NCQA Data Aggregator Validation Program Guidelines for Advertising and Marketing

Last Updated: 12/10/2021

INTRODUCTION

Congratulations on successfully completing NCQA's Data Aggregator Validation program. We encourage you to publicize your achievement.

These 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 you create advertising and marketing materials that reference NCQA, and illustrate your 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 fairly from their achievement.

Organizations that participate in the Data Aggregator Validation program could have received one of two statuses:

1. *Validated Data Stream*. Your data earned this designation if you were the accountable entity for the data stream that was validated through the Data Aggregator Validation program.

2. *Certified Data Partner*. You earned this designation in one or more standards if you were a data partner during validation of a data stream but were not the accountable entity. Certification findings may be portable, saving partners time in validating data streams. Data Partners know if their certification findings are portable.

Organizations with either status must follow the *Guidelines for Advertising and Marketing Data Aggregator Validation* and the *General Guidelines for Advertising and Marketing NCQA Status* in conjunction. They can be found at found on NCQA's website at https://www.ncqa.org/.

The following guidelines contain general statements about the program and instructions for describing your status.

GENERAL PROGRAM DESCRIPTIONS

The following statements are approved for describing NCQA's Data Aggregator Validation program and its benefits:

- NCQA's Data Aggregator Validation program evaluates clinical data streams to help ensure that health plans, providers, government organizations and others can trust the accuracy of aggregated clinical data.

- The NCQA Data Aggregator Validation program evaluates clinical data streams to help ensure that health plans, providers, government organizations and others can trust the accuracy of aggregated clinical data for use in Healthcare Effectiveness Data and Information Set (HEDIS®) reporting and other quality programs.

- The Data Aggregator Validation program assesses two sets of standards looking at the ingestion, data management and output of clinical data:

  o Process, System and Data standards: Assesses the processes, policies and procedures for ingesting, managing and aggregating data.

  o Output Data Integrity standards: Assess an organization's adherence to the NCQA Continuity of Care Document (CCD) Implementation Guide and primary source verification by testing and reviewing CCD output files.

NCQA validates one or more clusters of clinical data that are ingested, processed and ultimately output as CCD files. NCQA evaluates data streams from the point of ingestion through output of CCD files, ensuring that standards and protocols are met and that the data provided from the original source accurately reflects that reported for use as standard supplemental data for HEDIS® or for other quality programs.

You must refer to NCQA's Data Aggregator Validation program by its full name and never abbreviate it as "DAV." If you refer to HEDIS in your advertising, you must include the registration mark at the first mention and the following language in the footer: "HEDIS® is a registered trademark of the National Committee for Quality Assurance (NCQA)."

QUOTES

The following quotes may be used in your press releases. If these do not meet your needs, please contact us at communications@ncqa.org.

"Over the past two decades, this country has invested heavily in digitizing clinical data. We haven't yet gotten the full value of that investment because the data are inconsistent, incomplete and unvalidated," said Brad Ryan, MD, Chief Product Officer at NCQA. "NCQA's Data Aggregator Validation program brings trust, comparability and utility to clinical data streams for use in HEDIS and beyond."

"NCQA's Data Aggregator Validation program helps identify clinical data that can be trusted and sets a high bar for how the data are managed," said NCQA President, Margaret E. O'Kane. "We are excited that organizations like [organization name] are working to improve trust in clinical data and help ensure the data's accuracy and broader usability."

HOW TO DESCRIBE YOUR STATUS IN A PRESS RELEASE

For validated data streams

- You may state that clinical data were "Validated through NCQA's Data Aggregator Validation program" or that you "Validated a data stream through NCQA's Data Aggregator Validation program."
- You must always include the full name of the program at the first mention.
- You may state that your clinical data or clinical data stream "passed a rigorous validation process" from NCQA to "help ensure data accuracy" or "help build trust" or "improve usability" of that data.
- The validated data stream earns the validation. You must refer to the data stream as validated, but may not refer to your organization as "validated" or "certified."
- To describe what your status means, say:
  - NCQA validates one or more clusters of clinical data that are ingested, processed and ultimately output as CCD files. NCQA evaluates data streams from the point of ingestion through output of CCD files, ensuring that standards and protocols are met and that the information provided from the original source accurately reflects that reported for use as standard supplemental data for HEDIS® or for other quality programs.

For certified data partners

- You must state that you earned a status of a "Certified Data Partner for NCQA's Data Aggregator Validation program" or describe yourself as an "NCQA Data Aggregator Validation Certified Data Partner."
- You may not describe yourself only as a "Certified Data Partner" without referencing the program. You may use the term "Certified Data Partner" as a standalone term in writing if the first mention references that your certification is for the Data Aggregator Validation program.
- To describe what your status means, say:
  - A certified data partner has demonstrated capabilities to support data stream validation. Certification findings may be portable, saving partners time in validating data streams.
- As a Certified Data Partner, you are certified for certain standards. You must identify the standards, and sub-standards, for which you were certified, and may not imply that you are certified for standards for which you did not receive a status.

HOW TO DESCRIBE NCQA IN A PRESS RELEASE

All the preceding rules apply to press releases. You may create your own press releases mentioning your achievement through the NCQA Data Aggregator Validation program. The press release must include a description of the Data Aggregator Validation program and the NCQA boilerplate text:

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 informed health care choices. NCQA can also be found on Twitter @ncqa, on Facebook at facebook.com/NCQA.org/ and on LinkedIn at linkedin.com/company/ncqa.

Contact communications@ncqa.org if you have questions related to press releases.

COMPLIANCE

You must follow and conform to all applicable NCQA Marketing and Advertising Guidelines. The information referencing your NCQA status or product must be accurate and must not be misleading. Only the organization that obtained the NCQA status may advertise the status and use the corresponding seal. Your affiliates, including delegated entities, contractors and partners, may not use the NCQA status and seal. Failure to comply with these guidelines may jeopardize your NCQA status.

NCQA conducts periodic audits of customers' marketing and advertising materials to ensure that materials are true and not misleading, and that NCQA status is represented accurately. Failure to participate in an NCQA audit or refusal to comply with an NCQA request to address inaccuracies in information related to NCQA, NCQA status and/or products in your marketing and/or advertising materials constitutes a violation of NCQA Marketing and Advertising Guidelines and may result in revocation of NCQA status, at NCQA's discretion.

Organizations that earn a status through the Data Aggregator Validation program must maintain all copies of their marketing and advertising materials referencing NCQA status and/or product(s) released in the past 6 months. NCQA reserves the right to require you to withdraw your advertising materials from distribution immediately or to publish, at your 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. You agree 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. Contact the NCQA Marketing department at marketing@ncqa.org to discuss a proposed marketing/ advertising activity and associated marketing and/or advertising materials to achieve outcomes consistent with the spirit of these guidelines.

NCQA responds to complaints regarding inaccurate and/or misleading advertising materials by our customers and their affiliates. Complaints may initiate an audit of advertising materials outside the regular audit process.

Thank you for observing these guidelines, and please contact marketing@ncqa.org if you have any questions.