

Advertising and Marketing Guidelines

Multicultural Health Care Distinction



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).

Descriptions of Multicultural Health Care Distinction

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

- NCQA awards distinction to organizations that meet or exceed its rigorous requirements for multicultural health care.
- The MHC program evaluates how well an organization complies with the standards for the following areas: Collection of race/ethnicity and language data; Provision of language assistance; Cultural responsiveness; and Quality improvement of culturally and linguistically appropriate services, and reduction of health care disparities.
- Multicultural Health Care Distinction is a nationally recognized evaluation that purchasers, regulators, and consumers can use to assess which organizations have earned distinction by meeting rigorous standards in serving a diverse population.
- Multicultural Health Care recognizes organizations that lead the market in providing culturally and linguistically sensitive services, and working to reduce health care disparities.
- Multicultural Health Care is a voluntary program for MCOs, MBHOs, wellness and DMO/population health organizations. It is available to organizations, whether or not they participate in NCQA Accreditation. Accredited organizations can opt to achieve distinction in Multicultural Health Care in addition to their accreditation.

General Guidelines for Advertising and Marketing Multicultural Health Care Distinction

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

- Organizations must always advertise their most current Multicultural Health Care status.
- Organizations that reference their Distinction status should always capitalize the "M", "H" and "C" in Multicultural Health Care and the word "Distinction" that follows.
- The organization may not use, disclose, represent or otherwise communicate reports or numeric results from the readiness evaluation to any third party for any other purpose. The organization may not represent that it has

achieved Multicultural Health Care Distinction based on reports or numeric results without a final NCQA decision. In addition, the organization may not release supplemental worksheets.

- Organizations may advertise that they are either awaiting the results of a Distinction survey or are scheduled for a survey.
- Organizations with a designated Multicultural Health Care Distinction status may use preapproved quotations from NCQA staff members in their advertising material.
- Organizations are not required to advertise their Multicultural Health Care Distinction effective or expiration dates.

Regional Comparisons

- Organizations may say they have the first product line and product in a particular region to earn Multicultural Health Care Distinction.
- If an organization is the second, third, fourth, etc. in a region to earn a Multicultural Health Care status, it may promote this status by acknowledging (for example) that they are “one of two plans” or “one of five plans in the region.”

Multicultural Health Care Statistics

Organizations may use Multicultural Health Care statistics from the NCQA Health Plan Report Card (HPRC) in their promotional material provided they use these statistics in a format that is accurate and understandable by the consumer. All advertising and marketing should include the date of the HPRC from which they were drawn. Organizations should be aware that these statistics change every month. Some durable goods may need to be corrected with the appropriate statistic if necessary.

Organizations can obtain the HPRC through NCQA’s Web site at www.ncqa.org, or by calling NCQA Customer Support at (888) 275-7585.

Use of Multicultural Health Care Distinction Seals

NCQA encourages organizations that have received Multicultural Health Care Distinction to display their seals in marketing and advertising materials.

- You may access the seals at www.ncqa.org/seals.
- Seals are provided in EPS and JPEG formats.
- Organizations are not required to advertise their Multicultural Health Care Distinction effective or expiration dates.
- Organizations should be aware that Distinction 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.

Approved Quotes

Organizations that have received Multicultural Health Care Distinction are permitted to use the following quotes in their marketing and advertising materials.

“Earning Multicultural Health Care Distinction shows that an organization is making a breakthrough in providing excellent health care to diverse populations. I congratulate any organization that achieves this level of distinction,” said NCQA President Margaret E. O’Kane. “Eliminating racial and ethnic disparities in health care is essential to improving the quality of care overall.”

“Cultural competency is crucial to providing high quality health care,” said NCQA President Margaret E. O’Kane. “Organizations achieving Multicultural Health Care Distinction are leaders in closing the ethnic and racial disparities gap, and NCQA commends them for their dedication.”

“The prevalence of racial and ethnic disparities has been a barrier to improving the quality of health care of many Americans for too long,” said NCQA President Margaret E. O’Kane. “Organizations achieving Multicultural Health Care Distinction are leaders in closing this gap, and NCQA commends them for their dedication.”

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 Multicultural Health Care Distinction 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) contains information to help consumers, employers and others make more-informed health care choices. NCQA can be found online at ncqa.org, on Twitter [@ncqa](https://twitter.com/ncqa), on Facebook at facebook.com/NCQA.org/ and on LinkedIn at 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).

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.

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