

Advertising and Marketing Guidelines Wellness & Health Promotion Accreditation and Certification



Introduction

Congratulations on earning NCQA Wellness and Health Promotion (WHP) Accreditation or 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 are designed to help NCQA customers create advertising and marketing materials that reference your 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).

Guidelines for Advertising and Marketing Wellness & Health Promotion (WHP) 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 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.

Descriptions of Wellness and Health Promotion

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

Accreditation

- NCQA Wellness & Health Promotion Accreditation is a nationally recognized evaluation that purchasers and consumers can use to assess wellness and health promotion programs.
- Wellness & Health Promotion Accreditation assesses health plans and vendors that provide wellness services using an evidence-based set of requirements to distinguish quality services.
- Wellness & Health Promotion Accreditation comprehensively evaluates key areas of health promotion, including how wellness programs are implemented in the workplace, how services such as health coaching are provided to help eligible individuals develop skills to make healthy choices and how sensitive health information of eligible individuals is properly safeguarded.

- Wellness & Health Promotion Accreditation uses standardized program measures that allow employers to make informed comparisons when choosing among several wellness vendors.
- Wellness & Health Promotion Accreditation includes a broad-based accreditation program for organizations that offer comprehensive wellness and health promotion services.

Certification

- NCQA Certification is an indication that a WHP program has passed a rigorous review in a specific area: health appraisal, self-management tools or health coaching.
- NCQA Certification is a rigorous, voluntary process.

Descriptions of Wellness & Health Promotion Survey Process

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

- NCQA Wellness & Health Promotion Accreditation and Certification is a voluntary review process.
- Wellness & Health Promotion Accreditation surveys include rigorous on-site and off-site evaluations of 12 standards. A team of experts conducts Accreditation Surveys. A national oversight committee of physicians analyzes the team's findings and assigns an accreditation WHP Accreditation and Certification level based on the performance level of each organization being evaluated to NCQA's standards.
- Wellness & Health Promotion Accreditation involves rigorous review of the key functions wellness and health promotion organizations perform. The review focuses specifically on areas of interest to consumers and employers.

Wellness & Health Promotion Accreditation and Certification Levels

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

Accredited With Performance Reporting status is granted to wellness and health promotion organizations that have submitted a specific number of results for NCQA's standardized WHP Performance Measures, in addition to meeting or exceeding NCQA's standards.

Certified in Health Appraisal status is granted to those wellness and health promotion organizations that have met NCQA's standards related to health appraisal.

Certified in Self-Management Tools status is granted to those wellness and health promotion organizations that have met NCQA's standards related to self-management tools.

Certified in Health Coaching status is granted to those wellness and health promotion organizations that have met NCQA's standards related to health coaching.

Descriptions of Wellness & Health Promotion Standards

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

- The standards are purposely set high to encourage wellness and health promotion organizations for continuous enhancement of their quality. No comparable evaluation exists for wellness and health promotion programs.
- The standards are intended to help organizations achieve the highest level of performance possible, increase healthy behavior change in eligible individuals and create an environment of continuous improvement.

Wellness & Health Promotion Accreditation Standards:

WHP 1: Client Organization Engagement

The organization assesses current employer or plan sponsor wellness and health promotion activities and provides education, recommendations and guidance for an effective wellness and health promotion program.

WHP 2: Data Exchange and Integration

The organization exchanges and integrates data with client organizations and is transparent about its capabilities for sharing information.

WHP 3: Privacy and Confidentiality

The organization manages health information consistent with the expectations of a HIPAA Business Associate, to protect the privacy and confidentiality of eligible individual information.

WHP 4: Engaging the Population

The organization actively works to provide services to increase health awareness and offer opportunities for engagement and activity to employer and plan sponsors' eligible individuals.

WHP 5: Health Appraisal

The organization administers a health appraisal (HA) to eligible individuals that addresses and educates about a wide range of health risks and behaviors as a means of measuring and improving health. The organization discloses to eligible individuals how information collected by the HA will be used and protects the information in accordance with privacy policies.

WHP 6: Identification and Targeting

The organization identifies the wellness and health promotion needs of eligible individuals and provides individuals with targeted wellness and health promotion activities based on their needs.

WHP 7: Self-Management Tools

The organization has evidence-based self-management tools available to help participants manage their health.

WHP 8: Health Coaching

The organization provides coaching services to help participants make lifestyle changes. The organization trains health coaches, uses an information system to support health coaching and provides feedback to health coaches.

WHP 9: Rights and Responsibilities

The organization maintains written policies addressing the rights and complaints processes for eligible individuals, as well as disclosure information about its marketing, advertising and sponsorship relationships.

WHP 10: Measuring Effectiveness

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.

WHP 11: Incentives Management

The organization has the capability to manage incentives and evaluate the effectiveness of incentives for client organizations.

WHP 12: Reporting WHP Performance

The organization measures its performance using NCQA WHP Performance Measures and annually submits measure results to NCQA.

WHP 13: Measuring Effectiveness

The organization has a quality improvement process to evaluate program effectiveness and identify, measure and act on opportunities to improve processes and outcomes.

WHP 14: Delegation of WHP Activities

If the organization delegates any wellness and health promotion activities, the organization oversees delegated activities.

Wellness & Health Promotion Certification Standards:

WHP 3: Privacy and Confidentiality (for all certification options)

WHP 5: Health Appraisal

WHP 7: Self-Management Tools

WHP 8: Health Coaching

WHP 13: Measuring Effectiveness (for all certification options)

Use of Wellness & Health Promotion Seals

NCQA encourages organizations that have received Wellness & Health Promotion Accreditation or Certification to display their seals in marketing and advertising materials.

- Wellness & Health Promotion Accreditation consists of two levels, each with a separate and distinct seal:
 - Accredited
 - Accredited With Performance Reporting

- Wellness & Health Promotion Certification consists of three options, each with a separate and distinct seal:
 - Certified in Health Appraisal
 - Certified in Self-Management Tools
 - Certified in Health Coaching
- Organizations may only display the seal that corresponds to the level of Accreditation or Certification they have been awarded.
- Organizations may use the seal on letterhead, business cards and promotion materials.
- You can access the seals at www.ncqa.org/seals
- Seals are provided in EPS and JPG formats.
- Organizations should be aware that Accreditation and Certification status 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 must take place within 30 days of the status change.

Approved Quotes

Organizations earning WHP Accreditation can include the following quote from Margaret E. O'Kane, President, in their marketing material.

"NCQA's Wellness & Health Promotion Accreditation requires organizations to demonstrate their compliance with well-defined standards and quality measures, said Margaret E. O'Kane, NCQA President. The NCQA seal will provide employers and consumers with the information they need to choose the best program in their markets."

Organizations earning WHP Certification can include the following quote from Margaret E. O'Kane, President, in their marketing material.

"I congratulate [insert org name] for distinguishing itself by earning Wellness & Health Promotion Certification. This achievement signals to employers that [insert org name] is organized and ready to improve workforce health," explained Margaret E. O'Kane, President of NCQA. "Savvy employers know that the health and wellbeing of their workforce is a critical asset."

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 Wellness & Health Promotion Accreditation status. The press release must include a description of the Wellness & Health Promotion 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) 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.