

Advertising and Marketing Guidelines

NCQA Prevalidation



Introduction

Congratulations on your health IT solution earning NCQA Prevalidation. We encourage you to publicize your solution's achievement.

The guidelines include how to market your solution's 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 NCQA Prevalidation 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 General Marketing Guidelines. Organizations that offer products that receive Prevalidation with approved automatic credit ("autocredit") are required to following guidelines and NCQA's Guidelines for Advertising and Marketing (www.ncqa.org/NCQAGuidelines).

How to Describe the Process of Achieving NCQA Prevalidation

You must clearly state which type of prevalidation your organization has received and for which of your health IT solutions:

- Vendors receiving Patient-Centered Medical Home (PCMH) Prevalidation may refer to their product's status as "NCQA PCMH Prevalidated" or "NCQA Prevalidated for PCMH," including the standards year under which the product was awarded the "supporting" or "autocredit" designation for individual factors.
- Vendors receiving Patient-Centered Specialty Practice (PCSP) Prevalidation may refer to their product's status as "NCQA PCSP Prevalidated" or "NCQA Prevalidated for PCSP," including the standards year under which the product was awarded the "supporting" or "autocredit" designation for individual factors.
- Because NCQA's prevalidation program is available for multiple NCQA products, you may not refer to your status only as "NCQA Prevalidated."
- Vendors receive prevalidation for a specific health IT solution or bundle of health IT solutions offered to customers.

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

- NCQA [PCMH or PCSP] Prevalidation is a voluntary review process.
- NCQA [PCMH or PCSP] Prevalidation includes a rigorous evaluation of a submitted health IT solution's functionality including but not limited to, reporting functions, report examples, screen shots, live demonstrations and other relevant documentation. Based on the review of information submitted above, NCQA approves or declines autocredit based on [PCMH or PCSP] factor-level requirements and designates for which factors a product is able to "support" practices.
- Approved autocredit is transferrable to practices utilizing the prevalidated health IT solution's functionality eliminating the need to provide documentation for the factors awarded autocredit within [PCMH or PCSP] surveys.

- A “supporting” designation indicates factors for which a product provides functionality that aligns with the requirements of the PCMH standards for that factor.

Description of NCQA Prevalidation

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

- NCQA’s [PCMH or PCSP] Prevalidation evaluates Electronic Health Record (EHR) systems, advanced registries, population health management tools, care coordination tools, patient engagement tools and other related health technology solutions providing functionality that completely meet or support factor-level requirements within applicable NCQA [PCMH or PCSP] Standards. If a health IT solution completely meets the functional requirements of a given factor, automatic credit, “autocredit” points are awarded. If the health IT solution provides significant functionality that aligns with the requirements of the PCMH standards for a given factor, but does not fully meet the factor level requirement, a “supporting” designation is awarded. Once a solution receives autocredit or a supporting designation for one or more factors, it is considered “Prevalidated.” Practices that use an NCQA Prevalidated system with autocredit awarded to a factor do not have to submit documentation for that associated factor within their [PCMH or PCSP] Survey.
- [PCMH or PCSP] Prevalidation is designed to help practices identify health IT solutions that alleviate or make more efficient administrative aspects of meeting NCQA [PCMH or PCSP] Program requirements.

Use of NCQA Prevalidation Seals

NCQA encourages organizations that have health IT solutions that have achieved NCQA [PCMH or PCSP] Prevalidation to display their seals in the product specific marketing and advertising materials.

There are two NCQA Prevalidation Seals, one for NCQA PCMH Prevalidation and one for NCQA PCSP Prevalidation: You may access the seals at www.ncqa.org/seals.

Organizations should be aware that NCQA Prevalidation 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 accurate up-to-date marketing materials. Should your health IT solution’s 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.

How to Advertise NCQA Prevalidation Status

Only the vendors with health IT solutions possessing current NCQA Prevalidation can advertise their product’s prevalidation status. Prevalidated product customers and entities affiliated with the vendor are not allowed to advertise the status or use the prevalidation seal. Reference by an organization to a health IT solution’s NCQA Prevalidation status must clearly indicate:

1. the name of the product.
2. the version of software given the prevalidated status.
3. the type of specifications and year for which software is prevalidated.

Example: "Organization A’s Health IT Solution X is prevalidated by NCQA to receive automatic credit (or “x” points in autocredit) toward NCQA’s [program name for which prevalidation was awarded (e.g. PCMH 2014 or PCSP 2013)] scoring. “Health IT Solution X also received a supporting designation for “x” number of factors in the (PCMH 2014 or PCSP 2013 Standards.) Autocredit is transferrable to organization A’s (PCMH or PCSP) client practices seeking NCQA’s

(PCMH or PCSP) Recognition. Organization A's (PCMH or PCSP) eligible client practices must be actively utilizing the reviewed capabilities associated with Organization A's (PCMH or PCSP) prevalidated product(s) in order to be eligible for transfer of awarded autocredit."

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.

"By providing software that helps physician practices build the patient-focused, coordinated care infrastructure expected of NCQA [patient-centered medical homes or patient-centered specialty practices], [vendor] is helping practices be part of modern health care's most important transformations," said NCQA President Margaret E. O'Kane. "Medical homes are the way of the future, and [vendor/product] is helping practices get there."

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 product's NCQA Prevalidation status. The press release must include a description of the NCQA Prevalidation 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](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).

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.

HEDIS® is a registered trademark of the National Committee for Quality Assurance (NCQA).