



**Guidelines for Advertising and Marketing
NCQA Population Health Management in Health Plan Accreditation
Prevalidation**

INTRODUCTION

Congratulations on your health IT solution earning NCQA Population Health Management 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 Population Health Management 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 fairly from their achievement.

The Guidelines below are to be used in conjunction with NCQA's General Advertising Guidelines. Organizations that offer products that receive Population Health Management Prevalidation with approved automatic credit ("autocredit") are required to follow both the Guidelines for Advertising and Marketing Population Health Management in Health Plan Accreditation Prevalidation and the General Guidelines for Advertising and Marketing NCQA Status.

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 Population Health Management standards in Health Plan Accreditation Prevalidation may refer to their product's status as "NCQA Population Health Management Prevalidated" or "NCQA Prevalidated for Population Health Management in Health Plan Accreditation," and must include 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.

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

- NCQA Population Health Management in Health Plan Accreditation Prevalidation is a voluntary review process.
- NCQA Population Health Management in Health Plan Accreditation 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 credit based

on Health Plan Accreditation factor-level requirements and designates for which factors a product is able to “support” health plans.

- Approved autocredit is transferrable to health plans utilizing the prevalidated health IT solution. This eliminates the need to provide documentation for the factors awarded autocredit within Health Plan Accreditation surveys.
- A “supporting” designation indicates factors for which a product provides functionality that aligns with the requirements of the Health Plan Accreditation standards for that factor.

DESCRIPTIONS OF NCQA PREVALIDATION

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

- NCQA’s Population Health Management Prevalidation reviews population health management tools, data integration tools, risk stratification tools, care management systems tools and other related health technology solutions providing functionality that completely meet or support factor-level requirements within applicable NCQA Population Health Management in Health Plan Accreditation Standards.
- Health IT solutions that completely meet the functional requirements of a given factor are awarded automatic credit, “autocredit” points.
- Health IT solutions that provide significant functionality aligning with the requirements of the Population Health Management standards for a given factor, but does not fully meet the factor level requirement, are awarded a “supporting” designation.
- Once a solution receives autocredit or a supporting designation for one or more factors, it is considered “Prevalidated.”
- Population Health Management Prevalidation is designed to help health plans identify health IT solutions that alleviate or increases the efficiency of administrative tasks to meet Population Health Management requirements in Health Plan Accreditation.

USE OF NCQA PREVALIDATION SEAL

NCQA encourages organizations that have health IT solutions that have achieved NCQA Population Health Management Prevalidation to display their seals in the product specific marketing and advertising materials.

There are two NCQA Population Health Management Prevalidation seals, one for the “autocredit” designation and one for the “supporting” designation. You may access the seals at:

<http://www.ncqa.org/Programs/Certification/AdvertisingandMarketingYourStatus/SealsandGraphics.aspx>

The seals are provided in EPS and JPG formats.

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 IN A PRESS RELEASE

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 toward NCQA's (PHM element XX or factor in HPA 2018) scoring. "Health IT Solution X also received a supporting designation for (PHM element XX or factor in HPA 2018)."

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, non-profit 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 Web site (www.ncqa.org) contains information to help consumers, employers and others make more informed health care choices.

Please contact communications@ncqa.org, if you have questions related to press releases.

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).

Vendors with Prevalidated solutions must maintain all copies of their marketing and advertising materials referencing NCQA status(es) and/or product(s) released 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 at marketing@ncqa.org 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.

Thank you for observing these guidelines, and please do not hesitate to contact us with questions at marketing@ncqa.org.