



# **GUIDELINES FOR MARKETING AND ADVERTISING WELLNESS & HEALTH PROMOTION ACCREDITATION**

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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 Wellness & Health Promotion Accreditation are required to follow NCQA's General Guidelines for review and approval of all marketing and advertising materials.**

## GUIDELINES FOR MARKETING AND ADVERTISING WELLNESS & HEALTH PROMOTION ACCREDITATION (WHP)

- Organizations may not say their measures are audited if they are not.
- Organizations **may not** imply that they are Accredited With Performance Reporting (AWPR) if they are not; also, if the organization loses this status (because the organization has not annually resubmitted its measure results), it **must** update any items reflecting its status as soon as it loses the AWPR status.
- Organizations **may not** imply or say that NCQA has scored them on their measure results; only that NCQA has looked at how many measures they have submitted.
- If an organization chooses to upgrade to AWPR, and receives that status after submitting its measures, the organization **must** change its materials to reflect this.
- Organizations that wish to advertise their Early Adopter status after receiving accreditation from an Early Adopter survey **must** include the total number of Early Adopter organizations [#] in their marketing and advertising materials.

## **DESCRIPTIONS OF WELLNESS & HEALTH PROMOTION ACCREDITATION**

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

- NCQA Wellness & Health Promotion Accreditation is a nationally recognized evaluation that purchasers and consumers can use to assess wellness and health promotion programs.
- NCQA Wellness & Health Promotion Accreditation evaluates how well a wellness and health promotion organization manages all parts of its wellness and health promotion program for continuous improvement of the quality of services, materials and activities provided to eligible individuals.
- Wellness & Health Promotion Accreditation assesses health plans and vendors that provide wellness services using an evidence-based set of requirements to distinguish quality services.
- Wellness & Health Promotion Accreditation comprehensively evaluates key areas of health promotion, including how wellness programs are implemented in the workplace, how services such as health coaching are provided to help eligible individuals develop skills to make healthy choices and how sensitive health information of eligible individuals is properly safeguarded.
- Wellness & Health Promotion Accreditation uses standardized program measures that allow employers to make informed comparisons when choosing among several wellness vendors.
- Wellness & Health Promotion Accreditation includes a broad-based accreditation program for organizations that offer comprehensive wellness and health promotion services.

## **DESCRIPTIONS OF WELLNESS & HEALTH PROMOTION ACCREDITATION PROCESS**

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

- NCQA Wellness & Health Promotion Accreditation is a voluntary review process.
- Wellness & Health Promotion Accreditation surveys include rigorous on-site and off-site evaluations of 12 standards. A team of experts conducts Accreditation Surveys. A national oversight committee of physicians analyzes the team's findings and assigns an accreditation level based on the performance level of each organization being evaluated to NCQA's standards.
- Wellness & Health Promotion Accreditation involves rigorous review of the key functions wellness and health promotion organizations perform. The review focuses specifically on areas of interest to consumers and employers.

## WELLNESS & HEALTH PROMOTION ACCREDITATION LEVELS

**Accredited** status is granted to those wellness and health promotion organizations that have excellent programs for the delivery and improvement of wellness and health promotion programs and that meet or exceed NCQA's rigorous standards.

**Accredited With Performance Reporting** status is granted to wellness and health promotion organizations that have submitted a specific number of results for NCQA's standardized WHP Performance Measures, in addition to meeting or exceeding NCQA's standards.

## DESCRIPTIONS OF WELLNESS & HEALTH PROMOTION STANDARDS AND DECISIONS

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

- The standards are purposely set high to encourage wellness and health promotion organizations for continuous enhancement of their quality. No comparable evaluation exists for wellness and health promotion programs.
- The standards are intended to help organizations achieve the highest level of performance possible, increase healthy behavior change in eligible individuals and create an environment of continuous improvement.
- ***Wellness & Health Promotion Accreditation standards:***
  - Employer and Plan Sponsor Engagement**

The organization assesses current employer or plan sponsor wellness and health promotion activities and provides education, recommendations and guidance for an effective wellness and health promotion program. The organization implements a plan with each employer and plan sponsor that includes objectives, quantifiable goals, a communication plan, activities to engage the population and steps to address areas identified by employer assessment, if applicable.
  - Privacy and Confidentiality**

The organization manages health information consistent with the expectations of a HIPAA Business Associate, to protect the privacy and confidentiality of eligible individual information.
  - Engaging the Population**

The organization actively works to provide services to increase health awareness and offer opportunities for engagement and activity to employer and plan sponsors' eligible individuals.
  - Health Appraisal**

The organization administers a health appraisal (HA) to eligible individuals that addresses and educates about a wide range of health risks and behaviors as a means of measuring and improving health. The organization discloses to eligible individuals how information collected by the HA will be used and protects the information in accordance with privacy policies.

**Identification and Targeting**

The organization identifies the wellness and health promotion needs of eligible individuals and provides individuals with targeted wellness and health promotion activities based on their needs.

**Self-Management Tools**

The organization has evidence-based self-management tools available to help participants manage their health.

**Health Coaching**

The organization provides coaching services to help participants make lifestyle changes. The organization trains health coaches, uses an information system to support health coaching and provides feedback to health coaches.

**Rights and Responsibilities**

The organization maintains written policies addressing the rights and complaints processes for eligible individuals, as well as disclosure information about its marketing, advertising and sponsorship relationships.

**Measuring Effectiveness**

The organization has a quality improvement process in place to evaluate program effectiveness and to identify, measure and act upon opportunities to improve processes and outcomes.

**Delegation of WHP**

If the organization delegates any wellness and health promotion activities, the organization oversees delegated activities.

**Incentives Management**

The organization has the capability to manage incentives and evaluate the effectiveness of incentives for employers and plan sponsors.

**Reporting WHP Performance**

The organization measures its performance using NCQA WHP Performance Measures and annually submits measure results to NCQA.

**USE OF WELLNESS & HEALTH PROMOTION ACCREDITATION SEALS**

NCQA encourages organizations that have received Wellness & Health Promotion Accreditation to display their seals in marketing and advertising materials.

- Wellness & Health Promotion Accreditation consists of two levels, each with a separate and distinct seal:
  - Accredited
  - Accredited With Performance Reporting
- Organizations may only display the seal that corresponds to the level of Accreditation they have been awarded.
- Organizations may use the seal on letterhead, business cards and promotion materials.
- Organizations may access the seals at [www.ncqa.org/marketing.aspx](http://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 Accreditation status 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 **must** take place within 30 days of the status change.

## APPROVED QUOTES

Organizations earning WHP Accreditation can include the following quote from Margaret E. O'Kane, President, in their marketing material.

“NCQA's Wellness & Health Promotion Accreditation requires organizations to demonstrate their compliance with well-defined standards and quality measures, said Margaret E. O'Kane, NCQA President. The NCQA seal will provide employers and consumers with the information they need to choose the best program in their markets.”

## 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.

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).