

Advertising and Marketing Guidelines

Patient-Centered Connected Care™

Recognition



Introduction

Congratulations on achieving Patient-Centered Connected Care™ Recognition. 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 recognition. The guidelines include how to market your achievement, appropriate language to incorporate into your marketing, advertising materials and helpful ideas to get you started.

The guidelines are designed to help you create advertising and marketing materials that reference your NCQA recognition in a clear, factual and accurate manner. They are also designed to protect the integrity of NCQA's program 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).

Use of Patient-Centered Connected Care Recognition Seals

- NCQA encourages clinics and providers that have received recognition to display their seal in marketing and advertising materials.
- You can access the seals at www.ncqa.org/seals
- Seals must not be manipulated in any way, shape or form. These seals may be printed in full color or grayscale format.
- Seals should be displayed in a readable format and the overall depiction should be consistent with NCQA's graphical image.
- Only clinics and sites who are recognized can use the above seal.
- For organizations who do not have all of their sites recognized, when using the seal on corporate marketing materials, you must specify the number of sites recognized or state that only some of the sites are recognized and refer customers to the official NCQA directory of recognized clinics and sites <http://recognition.ncqa.org> for detailed listing of the sites that are recognized or a directory listing on the organization's web site that clearly indicates which sites are recognized and which are not.

Guidelines for Advertising and Marketing Recognition Status

- Advertising language must indicate the following:
 - Full name of the recognition program, i.e. NCQA Patient-Centered Connected Care™ Recognition Program.
 - The site(s) that earned the NCQA Recognition. If all sites achieve the recognition in the same program, you do not have to indicate which sites have that status. Example: "Clinic X's locations in Town A and Town B have been awarded recognition through the NCQA Patient-Centered Connected Care Program"
- You may state that you are the first site(s) in the program to receive recognition in a city or state if the statement is accurate and can be proven by site(s) that is stating it. Sites can only use the city or state listed in their postal address on the recognition application. The name of the program must be clearly stated.
 - Example: "Clinic Y (Town A and Town B) are the first in Delaware to receive NCQA Patient-Centered Connected Care Recognition."
- You may not refer to a "region" when discussing the recognized clinician(s) or practice.

- This example is not permissible: “Clinic Z was the first provider in the region (or even naming the region, e.g. South Texas) to receive NCQA Patient-Centered Connected Care Recognition.”
- When advertising recognition status, practice sites must always report its most current recognition status. You may also choose to describe recognition history, i.e., the results from previous recognition applications.
 - Example 1: “Clinic D of Fairfax, VA has received three-year recognition from the NCQA Patient-Centered Connected Care Recognition Program. Clinic D also received recognition three years ago.”
 - Example 2: “Clinic E of College Park, MD was recognized under the NCQA Patient-Centered Connected Care Program from 2015-2018.”
- Advertising material must not contain any reference to, scores or quotations from any report, correspondence or other materials prepared in connection with NCQA's evaluation of the application.
- Organizations may advertise that they are either awaiting the results of a survey or are scheduled for a survey.
- Practice sites may only list their own results or date. No comparisons to other practice sites or providers are permitted.
- Recognition is not a ranking or rating system, or a certification or accreditation program, and should not be referred to as such.
- Organizations are not required to advertise their recognition status effective or expiration dates.
- Advertising material should not state or imply that recognition is an endorsement, guarantee, or certification of the clinic or practice site; NCQA or any person or organization associated with NCQA, or that there is any formal connection between the clinic or practice site, NCQA and and/or any person or organization associated with NCQA. (For example, a clinic or site cannot represent its recognition as being awarded by or associated with any NCQA officer, employee, board member, director or organization that was collaborating with NCQA).
- It is the organization's responsibility to make sure that no other advertising materials are in use beyond the expiration date of their NCQA Recognition, including commercials, billboards and letterheads.
- Should your recognition status change, you are responsible for updating all promotional items including business cards and letterheads, and must cease distribution of all materials with incorrect status. Updating of website and other distributed materials should take place within 30 days of the status change.

Approved Quotes

The following approved quote for Patient-Centered Connected Care may be used in your 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.

“NCQA Patient-Centered Connected Care Recognition expands best practices in the delivery of high-quality care by connecting care across the medical home neighborhood,” said NCQA president, Margaret E. O’Kane. “Recognition shows that [PRACTICE NAME] has the tools, systems and resources to provide its patients with the right care, while ensuring that care is communicated clearly and efficiently with the team of clinicians charged to manage their overall health.”

Recommended Language

Any of the following statements may be used to describe your recognition and NCQA. It may be used alone or, in combination with other language, to identify or describe NCQA, the recognition process or recognition status.

Descriptions of NCQA

- NCQA is a private, nonprofit organization dedicated to improving health care quality.
- NCQA accredits and certifies a wide range of health care organizations and manages the evolution of HEDIS®, the performance measurement tool used by more than 90 percent of the nation's health plans.
- NCQA is governed by a Board of Directors that includes employers, consumers, health plans, quality experts and representatives from organized medicine.
- NCQA's website (www.ncqa.org) contains information to help consumers, employers and others make more informed health care choices.
- NCQA's mission is to improve the quality of health care.

Descriptions of Recognition Programs

- NCQA recognizes the vital role clinicians play in advancing quality.
- The Recognition Programs assess whether clinicians and practices support the delivery of high-quality care.

Descriptions of Patient-Centered Connected Care Recognition

- The NCQA Patient-Centered Connected Care Recognition program recognizes providers and sites that work to communicate and connect with primary care providers delivering care to their shared patients.
- Patient-Centered Connected Care Recognition evaluates how these providers fit into the medical home neighborhood.
- Patient-Centered Connected Care Recognition looks at how sites connect with primary care and other providers; the type of patient care and support given; and electronic system capabilities and quality measurement. • Sites that demonstrate they follow outlined protocols in these areas are positioned to earn an NCQA seal, reflecting their commitment to quality and a patient-centered approach to care delivery.
- The Patient-Centered Connected Care Recognition Program is built on evidence-based, nationally recognized clinical standards of care.
- The official NCQA directory of recognized clinics and sites can be accessed at <http://recognition.ncqa.org>.

Health Plan Promotion of Recognition

Health Plans are encouraged to promote their support of recognition. The above guidelines should be followed and can be applied to all marketing and advertising campaigns.

Health Plans can promote recognition as follows:

- Adding recognition program seals to clinician directories
- Supporting network clinicians who participate in recognition programs by assisting with data collection efforts
- Providing financial support such as reimbursement of application fees or Pay-for-Performance incentives

Recognition Program Data

Health Plans can obtain data from the recognition programs from NCQA in a monthly data feed format, eliminating the burden of manually identifying new clinicians from the published list. For more information about this, licensing for the recognition program data for custom resale tools or directory materials, please contact NCQA at informationproducts@ncqa.org.

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 recognition status. The press release must include a description of the Patient-Centered Connected Care Recognition program 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](#).

Clinicians recognized under the PCMH Recognition program can download NCQA's press release template, personalize and distribute it to your local media. Please send the release to communications@ncqa.org for review and approval before distribution. If you would like NCQA to distribute a press release, please fill out the local media contacts form and e-mail it to communications@ncqa.org.

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.