

# Advertising and Marketing Guidelines Recognition Programs



## Introduction

Congratulations on achieving recognition. We encourage you to publicize your achievement and have developed the following Advertising and Marketing 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, 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 (e.g. Heart/Stroke, Diabetes, and Patient-Centered Medical Home). Refer to these guidelines for appropriate language to promote your program-specific recognition.

- Diabetes Recognition
- Heart/Stroke Recognition
- Patient-Centered Medical Home Recognition
  - Behavioral Health Integration Distinction
- Patient-Centered Specialty Practice Recognition
- Oncology Medical Home Recognition
- School-Based Medical Home Recognition

The guidelines below are to be used in conjunction with NCQA's Guidelines for Advertising and Marketing ([www.ncqa.org/NCQAGuidelines](http://www.ncqa.org/NCQAGuidelines)).

## Use of Recognition Seals

NCQA encourages clinicians that have received recognition to display their seals in marketing and advertising materials.

- There are individual seals for each program.
- You can access the seals at [www.ncqa.org/seals](http://www.ncqa.org/seals)
- Seals are provided in EPS and JPG formats.
- Seals must not be manipulated in any way, shape or form.
- Seals should be displayed in a readable format and the overall depiction should be consistent with NCQA's graphical image.

Organizations should be aware that NCQA may update program seals. Organizations should check periodically to ensure that they are using the most recent and program-appropriate seal.

## Guidelines for Advertising and Marketing Recognitions

Below are guidelines to help you correctly communicate your achievement.

- All statements about recognition **must** be accurate, clearly stated and represent the clinician's, group's or practice's actual recognition status.
- Reference to recognition **must** clearly indicate the name of the clinician, group or practice as stated on the recognition certificate.

- Advertising language **must** indicate the full name of the recognition program
- 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 Patient-Centered Medical Home Program.”
  - “John Doe, M.D., has been awarded recognition by the National Committee for Quality Assurance Heart/Stroke Recognition Program.”
- You may state that you are the first clinician or practice in the program to receive recognition in a city or state if the statement is accurate and can be proven by the clinician or practice that is stating it. Practices and clinicians can only use the city or state listed in their postal address on the recognition application. The name of the program must be clearly stated.
  - Example: “Physician Group A is the first physician group in Delaware to receive NCQA Patient-Centered Medical Home Recognition.”
  - Example: “Cardiology Practice B is the first practice to receive NCQA Patient-Centered Specialty Practice Recognition in Arlington, VA.
- You may not refer to a “region” when discussing the recognized clinician(s) or practice.
  - This example is not permissible: “Physician Group A was the first physician group in the region (or even naming the region, e.g. South Texas) to receive NCQA 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 clinician, 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 1: “Clinician X of Group A has received three-year recognition from the National Committee for Quality Assurance Heart/Stroke Recognition Program. Clinician X also received recognition three years ago.”
  - Example 2: “Clinician X of Group A was recognized under the National Committee for Quality Assurance PPC-PCMH program from 2008-2011.”
- Individual clinician or practice results from any of the recognition programs may be promoted but are limited to “Recognized” or “Recognized at level X.”
- Clinicians, groups or practices may only list their own results or date. No comparisons to other clinicians, 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 clinician, group, practice, services, staff or facilities; NCQA or any person or organization associated with NCQA, or that there is any formal connection between the clinician or practice, NCQA and and/or any person or organization associated with NCQA. (For example, a clinician cannot represent its recognition as being awarded by or associated with any NCQA officer, employee, director or organization that was collaborating with NCQA).

## 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, nonprofit 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's website contains information to help consumers, employers and others make more informed health care choices.
- NCQA is governed by a Board of Directors that includes employers, consumers, health plans, quality experts, and representatives from organized medicine.
- NCQA's Web site (ncqa.org) contains information to help consumers, employers and others make more informed health care choices.
- NCQA's mission is to improve the quality of health care.

## Descriptions of Recognition Programs

- The National Committee for Quality Assurance has awarded an accreditation status of level 2 for demonstrating a broad range of capabilities of an Accountable Care Organization.
- The Recognition Programs assess whether clinicians 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 Clinicians 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 clinician directories
- Supporting network clinicians 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 clinicians 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](mailto: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.

## Diabetes Recognition

### Approved Language

- NCQA’s Diabetes Recognition Program recognizes clinicians who have met standards demonstrating delivery of high-quality care to patients with diabetes.
- The NCQA 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®)
- 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 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. The quotes may not be modified or altered in any way. Any alternations or changes to the quotes must be submitted to NCQA for approval.

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*“NCQA’s Diabetes Recognition Program honors the vanguard, professionals using the best science to help patients cope with one of modern life’s most pervasive illnesses,” said NCQA President Margaret E. O’Kane. “I commend [PRACTICE/PHYSICIAN NAME] for providing high quality care and for going the extra mile to help people with diabetes.”*

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*“For a person with diabetes, the right clinician can make the difference between living with diabetes as opposed to suffering from diabetes,” said Margaret E. O’Kane, President, National Committee for Quality Assurance. “By earning recognition, [CLINICIAN] has demonstrated that [HE/SHE] provides effective, evidence-based care to [HIS/HER] patients with diabetes.”*

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## Heart/Stroke Recognition

### Approved Language

- NCQA’s Heart/Stroke Recognition means that clinicians have met standards showing they are providing high quality, evidence-based care for their CVD and stroke patients.
- This voluntary program is designed to recognize clinicians who have met standards demonstrating delivery of high-quality care to patients with cardiovascular disease and/or stroke.

### 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. The quotes may not be modified or altered in any way. Any alternations or changes to the quotes must be submitted to NCQA for approval.

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*“Controlling blood pressure and quitting smoking are common-sense treatments for cardiovascular disease. But the number of clinicians 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 clinicians who follow these evidence-based guidelines. [CLINICIAN NAME] is to be commended for [HIS/HER] achievement in earning Recognition.”*

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*“For a person with cardiovascular issues, the right clinician can make the difference between living with cardiovascular issues as opposed to suffering from cardiovascular issues,” said Margaret E. O’Kane, President, National Committee for Quality Assurance. “By earning recognition, [CLINICIAN NAME] has demonstrated that [HE/SHE] provides effective, evidence-based care to [HIS/HER] patients with cardiovascular issues.”*

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## Patient-Centered Medical Home Recognition

### Approved Language

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

### Approved Quote

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. The quotes may not be modified or altered in any way. Any alternations or changes to the quotes must be submitted to NCQA for approval.

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*“NCQA Patient-Centered Medical Home Recognition raises the bar in defining high-quality care by emphasizing access, health information technology and coordinated care focused on patients,” said NCQA President Margaret E. O’Kane. “Recognition shows that [PRACTICE NAME] has the tools, systems and resources to provide its patients with the right care, at the right time.”*

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## Behavioral Health Integration Distinction

### Approved Language

- Primary care practices that earn NCQA's Distinction in Behavioral Health Integration have put the right resources, evidence-based protocols, standardized tools and quality measures in place to support the broad needs of patients with behavioral health conditions.
- PCMH Distinction in Behavioral Health Integration distinguishes practices that provide integrated behavioral healthcare and services as a part of a patient-centered medical home.
- PCMH Distinction in Behavioral Health Integration helps practices provide comprehensive whole person care that acknowledges the behavioral health needs of the individual beyond the core requirements of NCQA PCMH Recognition. These practices have proven that they have the appropriate care team in place to manage the broad needs of patients with conditions related to behavioral health.

### Approved Quote

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. The quotes may not be modified or altered in any way. Any alternations or changes to the quotes must be submitted to NCQA for approval.

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*“Many times behavioral health conditions are first identified by a primary care provider,” said Margaret E. O’Kane, NCQA President. “So adding behavioral health care services in a primary care setting is a real opportunity for patients. It knocks down barriers to behavioral care and improves overall health.”*

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## Patient-Centered Specialty Practice Recognition

### Approved Language

- Practices that become recognized under Patient-Centered Specialty Practice Recognition have demonstrated commitment to patient-centered care and clinical quality through: streamlined referral processes and care coordination with referring clinicians, timely patient and caregiver-focused care management and continuous clinical quality improvement.
- Earning NCQA Patient-Centered Specialty Practice Recognition shows consumers, private payers and government agencies that the practice has undergone a rigorous review of its capabilities and is committed to sharing information and coordinating care. Recognition also signals to primary care practices that the specialty practice is ready to be an effective partner in caring for patients.

### Approved Quote

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. The quotes may not be modified or altered in any way. Any alternations or changes to the quotes must be submitted to NCQA for approval.

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*“NCQA Patient-Centered Specialty Practice Recognition distinguishes practices that communicate, collaborate and integrate care in ways that patients want and that improve quality,” said NCQA President Margaret E. O’Kane. “I commend the team at [PRACTICE NAME] for its achievement, and for its commitment to continuous improvement.”*

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## Oncology Medical Home Recognition

### Approved Language

- Practices that have earned NCQA Oncology Medical Home Recognition have undergone a rigorous review of its capabilities and have proven their commitment to delivering timely whole-person, evidence-based care. They have demonstrated their support of patients through timely patient and caregiver-focused care management and continuous quality improvement.
- Oncology Medical Home Recognized practices have demonstrated their ability to coordinate care with referring physicians during treatment and have put processes in place to foster relationships with patients which support an environment of communication and joint decision making, helping to improve the health and well-being of their patients.
- Recognized practices have improved patient access, making the scheduling of even same day appointments easier. Practices are better able to manage acute care helping patients avoid potential complications, ED visits and hospitalizations, allowing patients to spend more time at home.
- Oncology Medical Homes consistently monitor their performance and work to improve clinical outcomes, monitoring all aspects of a patient’s health to positively impacting cancer patients care and reduce costs.

## Approved Quote

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. The quotes may not be modified or altered in any way. Any alternations or changes to the quotes must be submitted to NCQA for approval.

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*“NCQA Oncology Medical Home Recognition distinguishes practices that communicate, collaborate and integrate care in ways that patients want and that improve quality,” said NCQA President, Margaret E. O’Kane. “I commend the team at [PRACTICE NAME] for its achievement, and for its commitment to continuous improvement.”*

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## School-Based Medical Home Recognition

### Approved Language

- The School-Based Medical Home Recognition program is the first and only national program that recognizes school-based health centers providing full-spectrum care to children and adolescents in a safe and accessible location-their school.
- The School-Based Medical Home Recognition program is a hybrid model that evaluates how school-based health centers perform as a medical home, provide episodic care for students with urgent or emergent needs and act as a collaborative care center for students and the community served.
- School-based health centers seeking School-Based Medical Home Recognition demonstrate they meet NCQA PCMH requirements and complete the school-based health center subset of requirements in the same evaluation.

### Approved Quote

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. The quotes may not be modified or altered in any way. Any alternations or changes to the quotes must be submitted to NCQA for approval.

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*“The School-Based Medical Home program ensures high quality, coordinated school-based care for underserved children and adolescents who may have no other source of health care,” said Patricia Barrett, Vice President, Product Design and Support. “We are proud of this new recognition program that provides the best standards of practice for our nation’s youth in their schools, where they spend so much of their time.”*

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## How to Describe Your NCQA Status in a Press Release

All of the preceding rules apply to press releases. Organizations are welcome to create their own press releases mentioning their NCQA Recognition status. The press release must include a description of the recognition and the NCQA boiler plate:

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*NCQA is a private, nonprofit organization dedicated to improving health care quality. NCQA accredits and certifies a wide range of health care organizations. It also recognizes clinicians and practices in key areas of performance. NCQA’s Healthcare Effectiveness Data and Information Set (HEDIS®) is the most widely used performance measurement tool in health care. NCQA’s website ([ncqa.org](http://ncqa.org)) contains information to help consumers, employers and others make more-informed health care choices. NCQA can be found online at [ncqa.org](http://ncqa.org), on Twitter [@ncqa](https://twitter.com/ncqa), on Facebook at*

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[facebook.com/NCQA.org/](https://facebook.com/NCQA.org/) and on LinkedIn at [linkedin.com/company/ncqa](https://linkedin.com/company/ncqa).

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Submit questions related to press releases through [My NCQA](#).

## Compliance

It is the responsibility of the organization to follow and conform to all applicable NCQA Marketing and Advertising Guidelines. The information referencing your NCQA status or product must be accurate and not misleading. Only the organization that obtained the NCQA status can advertise such status and use the corresponding seal. The organizations' affiliates, including delegated entities, contractors and partners, are not allowed to use the NCQA status and seal. Failure to comply with these guidelines may jeopardize the organization's NCQA status.

In addition, NCQA will conduct periodic audits of customers' marketing and advertising materials at any time to ensure that marketing materials are true, not misleading, and that the organization's NCQA status is represented correctly. Failure to participate in the NCQA audit or refuse to comply with NCQA's request to address inaccuracies in information related to NCQA, NCQA status and/or product in your marketing and/or advertising materials constitutes a violation of NCQA's advertising guidelines and may result in, at NCQA's discretion, a revocation of an organization's NCQA status(es).

Organizations must maintain all copies of their marketing and advertising materials referencing NCQA status(es) and/or product(s) released or used in the past six months.

NCQA reserves the right to require an organization to withdraw their advertising materials 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.

## Special Situations

NCQA realizes that these guidelines may not address all potential marketing and advertising materials. In such instances, organizations should contact the NCQA Marketing department through [My NCQA](#) to discuss the proposed marketing/advertising activity and associated marketing and/or advertising materials to achieve outcomes consistent with the spirit of these guidelines.

NCQA will respond to complaints regarding inaccurate and/or misleading advertising materials by our customers and their affiliates. Such complaints could initiate an audit of an organization's materials outside of the regular audit process.