

# Advertising and Marketing Guidelines

# Population Health Program

# Accreditation



## Introduction

Congratulations on earning NCQA Population Health Program 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 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](http://www.ncqa.org/NCQAGuidelines)).

## Population Health Program Guidelines

NCQA awards the following Case Management Accreditation 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 Case Management accreditation.

### Accredited: 2 Years

NCQA awards the status of Accredited–2 years to organizations that demonstrate performance of the functions outlined in the standards for CM accreditation.

### Denied

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

References to Population Health Program Accreditation 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 Population Health Program Accreditation for the following programs...
- Example 2: Organization B has received Population Health Program Accreditation from NCQA for the... program.

## Use of Population Health Program Accreditation Program Seals

NCQA encourages organizations that have received Population Health Program Accreditation 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 Population Health Program Accreditation must follow guidelines for the use of seals provided in the NCQA General Advertising Guidelines.

There are two seals for Population Health Program Accreditation statuses:

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

Only organizations that have received Population Health Program Accreditation 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 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](http://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 Population Health Program Accreditation

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

- NCQA Accreditation standards are developed with input from various stakeholders and resources: health plans, population health management industry leaders and organizations, an expert panel and standing committees.
- 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 Population Health Program Accreditation is organized into 9 standards:

#### 1. Program Description

The organization describes its population health management program, including its evidence base, and reviews and adopts new findings that are relevant to its program as they become available, as appropriate.

#### 2. Data Integration

The organization collects and integrates data sources to conduct population health management functions.

#### 3. Population Assessment

The organization conducts a population assessment to identify needs and characteristics of the population.

#### 4. Population Segmentation

The organization segments or stratifies the population into actionable categories for intervention.

#### 5. Targeted Interventions

The organization provides targeted interventions based on the individual's needs.

#### 6. Practitioner Support

The organization involves practitioners by providing them with information.

#### 7. Measurement and Quality Improvement

The organization evaluates the effectiveness of the population health programs.

#### 8. Individuals' Rights and Responsibilities

The organization communicates the individual's rights and responsibilities.

#### 9. Delegation of Population Health Management

The organization carefully monitors functions performed by other organizations.

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## Approved Quotes

Organizations earning Population Health Program Accreditation can include the following quote from Margaret E. O’Kane, NCQA President, in their marketing materials.

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*“The Population Health Management programs moves us in greater alignment with the increased focus on person-centered population health management,” said Margaret E. O’Kane, President, NCQA. “Not only does it add value to existing quality improvement efforts; it also demonstrates an organization’s highest level of commitment to improving the quality of care that meets people’s needs.”*

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## 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 Case Management Accreditation and the NCQA boiler plate:

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*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).*

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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.

NCQA conducts periodic audits of customers' marketing and advertising materials to ensure that materials are true and do not mislead, and that the NCQA status is represented correctly. Failure to participate in the audit or refusal to comply with NCQA's request to address inaccuracies in information related to NCQA, NCQA status and NCQA products in marketing and advertising materials constitutes a violation of NCQA's advertising guidelines and may result in revocation of an organization's NCQA statuses, at NCQA's discretion.

## 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.