



QUALITY COMPASS[®] MARKETING AND ADVERTISING GUIDELINES

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Note: This document will be updated with marketing guidelines for RRU + Quality Index (Commercial) data upon release of the RRU + Quality Index (Commercial) product.

INTRODUCTION

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.

MARKETING AND ADVERTISING MATERIALS

Advertising and other promotional materials can be used to publicize your Quality Compass results. You can use a variety of materials to show plan achievement. Below is a list of items to consider:

- Print: Newsletter, Magazine advertisements, Directories, Brochures
- Electronic Media: Web-sites, email, social media
- Press Releases
- TV, radio promotion
- Letters to employers
- Mugs, T-shirts, pens and other miscellaneous items

REVIEW AND APPROVAL PROCESS

All marketing and advertising materials that cite Quality Compass as a source of HEDIS[®], CAHPS[®] data **must** be reviewed and approved by NCQA.

NCQA recommends that organizations submit standard advertising language which, once approved, may be used repeatedly in advertising material. Organizations should allow NCQA a minimum of four business days to review submitted material.

Submit materials as follows:

- Via e-mail to marketing@ncqa.org
 - Include your organization's name in the "subject" line of the e-mail
 - Include your fax number in the e-mail

GUIDELINES FOR MARKETING AND ADVERTISING QUALITY COMPASS RESULTS

Below are guidelines to help you correctly communicate your results:

- Organizations must advertise precisely which HEDIS, CAHPS measure the Quality Compass score reflects.
- Organizations must include the year and version of Quality Compass they are referencing.
- Organizations are encouraged to use "rate" or "results" in reference to the Quality Compass data, not "rank" or "ranking."

- Organizations can make competitive comparisons of Quality Compass results, in the same geographic market, provided that an average appears in the comparison (i.e., national, regional, state, or metropolitan) for that particular measure(s).
- Organizations are encouraged to use information from the Quality Dividend Calculator™ Compass Edition in conjunction with their Quality Compass results. Information from the edition must be accurate and from the most recent version available. For more information on the Quality Dividend Calculator go to www.ncqacalculator.com.
- The following footnote **MUST APPEAR** in any material that cites Quality Compass as a source of HEDIS and/or CAHPS data:

The source for data contained in this publication is Quality Compass® [current year] (e.g. Quality Compass® 2010) and is used with the permission of the National Committee for Quality Assurance (NCQA). Quality Compass [current year] includes certain CAHPS data. Any data display, analysis, interpretation, or conclusion based on these data is solely that of the authors, and NCQA specifically disclaims responsibility for any such display, analysis, interpretation, or conclusion. Quality Compass is a registered trademark of NCQA. CAHPS® is a registered trademark of the Agency for Healthcare Research and Quality (AHRQ).

RECOMMENDED LANGUAGE

Organizations may use the following statements, alone or in combination with other language, to identify or describe NCQA, the accreditation process or their accreditation status.

DESCRIPTIONS OF NCQA

Please use one 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 managed care 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®, 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, policy makers 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, or by calling NCQA Customer Support at (888) 275-7585.
- NCQA's mission is to improve the quality of health care.

Descriptions of Quality Compass

- Quality Compass[®] is NCQA's comprehensive national database of health plans' HEDIS[®] and CAHPS[®] results.
- Quality Compass contains plan-specific, comparative and descriptive information on the performance and the utilization of health services of hundreds of managed care organizations, providing benefits managers, health plans, consultants, the media, and others with the ability to conduct a detailed market analysis.
- Quality Compass is designed to provide benefits managers, health plans, consultants, the media, and others with easy access to comprehensive information about health plan quality and performance.

Descriptions of Quality Dividend Calculator

- Quality Dividend Calculator[™] allows you to make plan to plan comparisons to see how each plan would affect the absenteeism and productivity of your workforce.
- The Quality Dividend Calculator estimates the absenteeism, lost productivity and related expenses that result from a specific set of chronic conditions: asthma, diabetes, heart disease, depression and others.
- You can compare the performance of individual plans, or look at the estimated average impact of working with an NCQA-accredited plan versus an "average" non-accredited plan.
- The Quality Dividend Calculator uses HEDIS scores and your organization's workforce data to determine results.

QUALITY COMPASS EMBARGO

Organizations may publicize or disseminate their own HEDIS data results without restriction. **However, the HEDIS results of other health plans, national and regional averages and all other information included in Quality Compass 2010 are embargoed for use in advertising or marketing, or in any other broadcast public communications until October 8, 2010 for Quality Compass 2010: Commercial data and October 17, 2010 for Quality Compass 2010:**

Medicaid data. Contact Ashley Carter, Communications Coordinator, at 202-955-5106 or via e-mail at acarter@ncqa.org if you have questions about the embargo.

NCQA TRADEMARKS

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 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).”

Quality Dividend Calculator™ and Quality Dividend Calculator™ Compass Edition

Quality Dividend Calculator™ is a trademark of NCQA. The trademark symbol should be applied directly after the word Calculator. The organization should apply the trademark to the first reference of the term Quality Dividend Calculator within the written materials. At the bottom of the page where the registered trademark first appears, there should be a footnote which states “Quality Dividend Calculator™ is a registered trademark of the National Committee for Quality Assurance (NCQA).”

HEDIS®

Healthcare Effectiveness Data and Information Set (HEDIS®) is a registered trademark of NCQA. The registered trademark symbol should be applied directly after the word “HEDIS.” The organization need only apply the trademark to the first 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).”

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).”

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.