

# Advertising and Marketing Guidelines Disease Management Accreditation and Certification



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

## Disease Management (DM) Accreditation and Certification

NCQA awards the following DM Accreditation and Certification statuses to organizations:

**Accredited With Performance Reporting (AWPF)** status granted to disease management organizations that have submitted a specific number of results for NCQA's standardized DM Performance Measures, in addition to meeting or exceeding NCQA's standards.

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

**Provisional Accreditation** status is granted to organizations that meet many of its DM accreditation standards but must take significant action (within 12 months) to achieve Accredited status.

**Certified** status is granted to disease management organizations that meet or exceed NCQA's standards for DM certification.

**Denied** status is granted to organizations that do not meet its accreditation or certification requirements during the survey.

## Guidelines for Advertising and Marketing Disease Management Accreditation and Certification

- 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 they are AWPR for programs for which NCQA standardized performance measures were not submitted nor for those programs where measures were submitted but the minimum number required for recognition was not met.
- 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.
- The “A”, “W”, “P” and “R” in Accredited With Performance Reporting must always be capitalized.

## Use of Disease Management Accreditation and Certification Program Seals

NCQA encourages organizations that have received Disease Management Accreditation and/or Certification to display their seals in marketing and advertising materials. Organizations that have received Accredited With Performance Reporting, Accredited or Certified status are allowed to display and use corresponding seals for marketing and advertising purposes. Organizations that have been awarded Disease Management Accreditation and/or Certification must follow guidelines for the use of seals provided in the NCQA General Advertising Guidelines.

The following seals can be used by the organizations that have received Disease Management Accreditation and/or Certification status:

- There is 1 seal for Disease Management Accredited status.
- There is 1 seal for Disease Management Accredited With Performance Reporting.
- A seal is not offered for Disease Management Provisional Accreditation status.
- There is 1 seal for Disease Management Certification.

Organizations can only display the seal that corresponds to the Accreditation or Certification status they have been awarded. Please review the General Guidelines for specific usage guidelines for the seals.

- Organizations receiving the Accredited With Performance Reporting status are required to specify the reported performance measures. List the measures underneath the seal or footnote below the seal.
- Organizations that have been awarded Certification can only use the Disease Management Certification seal.
- You may access the seals at [www.ncqa.org/seals](http://www.ncqa.org/seals).

- Seals are provided in EPS and JPEG formats.

Organizations should be aware that Accreditation and Certification 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, 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.

## Disease Management Accreditation Guidelines

References to Disease Management Accreditation status must clearly indicate the name of the organization, level of accreditation received and program(s) awarded the accreditation status, as well as any measures reported with the Performance Reporting status, if applicable, as indicated in the final accreditation survey report.

- Example 1: Organization A has received NCQA Patient and Practitioner Oriented Accreditation for the following programs...
- Example 2: Organization B has received Patient Oriented Accreditation from NCQA for our Asthma Disease Management Program.
- Example 3: Organization C has received NCQA Patient and Practitioner Oriented Accreditation for the following programs...and has reported standardized performance results for the following programs...

## Descriptions of Disease Management Accreditation

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

- Earning NCQA DM Accreditation is an indication that a DM program is dedicated to giving patients and/or practitioners the support, education and other help necessary to facilitate good outcomes and good care.
- The standards are set high to encourage disease management organizations to continuously enhance the quality or services they deliver. No comparable evaluation exists for disease management programs.
- The standards are intended to help organizations achieve the highest level of performance possible, increase adherence to care guidelines and create an environment of continuous improvement.
- NCQA DM Accreditation is a voluntary review process.
- NCQA's DM Accreditation program is designed to help purchasers evaluate DM programs and to improve patient care and service.

## Descriptions of Disease Management Accreditation Standards

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

- NCQA Accreditation standards are developed with input from researchers in the field, the Disease Management Advisory Council (DMAC) and standing committees, employers, both purchasers and operators of disease management programs, state and federal regulators and other experts.
- NCQA Accreditation standards are purposely set high to encourage organizations to continuously enhance their quality.
- NCQA DM Accreditation standards are intended to help organizations achieve the highest level of performance possible, reduce patient risk and create an environment of continuous improvement.

NCQA offers two types of accreditation:

- Patient and practitioner oriented - This is the most comprehensive option and is for organizations that work with both patients and practitioners. These programs address interventions towards patients and interact with the patients' practitioners to support their plan of care.
- Patient oriented - This option is directed to comprehensive programs that address all interventions towards patients and do not have regular contact with practitioners.
- The standards for the DM Accreditation Program are organized into seven categories:
  - **Evidence-Based Programs**  
The organization uses clinical evidence to develop program content
  - **Patient Service**  
The organization works with the patient to encourage self-management behavior that enables good outcomes.
  - **Practitioner Service**  
The organization supports the practitioner's plan of care by providing them with actionable and timely information on their patients' conditions.
  - **Care Coordination**  
The organization makes information about the patient's care plan accessible to patients and practitioners.
  - **Measurement and Quality Improvement**  
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.
  - **Program Operation**  
The organization supports and maintains the operational aspects of the DM program that are important to its success.
  - **Reporting DM Performance**  
The organization measures its performance using NCQA DM Performance Measures and annually submits measure results to NCQA.

## Approved Quotes

Organizations earning DM "Full" Accreditation can include the following quote from Margaret E. O'Kane, NCQA President, in their marketing materials.

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*"NCQA's Disease Management Accreditation program is thorough and rigorous. It's designed to highlight only those programs that truly improve chronic care," said NCQA President Margaret E. O'Kane.*

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## Disease Management Certification Guidelines

One of the following statements must appear in your marketing materials, in either text or as a footnote. Please note that we encourage you to have details about your NCQA review on your organization's website:

### For Organizations with Program Design Certification

NCQA has reviewed and certified (NAME OF ORGANIZATION)'s Program Design capability. For complete details on the scope of this review, visit (ENTER YOUR ORGANIZATION WEBSITE).

## For Organizations with Systems Certification

"NCQA has reviewed and certified (NAME OF ORGANIZATION)'s Systems capability. For complete details on the scope of this review, visit (ENTER YOUR ORGANIZATION WEBSITE)."

## For Organizations with Two Categories Certified

"NCQA has reviewed and certified (NAME OF ORGANIZATION)'s Program Design and Systems capabilities. For complete details on the scope of this review, visit (ENTER YOUR ORGANIZATION WEBSITE)."

## Descriptions of Disease Management Certification

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

- NCQA Certification is an indication that a DM program has passed a rigorous review in a specific area, either program design or disease management systems.
- NCQA Certification is a rigorous, voluntary review process that involves an on- and an off-site component.

NCQA offers two types of certification:

- Program design - This option includes development of DM content according to clinical guidelines and may incorporate printed, electronic, telephone and in-person methods for working with patients and practitioners. It does not include implementation.
- Systems - This option includes design of clinical information systems to support DM, such as those used to identify patients.

## Descriptions of Disease Management Certification Standards

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

- NCQA DM Certification standards are developed with input from researchers in the field, the Disease Management Advisory Council (DMAC) and standing committees, employers, both purchasers and operators of disease management programs, state and federal regulators, and other experts.
- NCQA DM Certification standards are purposely set high to encourage organizations to continuously enhance their quality.
- NCQA DM Certification standards are intended to help organizations achieve the highest level of performance possible, reduce patient risk, and create an environment of continuous improvement.
- The standards for the DM Certification Program are organized into six categories:
  - **Evidence-Based Programs**  
The organization uses clinical evidence to develop program content
  - **Patient Service**  
The organization works with the patient to encourage self-management behavior that enables good outcomes.
  - **Practitioner Service**  
The organization supports the practitioner's plan of care by providing them with actionable and timely information on their patients' conditions.
  - **Care Coordination**

- The organization makes information about the patient's care plan accessible to patients and practitioners.
- **Measurement and Quality Improvement**  
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.
  - **Program Operation**  
The organization supports and maintains the operational aspects of the DM program that are important to its success.

## Approved Quotes

Organizations earning DM "Certification" can use one of the following quotes from Margaret E. O'Kane, President, in their marketing materials.

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*"Earning NCQA Disease Management Certification indicates that a DM program excels in the specific area in which it was reviewed, program design, patient outreach, or DM systems. It's an accomplishment to be proud of," said NCQA President Margaret E. O'Kane.*

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*"Disease management offers tremendous promise for improving the care received by the chronically ill. By achieving NCQA DM Certification, an organization is showing that it is ready to provide specific services that can help fulfill that promise," said NCQA President Margaret E. O'Kane.*

## 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 Disease Management Accreditation or Certification 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](https://www.ncqa.org)) contains information to help consumers, employers and others make more-informed health care choices. NCQA can be found online at [ncqa.org](https://www.ncqa.org), on Twitter [@ncqa](https://twitter.com/ncqa), on Facebook at [facebook.com/NCQA.org/](https://www.facebook.com/NCQA.org/) and on LinkedIn at [linkedin.com/company/ncqa](https://www.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.