

Advertising and Marketing Guidelines Accreditation of Case Management for Long-Term Services and Supports



Introduction

Congratulations on earning NCQA Accreditation 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 to create advertising and marketing materials that reference 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).

Accreditation of Case Management for Long-Term Services and Supports Guidelines

NCQA awards the following Accreditation of Case Management for Long-term Services and Supports (LTSS) statuses to organizations:

Accredited: 3 Years

NCQA awards the status of Accredited–3 years to organizations that demonstrate strong performance of the functions outlined in the standards for Accreditation of Case Management for LTSS.

Accredited: 2 Years

NCQA awards the status of Accredited–2 years to organizations that demonstrate performance of the functions outlined in the standards for Accreditation of Case Management for LTSS.

Denied

NCQA denies Accreditation to organizations that did not meet NCQA requirements during the Accreditation Survey.

References to Accreditation of Case Management for LTSS status must clearly indicate the name of the organization, level of accreditation received and program(s) awarded the accreditation status.

- Example 1: *Organization A has received NCQA Accreditation of Case Management for LTSS for the following programs...*
- Example 2: *Organization B has received Accreditation of Case Management of LTSS from NCQA for our... program.*

Use of Accreditation of Case Management for LTSS Program Seals

NCQA encourages organizations that have received Accreditation of Case Management for LTSS to display their seals in marketing and advertising materials. Organizations that have received Accredited–3 years or Accredited–2 years status are allowed to display and use corresponding seals for marketing and advertising purposes. Organizations that have been awarded Accreditation of Case Management for LTSS must follow guidelines for the use of seals provided in the NCQA General Advertising Guidelines.

Advertising and Marketing Guidelines: Accreditation of Case Management for Long-Term Services and Supports



There are two seals for Accreditation of Case Management for LTSS statuses:

- Accredited: 3 years seal
- Accredited: 2 years seal

Only organizations that have received Accreditation of Case Management for LTSS statuses are allowed to use the seals. They must only display the seal that corresponds to the Accreditation status they have been awarded. Please review the General Guidelines for specific usage guidelines for the seal. Please review NCQA's General Advertising and Marketing Guidelines for specific usage guidelines for the seals.

Seals are provided in EPS and JPEG formats and are available at www.ncqa.org/seals.

Organizations should be aware that Accreditation statuses 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 should take place within 30 days of the status change.

Descriptions of Accreditation of Case Management for LTSS

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

- Earning NCQA's Accreditation of Case Management for LTSS demonstrates that an organization is dedicated to coordinating the delivery of care in a person-centered and integrated manner to help individuals function optimally in their preferred setting.
- The standards are set high to encourage organizations coordinating LTSS to continuously enhance the quality of services they deliver.
- The standards are intended to help organizations achieve the highest level of performance possible, increase adherence to care guidelines and create an environment of continuous improvement.
- NCQA's Accreditation of Case Management for LTSS is a voluntary review process.
- NCQA's Accreditation of Case Management for LTSS program is designed for home and community-based organizations, health plans that only provide LTSS benefits and other organizations that coordinate LTSS. It can be used to align goals and approaches to LTSS across payers and providers.

Descriptions of Accreditation of Case Management for LTSS Standards

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

- NCQA Accreditation standards are developed with input from researchers in the field, the LTSS Advisory Committee and standing committees, both purchasers and operators of LTSS programs, state and federal regulators and other experts.
- NCQA Accreditation standards are purposely set high to encourage organizations to continuously enhance their quality.
- NCQA Accreditation standards are intended to help organizations achieve the highest level of performance possible, and create an environment of continuous improvement.

The Accreditation of Case Management for LTSS Program is organized into eight standards:

1. Program Description

The organization uses up-to-date evidence-based information to develop its case management program, and regularly updates the program with relevant findings and information.

2. Patient Identification and Assessment

The organization systematically assesses the population it serves and has a process for conducting comprehensive assessments.

3. Person-Centered Care Planning and Monitoring

The organization has a process to provide for developing individualized care plans that incorporate personal preferences, prioritized goals and self-management plans and monitor progress against those plans.

4. Care Transitions

The organization has a process for managing transitions, identifying problems that could cause unplanned care transitions and, when possible, preventing unplanned transitions.

5. Measurement and Quality Improvement

The organization measures and works to improve participant experience, program effectiveness and active participation rates.

6. Staffing, Training and Verification

The organization defines staffing needs, verifies staff credentials, when applicable, and provides ongoing staff training and oversight.

7. Rights and Responsibilities

The organization communicates the rights and responsibilities of participants in a case management program.

8. Delegation

The organization documents and monitors functions performed for them by other organizations.

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 status. The press release must include a description of the Accreditation of Case Management for LTSS 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/ 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

Advertising and Marketing Guidelines: Accreditation of Case Management for Long-Term Services and Supports



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.