

Advertising and Marketing Guidelines

Patient-Centered Medical Home

Content Expert Certification



Introduction

Congratulations on earning NCQA Certification! 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 below are to be used in conjunction with NCQA's Guidelines for Advertising and Marketing (www.ncqa.org/NCQAguidelines).

Guidelines for Marketing and Advertising Certification

These guidelines will help you communicate your achievement correctly:

- All statements about the certification must be accurate and clearly stated and must represent the individual's current and actual certification status.
- Reference to certification must clearly indicate the name of the individual, as stated on the certificate.
- Advertising language must indicate the full name of the certification (NCQA PCMH Content Expert Certification) or the full name of the credential (NCQA PCMH Certified Content Expert).
- Advertising or other forms of solicitation that are false, misleading or deceptive are prohibited, including activities that:
 - Create false or unjustified expectations of favorable results.
 - Imply the ability to influence NCQA's decision on the PCMH recognition result and level.
 - Contain any other representations that would be likely to cause a reasonable person to misunderstand or be deceived.
 - Imply an association between the certification and past client experiences that happened before the certification date.
- PCMH Certified Content Experts are not allowed to state that they are the first individuals to receive PCMH Content Expert Certification in a state, region, nation or any geographical unit.
- PCMH Certified Content Experts may only list their own status or dates (certification duration) and may not provide comparisons to or advertise the certification status of other individuals.
- PCMH Certified Content Experts should clearly state that they have received NCQA Certification (e.g., John Doe is an NCQA PCMH Certified Content Expert).
- The Content Expert Certification is not a ranking or rating system and should not be referred to as such.
- Advertising materials should not state or imply that PCMH Content Expert Certification is an endorsement of the individual, the services the individual provides or the organization that the individual is part of by NCQA or any

person/organization associated with NCQA. (For example, a PCMH Certified Content Expert may not represent the certification as being awarded by or associated with any NCQA officer, employee, director or organization that collaborated with NCQA).

- Use of the terms “NCQA approved professional,” “NCQA endorsed professional,” “NCQA exclusive professional” or “NCQA preferred professional” is prohibited. The use of these mischaracterizations or other similarly inappropriate statements may result in suspension or revocation of certification under the PCMH content expert certification program.

Use of PCMH Certified Content Expert Seal

NCQA encourages PCMH Certified Content Experts to display their seal in marketing and advertising materials. The seal is provided in EPS and JPG formats and is available at www.ncqa.org/seals. The seal may not be modified.

Certification statuses can change; therefore, PCMH Certified Content Experts must maintain and update marketing and promotional materials and must cease distribution of all materials with incorrect status information. Updating of Web sites and other distributed materials should take place within 30 days of certification status change.

Only the individual who received the PCMH Content Expert Certification may use the seal in marketing and advertising materials. Names of the individuals to whom the seal refers must be clearly stated.

Use of NCQA Logo

The use and reproduction of NCQA’s logo is strictly prohibited. PCMH Certified Content Experts are prohibited from using the NCQA logo in any marketing and advertising materials, including Web sites, e-mails and other Web-based applications.

Links to NCQA Website

NCQA encourages PCMH Certified Content Experts to use the NCQA Web site as a resource. A link to the NCQA Web site may be provided: www.ncqa.org

Approved Quote

The following approved quote may be used in marketing and advertising materials. It may be used alone or in combination with other language. The quote may not be modified or altered in any way.

“Certified NCQA Patient-Centered Medical Home Content Experts receive thorough training and demonstrate in-depth knowledge to assist organizations applying for NCQA PCMH Recognition,” said NCQA President Margaret E. O’Kane.”

Recommended Language

Any of the following statements may be used to describe certification. Statements may be used alone or in combination with other language to identify or describe the certification program and status.

Descriptions of PCMH Content Expert Certification

In an effort to help practices and other interested parties identify experts with a demonstrated understanding of the NCQA PCMH Recognition program and to provide professionals with a way to validate their knowledge base, NCQA developed the PCMH Content Expert Certification (CEC) program.

Professionals who achieve the PCMH Content Expert Certification credential can highlight their comprehensive knowledge of the requirements, the application process and the documentation of the NCQA PCMH Recognition program. In order to list their credential, professionals may use the abbreviation “PCMH CCE” on business cards, letterhead, biographical sketches and so on.

Descriptions of NCQA

- NCQA is an independent, not-for-profit organization dedicated to improving health care quality.
- NCQA is an independent, not-for-profit organization dedicated to assessing and reporting on the quality of health plans, managed behavioral healthcare organizations, preferred provider organizations, physician organizations, credentials verification organizations, disease management programs and other health-related programs.
- NCQA’s Web site (www.ncqa.org) 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, policy makers and representatives from organized medicine.
- NCQA’s mission is to improve the quality of health care.

Submit questions through [My NCQA](#).