NCQA
Measuring quality.
Improving health care.

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 program evaluates each step in the clinical data lifecycle, including ingestion, transformation, output, and verification. Key steps of the validation process include:
    - Process standards review: These standards focus on how the data are managed throughout the process. Requirements look at things like how the data are ingested, processes for managing the validating data, coding integrity, quality assurance and change management, governance and data security.
    - Primary Source Verification (PSV): The PSV process verifies that the information in the final CCD or FHIR® file matches the actual original primary source data.
    - Conformance to the NCQA guidelines: Output CCD or FHIR files must conform with the implementation guides.

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)."

Advertising and Marketing Guidelines: Data Aggregrator Validation

How to Describe Your NCQA 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:

    o NCQA validates one or more clusters of clinical data that are ingested, processed and ultimately output as CCD or FHIR files. NCQA evaluates data streams from the point of ingestion through output 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:
    o 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 at **X @ncqa** and on **LinkedIn**.

Quotes

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

- "The Data Aggregator Validation program is foundational to building trust in clinical data. By independently verifying the integrity and traceability of aggregated data, we're helping health care organizations unlock the full value of their digital investments and support more accurate and efficient care delivery." Wendy Talbot, Vice President, Measure & Data Operations, NCQA

- "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."

Use of Data Aggregator Validation Seals

NCQA encourages organizations that have received a validated or certified status for the Data Aggregator Validation program to display their seals in marketing and advertising materials.

- Seals are provided in EPS, PNG and JPG formats on **https://www.ncqa.org/about-ncqa/advertising-and-marketing-your-ncqa-status/program-specific-marketing-guidelines-and-seals/**.

- NCQA grants organizations with Validated Data Stream or Certified Data Partner status a nonexclusive right to use NCQA seals on, or in connection with, promotional activities, as long as the validation status is valid or until NCQA revokes the status. NCQA's seals are the property of NCQA; organizations may use the seals only in accordance with these Guidelines for Advertising.

- Organizations should be aware that a validation 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 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.

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 NCQA Data Aggregator Validation Program Guidelines for Advertising and Marketing 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.

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