

Advertising and Marketing Guidelines

NCQA Digital Content Services Early Adopter Program Guidelines



Introduction

Congratulations on joining the Digital Content Services Early Adopter Program. We encourage you to publicize your participation as a leader in digital measurement and digital quality.

These guidelines include how to market your participation, including appropriate language to incorporate into your marketing and advertising materials. They are designed to help you create materials that reference NCQA and illustrate your participation clearly, factually, and accurately, and consistent with other participants in the Digital Content Services Early Adopter Program. The guidelines help protect your integrity and the integrity of NCQA programs and your fellow participants.

If you have questions, you may submit them through My NCQA at my.ncqa.org. You must follow these guidelines. If you have questions, comments, or concerns, please share them with your account executive or contact marketing@ncqa.org.

General program descriptions

The following statements are approved for describing NCQA's Digital Content Services Early Adopter Program:

- Pioneering health care organizations and vendors join the Early Adopter Program for NCQA's Digital Content Services to demonstrate their commitment to advancing digitized quality measurement initiatives and to maximize flexibility and transparency in HEDIS® performance measurement across individuals, organizations, and systems.
- Early Adopters access NCQA's first software application for digitized HEDIS® measures, hosted in the participant's cloud environment. The system delivers computable, standards-based measure content, and incorporates an open-sourced clinical reasoning engine and tools for data requirement validation.
- Users are empowered to configure, schedule, and run digital HEDIS® measure executions from their cloud environment, generating patient-level JSON files that can be seamlessly integrated with their organization's preferred business intelligence and workflow tools.
- The Early Adopter Program includes 14 measures chosen specifically for their relevance in value-based care programming, with 20% also represented in the CMS's Universal Foundations initiative.
- Other key benefits of the Early Adopter Program include a more streamlined, cost-contained process for HEDIS® measure updates and certification.
- Early Adopter experiences and activities play a critical role in shaping NCQA's framework and approach to building a commercial offering that will enable the practical and flexible use of digital quality measures across the full spectrum of value-based care use cases, including quality reporting.

By participating in this innovative program, Early Adopters not only enhance their own capabilities, but also contribute to the development of a transformative solution that will benefit the future of the health care industry.

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You must refer to "Digital Content Services" and "Early Adopter" by its full name and avoid acronyms like "DCS" or "EA". If you refer to HEDIS in your advertising, you must include the registration mark at the first mention and include the following footnote language:

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

How to Describe Yourself in a Press Release

You may refer to yourself as:

- An early adopter.
- An early adopter of NCQA Digital Content Services.
- An early adopter of NCQA Digital Quality Measures.
- A pioneer.
- A participant in the Early Adopter Program.

How to Describe the Early Adopter Program

You must always include the full name of the program at the first mention and must refer to the Early Adopter Program as a "program."

How to Describe the Product Category

You may refer to Digital Content Services as:

- An application.
- A product.
- A platform.
- A suite of digital measures and tools.
- A suite of configurable digital measures and digital quality measure (dQM) processing tools.
- A system.

Important Terminology Clarification: It is redundant to refer to the solution as the "Digital Content Services software", as "services" is considered "software" by industry standards.

How to Describe the Measures

By mentioning **the type of quality measures hosted in the Digital Content Services platform**, conveyers avoid unhelpful connotations with other measures in existence today.

Measure Description Guidelines

You must always refer to the measures in the Digital Content Services platform as "digital quality measures," and may use the abbreviation "dQM" after the first mention. You may also use the term "measures" as a descriptor/stand-in for "digital quality measures," but only after the first mention.

By specifying the **data model and coding language** used in the digital quality measures, writers can communicate the measures' utility and flexibility.

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Data Model and Coding Language Descriptors

- Digital measures written in FHIR® and CQL.
- Configurable digital quality measures.
- FHIR® CQL digital quality measures

Important Terminology Clarification: When marketing the digital measures, use the descriptor "configurable" rather than "customizable." To understand the difference, consider a pizza parlor analogy: "configuration" is choosing from a menu of predefined options, like selecting preset pizzas and their sizes or crust types. "Customization", on the other hand, is creating a unique pizza from scratch, specifying ingredients and cooking techniques not on the standard menu.

As such, digital measures are *configurable* by the user, offering the selection of predefined options; not customizable.

By mentioning the *interoperability standards* with which the digital quality measures are written to align, conveys communicate product and participant alignment with industry standardization.

Covered Interoperability Standards

Standards include:

- CARIN Blue Button.
- US Core.
- HL7® FHIR.

How Not To Describe Yourself

NCQA's Digital Content Services Early Adopter program is a program that allows for the usage and implementation of digital quality measures. However, unlike NCQA Accreditation and Certification programs, this program does not convey a seal or a status. Therefore, you must not imply that you are accredited or certified by NCQA through this program, or that NCQA in any way endorses your product or service.

How to Describe NCQA in a Press Release

All the preceding guidelines apply to press releases. You may create your own press releases mentioning your participation in NCQA's Early Adopter Program for Digital Content Services. The press release must include a description of the Early Adopter Program for Digital Content Services 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](https://twitter.com/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 participation in NCQA programs and use of its products must be accurate and must not be misleading. Only the

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organization that actively participates in NCQA's Early Adopter Program for Digital Content Services may advertise participation. Your affiliates, including delegated entities, contractors, and partners, may not advertise that they are co-participating. Failure to comply with these guidelines may jeopardize your participation.

NCQA may conduct an audit of participants' marketing and advertising materials to ensure that materials are accurate and not misleading, and that NCQA and participants of the Early Adopter Program for Digital Content Services are represented accurately. Failure to participate in an NCQA audit, refusal to comply or delayed compliance with NCQA's request to address inaccuracies in information related to NCQA, or to participation in the Early Adopter Program for Digital Content Services, constitutes a violation of NCQA's Marketing and Advertising Guidelines and may result in revocation of participation in the Early Adopter Program or in other NCQA products and programs, at NCQA's discretion.

Organizations that participate in the Early Adopter Program for Digital Content Services 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. Contact marketing@ncqa.org if you have any questions.