

## Guidelines for Corporate Sponsorship

NCQA's mission is to improve the quality of health care. Our vision is to transform health care quality through measurement, transparency, and accountability.

NCQA seeks contributions from organizations to support NCQA's mission and vision on key strategic programs as outlined in NCQA's Annual Funding Menu, [Investing in Quality](#).

- NCQA will accept contributions from organizations to support the programs and activities contained in the Annual Funding Menu, [Investing in Quality](#). All initiatives described in the Annual Funding Menu align with NCQA's Strategic Plan, as well as NCQA's mission and vision.
- Over the course of the year, NCQA may identify additional programs and activities not included in the Annual Funding Menu, [Investing in Quality](#). NCQA may seek sponsorship for these activities if they align with NCQA's mission, vision, and Strategic Plan.

For sponsorship on programs contained in the Annual Funding Menu the following guidelines apply.

### Acceptance of Funds

#### General Principles

1. Corporate funds are accepted by NCQA only for programs or activities that are consistent with NCQA's mission and vision. NCQA will not have relationships with organizations or industries whose principles, policies or conduct obviously conflict with NCQA's values.
2. Corporate relationships with NCQA must preserve trust in NCQA and the credibility and objectivity of its information, priorities, programs and decisions.

#### Special Guidelines

1. NCQA maintains its objectivity and independence with respect to any activities that are developed, sponsored, or supported with corporate funds. NCQA does not permit influence by corporate sponsors beyond the usual input NCQA seeks from stakeholders.
2. NCQA may accept funds from corporations to support the development, enhancement or implementation of NCQA programs.
3. Corporate funding for NCQA program development activity includes the following conditions:
  - a. NCQA seeks corporate funding for specific activities from multiple sources whenever possible.
  - b. Acceptance of corporate funding for program development is with the understanding that NCQA must maintain its objectivity and commitment to a quality result. A sponsor's preferences regarding program design, content or policies may not be reflected in the program.
  - c. Under some circumstances and with NCQA's approval corporate sponsors may attend as non-voting observers NCQA groups organized to gather stakeholder input and perspective on new programs being developed. All sponsors attending must comply with NCQA policies on disclosure and conflicts of interest.
4. NCQA may consider the results of research studies, test results, or other information from corporate sponsors as well as other external experts that may help to inform NCQA staff on issues to be addressed in the program development process.

5. NCQA may accept a corporate sponsor's provision of in-kind expertise to assist with specific tasks such as market research, data analysis, or testing provided that all such in-kind expertise complies with NCQA policies on disclosure and conflicts of interest.
6. Acceptance of corporate funds does not imply NCQA endorsement of a company's products, services, programs, or activities.
7. NCQA will not accept charitable contributions from any organization for which NCQA accredits, certifies, or recognizes the organization's primary line of business, with the exception of limited contributions to NCQA's annual Quality Talks event or other events such as the policy conference or Culturally and Linguistically Appropriate Services (CLAS) awards as may from time to time be approved by the Board.
8. NCQA may accept charitable contributions for its annual Quality Talks event or other events from an organization where a non-primary line of business has accredited, certified, or recognized status from NCQA. An organization whose primary line of business is accredited, certified, or recognized may contribute to these events in an amount not to exceed \$25,000.
9. NCQA will not accept funds from any pharmaceutical, medical device and/or biotechnology entity for the development of any performance measures including the field testing of measures.
10. NCQA will recognize corporate sponsors in its annual report, Web site, and as appropriate to the sponsorship arrangement.
11. NCQA retains the right to approve the use of NCQA's name, logo, and language when used by a sponsor in relationship to the sponsorship agreement.
12. NCQA retains independence and control over all programs, projects, or products bearing the NCQA name, logo, or trademarks, and over the use of NCQA intellectual property, such as accreditation standards or HEDIS® measures.

## Sponsor Benefits

Sponsorship opportunities for public recognition, education, and other means of acknowledging contributions to NCQA's work.

Based upon an organization's cumulative annual support to NCQA there are four designated categories or recognition.

- |                    |                              |
|--------------------|------------------------------|
| • Platinum Sponsor | \$250,000 and above          |
| • Gold Sponsor     | \$150,000 to \$249,999       |
| • Silver Sponsor   | \$50,000 to \$149,999        |
| • Bronze Sponsor   | up to and including \$49,999 |

### Platinum Sponsor

- Annual Executive Roundtable Meeting—An onsite presentation by NCQA senior executive management to review key strategic initiatives and programs at NCQA.
- Technical Briefings (2)—Reports on the progress of performance measures, physician recognition, and other NCQA projects. The sponsor audience may include Research, Marketing, and/or Quality Improvement. Additional content areas may include NCQA's annual State of Health Care Quality Report or new program areas in Standards or Performance Measures under development.

- Collaborative Efforts --Opportunities to identify additional areas for collaboration and recognition in accordance with NCQA's Corporate Sponsor Guidelines.
- Complimentary Education Attendance--Four complimentary seats at NCQA Education Conferences (for more information [click here](#)).
- All Gold Level Benefits

### **Gold Sponsor**

- On-Site Briefing--An onsite presentation by NCQA staff to review key strategic initiatives and programs at NCQA.
- Technical Briefing (1)—Report on the progress of performance measures, physician recognition, and other NCQA projects. The sponsor audience may include Research, Marketing and/or Quality Improvement. Additional content areas may include NCQA's annual State of Health Care Quality Report or new program areas in Standards or Performance Measures under development.
- Complimentary Education Attendance--Two complimentary seats at NCQA Education Conferences.
- All Silver Level Benefits

### **Silver Sponsor**

- Conference Call Briefing—Report on the progress of performance measures, physician recognition, and other NCQA projects. The sponsor audience may include Research, Marketing and/or Quality Improvement. Additional content areas may include NCQA's annual State of Health Care Quality Report or new program areas in Standards or Performance Measures under development.
- Complimentary Education Attendance--One complimentary seat at NCQA Education Conferences (for more information [click here](#)).
- Complimentary Publications
  - HEDIS, Vols. 1&2—The gold standard in quality health care performance measurement, used by more than 90 percent of the nation's health plans and many leading employers and regulators. Volume 1 is an indispensable reference to help understand the science of health care quality measurement. Volume 2 features the complete technical specifications for more than 70 measures, including all relevant CPT, ICD-9, LOINC, and DRG codes.
  - Health Plan Accreditation Standards and Guidelines—Features in-depth explanations of the accreditation standards, scoring system, accreditation outcomes, and reporting categories. Eligibility requirements, application information and policies and procedures are also included.
- All Bronze Level Benefits

### **Bronze Sponsor**

- Primary Point of Contact—Assigned primary point of contact with the Corporate and Foundation Relations office at NCQA to answer questions and facilitate discussion with NCQA.
- Complimentary Publications
  - State of Health Care Quality Report— The most thorough analysis and interpretation of major performance trends in health care over the past year. The report looks at clinical quality and member satisfaction information based on HEDIS and CAHPS® data submitted by hundreds of health plans across the country. Included within the report are national and regional performance averages and measure benchmarks that will include MTM related measures.
  - NCQA Annual Report – Offering an analysis of the health care system and the role quality plays in improving health care, this unique document helps identify

and clarify NCQA's strategic goals and assesses how they relate to the current health care environment.

- Recognition and Visibility
  - NCQA Web Site—Sponsor name is included in the sponsor section of [www.ncqa.org](http://www.ncqa.org). NCQA's Web site receives approximately 600,000 unique hits per year. NCQA is recognized as the gold standard organization for measuring health care quality improvement and organizations that support our mission are recognized as leaders in the quality movement.
  - NCQA Annual Report— with readership among health plans, purchasers, consumers, health policy decision makers and researchers. Distributed to more than 5,500 readers electronically and available in a downloadable pdf format on NCQA's web site, it receives thousands of additional hits annually.
- Quarterly Sponsor Briefings—Given by NCQA's leadership team and other experts, that provides unique insight into the activities and programs within the quality improvement movement in health care. Topics include key initiatives at NCQA.
- NCQA Press Releases— Receipt of all NCQA press announcements on new programs, products, and initiatives.
- NCQA Newsletter—The Quality Matters newsletter highlight trends on quality and improvement initiatives within the health care system, and activities around NCQA.
- NCQA in the News— Semi-annual news updates provide sponsors with published articles, which can range from the New York Times to the New England Journal of Medicine featuring information on NCQA and its activities to drive quality improvement.