®, Physician Practice Connections® – Patient Centered Medical Home™ and PPC®-- PCMH™ are registered trademarks of the National Committee for Quality Assurance.

The first reference of any of these trademarks should be accompanied with the appropriate symbol and with the following applicable footnote: Physician Practice Connections® OR PPC® OR Physician Practice Connections – Patient Centered Medical Home™ OR PPC--PCMH™ is a registered trademark of the National Committee for Quality Assurance.

When using the spelled-out name of the program *and* the abbreviation only the first mention of either name should be accompanied with the trademark symbols.

Approved Language:

- Physician Practice Connections® (PPC) recognizes practices that use systematic processes and information technology to enhance the quality of patient care.
- Practices who meet the Physician Practice Connection standards demonstrate they have established connections to information, patients and other providers that allow them to:
 - Know and use patient histories
 - Follow up with patients and other providers
 - Manage patient populations and use evidence-based care
 - Employ electronic tools to prevent medical errors

Approved Quotes:

Quotes will be available soon.

PHYSICIAN PRACTICE CONNECTIONS® -PATIENT-CENTERED MEDICAL HOME™

Physician Practice Connections®, PPC®, Physician Practice Connections® – Patient Centered Medical Home™ and PPC®-- PCMH™ are registered trademarks of the National Committee for Quality Assurance.

The first reference of any of these trademarks should be accompanied with the appropriate symbol and with the following applicable footnote: Physician Practice Connections® OR PPC® OR Physician Practice Connections® – Patient Centered Medical Home™ OR PPC®- PCMH™ is a registered trademark of the National Committee for Quality Assurance.

When using the spelled-out name of the program *and* the abbreviation only the first mention of either name should be accompanied with the trademark symbols.

Approved Language:

- The Patient Centered Medical Home program reflects the input of the American College of Physicians (ACP), American Academy of Family Physicians (AAFP), American Academy of Pediatrics (AAP) and American Osteopathic Association (AOA) and others in extension of the Physician Practice Connections Program.

- It was developed to assess whether physician practices are functioning as medical homes and recognize them for these efforts.
- The Patient Centered Medical Home standards emphasize the use of systematic, patient-centered, coordinated care that supports access, communication and patient involvement.

Approved Quotes:

Quotes will be available soon.

BACK PAIN RECOGNITION PROGRAM

Approved Language:

- NCQA’s Back Pain Recognition Program seeks to recognize physicians and chiropractors that have met standards demonstrating delivery superior care to millions of Americans who suffer from low back pain.
- The 13 clinical measures and 3 structural standards address the broad spectrum of low back pain and focus on underuse, misuse and overuse of treatment modalities.
- NCQA developed BPRP requirements from widely accepted medical evidence, with significant input from physician specialists and health plan and employer representatives.

Approved Quotes:

The following pre-approved quotes may be used in your marketing and advertising materials. They may be used alone or in combination with other language. Quotes may not be modified or altered in any way. Any alternations or changes to the quotes **must** be submitted to NCQA for approval.

“Evidence-based guidelines have shown that a “less is more” philosophy is the right approach in treating low back pain,” said NCQA President Margaret E. O’Kane. “The Back Pain Recognition Program identifies physicians who avoid needless imaging and procedures that don’t help patients. By earning Recognition, [DOCTOR NAME] has demonstrated that [HE/SHE]

consistently provides evidence-based care to [HIS/HER] patients with low back pain.”

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.