



Digital Content Services

Advertising and Marketing Guidelines





Introduction

Welcome to the National Committee for Quality Assurance (NCQA) Digital Content Services. We encourage you to publicize your implementation to showcase your organization's status as a leader in digital measurement and digital quality.

These guidelines include how to market your use of digitalized HEDIS measures, 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 customers of Digital Content Services. The guidelines help protect your integrity and the integrity of NCQA programs.

You must follow these guidelines. If you have questions, you may submit them in two ways:

- Through My NCQA: At my.ncqa.org, click "Ask a Question," select a category, and select "Digital Content Services" under Product/Program type.
- By email: Email marketing@ncqa.org.



Guidelines

General Program Description

We recommend you utilize any of the following statements when describing NCQA's Digital Content Services:

- Innovative health care organizations use NCQA's Digital Content Services to demonstrate their commitment to advancing digitized quality and to maximize flexibility and transparency in HEDIS® performance measurement across individuals, organizations and systems.
- Digital Content Services is NCQA's delivery solution for digital HEDIS. The system delivers computable, standards-based measure content, and incorporates an open-sourced clinical reasoning engine.
- Users can configure, schedule, and run digital HEDIS measure executions from their cloud environment, generating patient-level measure calculations in a FHIR format that can be seamlessly integrated with their organization's preferred business intelligence and workflow tools.
- Digital Content Services contains digital quality HEDIS measures relevant to value-based care programs. As digital quality measures are developed for each measure year, the library grows.
- NCQA's digital HEDIS measures helps ease the burden of quality measurement and provides visibility to data closer to the point of care. It also allows organizations that may have traditionally had barriers to access HEDIS the ability to access and use HEDIS.
- Digital Content Services reduces the cost and burden of building and maintain measures, offers better integration into existing workflows, expands the use cases to more initiatives other than quality reporting alone, and offers insights across various levels of the health care system.
- Organizations may say they are using NCQA-Certified Digital HEDIS and display the Certified Digital HEDIS seal once the customer has completed a successful implementation. Prior to that point organizations may acknowledge they are leveraging Digital Content Services in their digital quality journey but may not advertise use of NCQA-Certified Digital HEDIS until after successful implementation is achieved.
- Once an organization achieves successful implementation, the organization enhances their own digital quality measurement capabilities, but also contributes to the development of a transformative solution that will benefit the future of the health care industry.



Advertising Your Use of Digital Content Services

Organizations that license Digital Content Services are encouraged to announce they have become a customer of Digital Content Services upon signing a contract with NCQA. However, to promote themselves with the official designation of using NCQA-Certified Digital HEDIS and display the seal, they must demonstrate successful implementation.

Successful implementation requires that users of Digital Content Services criteria depending on their implementation. The specific criteria are outlined in the [Digital Content Services Customer Handbook](#).

Describing Digital Content Services

Your Organization

- Upon licensing Digital Content Services, you may:
 - Refer to your organization as a customer of NCQA and a user of Digital Content Services.
 - Describe that you use NCQA's Digital Content Services.
 - Promote that you are implementing pre-certified HEDIS logic for your digital measures.
- Once your organization has successfully implemented Digital Content Services, you may:
 - Market your organization as a user of NCQA-Certified Digital HEDIS measures.
 - Promote that you utilize NCQA-Certified Digital HEDIS measures.
 - Display the NCQA-Certified Digital HEDIS seal on your website and marketing materials

The Product

- Always refer to the product name in full, Digital Content Services. Do not use acronyms, such as DCS, when referring to the product.
- You may refer to Digital Content Services as:
 - A software application.
 - A product.
 - A suite of digital measures and tools.
 - A suite of configurable digital measures and digital quality measure (dQM) processing tools
 - A system.



HEDIS®

- 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).

Measures

- By mentioning the use of digital quality measures distributed by Digital Content Services, customers avoid unhelpful connotations with other measures in existence today.
- 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.
 - Digital measures written in FHIR® and CQL.
 - Configurable digital quality measures.
 - FHIR® CQL digital quality measures
- You may describe digital measures as configurable by the user. The configurations do not alter the intent of the measures.
- By mentioning the interoperability standards with which the digital quality measures are written to align, conveyers communicate product and participant alignment with industry standardization. These include:
 - CARIN Blue Button.
 - US Core.
 - HL7® FHIR.
- Specific requirements for referring to HEDIS measures and HEDIS measure rates are outlined in the [Digital Content Services Customer Handbook](#).

Media Kit

You are invited to publish a press release about your purchase of Digital Content Services. All of the preceding guidelines apply. Please reference our Digital Content Services Media Kit for suggested templates.



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 organization that purchases 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 Digital Content Services customers 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 Digital Content Services, constitutes a violation of NCQA's Marketing and Advertising Guidelines and may result in corrective action, at NCQA's discretion.

Customers 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.