

# Advertising and Marketing Guidelines Utilization Management/Credentialing (UM/CR) Accreditation



## 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 Advertising and Marketing 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 Guidelines for Advertising and Marketing ([www.ncqa.org/NCQAGuidelines](http://www.ncqa.org/NCQAGuidelines)).

## Utilization Management/Credentialing Accreditation Guidelines

If your organization has received accreditation in one or both categories (UM and/or Credentialing) you must use one of the following statements within your marketing text or as a footnote:

### For Organizations that are Accredited in Utilization Management

NCQA has reviewed and accredited (NAME OF ORGANIZATION)'s Utilization Management functions only. For complete details on the scope of this review, visit [www.ncqa.org](http://www.ncqa.org).

### For Organizations that are Accredited in Credentialing

NCQA has reviewed and accredited (NAME OF ORGANIZATION)'s Credentialing functions only. For complete details on the scope of this review, visit [www.ncqa.org](http://www.ncqa.org).

### For Organizations that are Accredited in both areas

NCQA has reviewed and accredited (NAME OF ORGANIZATION)'s Credentialing and Utilization Management functions only. For complete details on the scope of this review, visit [www.ncqa.org](http://www.ncqa.org).

## Approved Language

### Language for Organizations Accredited in One Program (Utilization Management or Credentialing)

An organization must clearly state which category it has received accreditation in:

- Organization A was accredited by NCQA in Utilization Management.
- Organization B was accredited by NCQA in Credentialing.

### Language for Organizations Accredited in both Utilization Management and Credentialing Categories

Organizations that obtain Accreditation in Utilization Management and Credentialing cannot simply state that they are "NCQA Accredited" or use the term "Full Accreditation" because NCQA does not examine ALL of the functions and services that organization may perform.

Instead, please use the following language:

- Organization A received NCQA Accreditation in Utilization Management and Credentialing.

- Organization A is NCQA Accredited for both Utilization Management and Credentialing.
- Organization A is NCQA Accredited for the following services...
- Organization A is compliant with NCQA Standards for Utilization Management and Credentialing Accreditation.

## Descriptions of the Accreditation in Utilization Management and/or Credentialing Process

The following statements may be used in your marketing and advertising material. Please note that the organization must state which accreditation was achieved, Utilization Management Accreditation OR Credentialing Accreditation OR both Utilization Management and Credentialing, in the following statements and on all marketing and advertising pieces.

- NCQA Utilization Management Accreditation is a quality assessment program that focuses on consumer protection and customer service improvement.
- NCQA Accreditation is a voluntary review process.
- NCQA Utilization Management Accreditation reduces duplicative oversight and inefficient gathering of information by organizations.
- NCQA Accreditation is governed by the Standards for Accreditation in Utilization Management and the Standards for Accreditation in Credentialing, developed with the assistance of representatives from the Standards Committee, the Review Oversight Committee, and input from other organizations.
- NCQA Utilization Management Accreditation focuses on consumer protection and improvement in service to customers. Standards recognize that organizations that apply for accreditation have open access networks, and can improve service quality and utilize customized structures to meet purchaser needs.
- Organizations can come forward for Accreditation in Utilization Management or Credentialing, or both categories, and may receive a different Accreditation status on each.

## Use of UM/CR Accreditation Seals

NCQA encourages organizations that have received UM/CR Accreditation to display their seals in marketing and advertising materials.

- There are three seals for UM/CR Accreditation:
  - Utilization Management.
  - Credentialing/Recredentialing.
  - Utilization Management and Credentialing.
- Organizations must use the seal they have received accreditation in (if you choose to use the seal)
- Seals are provided in EPS and JPEG formats and are available at [www.ncqa.org/seals](http://www.ncqa.org/seals).

Organizations should be aware that Accreditation statuses 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,

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and must cease distribution of all materials with incorrect status information. Updating of website and other distributed materials should take place within 30 days of the status change.

## Approved Quotes

Organizations may use the following approved quotes alone or in combination with other language. Quotes may not be modified or altered in any way.

Organizations earning Utilization Management/Credentialing Accreditation can use the following quote from Margaret E. O’Kane, President, in their marketing material.

*“Achieving NCQA Utilization Management/Credentialing Accreditation demonstrates that [Organization] has the systems, process and personnel in place to conduct utilization management and/or credentialing in accordance [customize based on which program(s) the organization has participated in] with the strictest quality standards.”*

## 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 status. The press release must include a description of the UM/CR Accreditation and the NCQA boiler plate:

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

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).

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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.