# Introduction

Digital Content Services

Media Kit

Updated April 2025

Welcome to the National Committee for Quality Assurance (NCQA) Digital Content Services. We encourage you to publicize your role in evolving the digital quality ecosystem. The guidelines in this media kit will help you market your adoption through materials that reference NCQA and illustrate your participation clearly, factually, accurately, and consistent with other Digital Content Services users. The guidelines will also help protect your integrity, and the integrity of NCQA programs and your fellow participants.

This media kit contains appropriate language to incorporate into your marketing and advertising materials for communicating the news of your contract:

• Model social media posts.

• Model press release.

• Model internal email announcement.

• Model external email announcement.

We invite you to post to your social media accounts, email your network and send a press release to media outlets in your local market and to any trade media contacts with whom you regularly communicate.

We know you’ll find this media kit helpful. Our Marketing and Communications teams are available to answer your questions—email marketing@ncqa.org for assistance.

Sincerely,

NCQA Marketing Team

## Model Social Media Posts

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### We are excited to announce we have licensed #NCQA's #DigitalContentServices. This move demonstrates our commitment to accelerating the digital transformation in #HEDIS measurements and digital quality: [LINK TO PRESS RELEASE]

### Exciting news! We've licensed #NCQA's #DigitalContentServices, showing our dedication to advancing #HEDIS measures and digital quality. Check it out: [LINK TO PRESS RELEASE]

### We're thrilled to announce our partnership with NCQA as a #DigitalContentServices customer, giving us exclusive access to top-quality #HEDIS content in CQL-FHIR® format. Check out the details here: [LINK TO PRESS RELEASE]

### Facebook

### We’re proud to announce we have partnered with NCQA for Digital Content Services! This partnership is helping to advance the digital quality ecosystem, enabling great accessibility to quality measurement. [LINK TO PRESS RELEASE]

### LinkedIn

### We are excited to announce we have partnered with @National Committee for Quality Assurance for Digital Content Services. #DigitalContentServices delivers configurable, expanded, executable FHIR® CQL digital HEDIS® measures, making HEDIS more accessible for different uses at all levels of the health care system. We’re proud to be part of the digital transformation. [LINK TO PRESS RELEASE]

## Model Press Release

*[Your Organization]* **Partners with NCQA for Digital Content Services**

**CITY, STATE**—*[Your Organization]* announced that it has partnered with the National Committee for Quality Assurance (NCQA) for Digital Content Services, technology-enabled delivery solution for digitized HEDIS measures.

*“Personalized quote about the strategic importance of adopting NCQA Digital Content Services and being a digital quality trailblazer,” said Quotable Executive, Title, Your Organization.*

The system delivers computable, standards-based measure content, and incorporates an available open-sourced CQL engine and tools for data requirement validation. Program benefits include increased HEDIS measure accessibility at all levels of the health care system and support for expanded use cases.

“Health care organizations that contract for Digital Content Services are demonstrating their commitment to advancing digitized quality measurement initiatives, and to flexibility and transparency in HEDIS performance measurement,” said NCQA President Margaret E. O’Kane. “This offering enables practical, flexible use of digital quality measures across the spectrum of value-based care, including quality reporting.”

For information about NCQA’s Digital Content Services, visit: [https://www.ncqa.org/digital/](https://www.ncqa.org/digital).

# # #

**About [Your Organization]**

[INSERT BOILERPLATE]

**About NCQA**

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 informed health care choices. NCQA can also be found at [X @ncqa](https://x.com/NCQA) and on [LinkedIn](https://www.linkedin.com/company/ncqa/).

## Sample Internal Email Announcement

Subject: We have partnered with NCQA for Digital Content Services

Dear *[Name]*,

We’re pleased to announce that *[organization]* has selected to contract with the National Committee for Quality Assurance (NCQA) for Digital Content Services.

With Digital Content Services, we have exclusive access to digitalized FHIR® CQL HEDIS® measures that help minimize programming and certification effort and make HEDIS more accessible at all levels of health care.

We are proud to be at the front of the digital transformation of health care quality and thank *[Name]*, *[Name]*, and *[Name]*, who will be instrumental in supporting the implementation process.

For information about NCQA’s Digital Content Services, visit https://www.ncqa.org/digital/.

If you have any questions, contact me directly at *[Email or Phone]*.

Thank you!

[Name and Signature]

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## Sample External Email Announcement

Subject: We are at the forefront of Digital Quality!

Dear *[Name]*,

We’re pleased to announce that *[organization]* has partnered with the National Committee for Quality Assurance (NCQA) for Digital Content Services.

Digital Content Services offers a new way to deliver and use configurable, digitalized HEDIS® measures, and supports our transition to digital quality measurement. HEDIS—the Healthcare Effectiveness Data and Information Set—is the most widely used performance measurement tool in health care.

With Digital Content Services, we have exclusive access to digitalized FHIR® CQL HEDIS measures that help minimize programming and certification effort. We can integrate these digital quality measures for a variety of uses—to close care gaps, and for clinical decision support and analytics. We are among the first organizations to use these digital quality measures and be part of the digital transformation that will make HEDIS more accessible at all levels of health care.

We are committed to advancing the digital quality ecosystem, ultimately enabling better health outcomes for everyone.

Thank you,

[Name and Signature]