

Advertising and Marketing Guidelines NCQA Virtual Care Accreditation Guidelines	Picture 1, Picture
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Congratulations on earning NCQA Accreditation status! We encourage you to publicize your achievement, and we designed these Marketing and Advertising Guidelines to help you create advertising and marketing materials that reference your NCQA status clearly, factually and accurately. The guidelines not only let you benefit from your achievement, they also protect the integrity of NCQA's programs. Use them in conjunction with [NCQA's Guidelines for Advertising and Marketing](#).

Describing Virtual Care Accreditation

You may use the following statements in your marketing and advertising materials.

- The NCQA Accreditation seal is a sign that organizations deliver high-quality care and have strong patient protections.
- Virtual Care Accreditation standards aim to create standardization, align with the changing market landscape and stakeholder (states, employers, CMS, consumers) needs and regulatory requirements, and assist organizations in their pursuit of quality care.
- Virtual Care Accreditation provides organizations with a much-needed roadmap to quality virtual care, and better outcomes for patients who receive that care.
- The program uniquely positions organizations to identify gaps in their virtual programs and to report and track outcomes.
- This Accreditation highlights organizations that meet virtual care requirements, and may facilitate alignment with value-based contracting agreements.
- Virtual Care Accreditation is voluntary for provider groups and health systems, ACOs, care delivery organizations, health plans and retail health. Organizations are not required to participate in other NCQA Accreditation programs.

General Guidelines for Advertising and Marketing

You must always advertise your most current Accreditation status. You may display any of your earned status and seals:

- Virtual Care Delivery Accreditation

- Virtual Care Delivery Oversight Accreditation

You must refer to “Virtual Care Accreditation” by the full title.

You may not use, disclose, represent or otherwise communicate reports or numeric results from the readiness evaluation to any third party for any purpose.

You may not represent that you achieved Virtual Care Accreditation based on reports or numeric results, without a final NCQA decision.

You may not release supplemental worksheets.

You may advertise that you are either awaiting results of an Accreditation Survey or are scheduled for a survey.

You may use pre-approved quotes from NCQA staff in advertising materials.

You must specify that Accreditation seals apply only to specific sites, affiliates or entities that have earned Accreditation.

- NCQA must approve marketing references to an Accredited entity’s parent, corporate or national affiliates or entities.

You are not required to advertise your Accreditation effective or expiration dates.

Regional Comparisons

You may say that your organization is the first product line/product in a region or state to earn Accreditation.

If your organization is not the first to earn Accreditation in a region or state, you may promote your status by acknowledging, for example, that your organization is “one of [number] plans” in the region or state.

Statistics

You may use statistics from the NCQA Health Plan Report Card in promotional materials, as long as statistics are in a format that is accurate and can be easily understood by the consumer.

Because statistics can change monthly, all advertising and marketing materials should include the date on which they were drawn.

Your marketing materials must be accurate. If your Accreditation status changes, you must update all promotional items within 30 days of the status change (e.g., some durable goods might need to be corrected), and you must stop distributing materials with incorrect status information.

You can find the [Health Plan Report Card on the NCQA website](#) or by calling NCQA Customer Support at (888) 275-7585.

Use of Seals

NCQA encourages organizations to display their Accreditation seals, which are [provided in EPS and JPEG format](#).

Describing NCQA Accreditation Status

All preceding guidelines apply also to press releases.

Press releases that mention your NCQA status must include a description of the Accreditation and the NCQA boilerplate language below. Submit questions related to press releases through [My 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 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/ and on LinkedIn at linkedin.com/company/ncqa.

Compliance

You must follow and conform to all applicable NCQA Marketing and Advertising Guidelines. Failure to comply with these guidelines may jeopardize your Accreditation status.

References to NCQA status or products must be accurate and must not be misleading.

Only the organization that earned the status may advertise it and use the corresponding seal. Organization affiliates, including delegated entities, contractors and partners, may not use the NCQA status and seal.

NCQA may conduct periodic audits of marketing and advertising materials at any time to ensure that materials are true and are not misleading, and that 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/or product in marketing and/or advertising materials constitutes a violation of NCQA's advertising guidelines and may result in revocation of NCQA Accreditation status(es), at NCQA's discretion.

You must maintain all copies of marketing and advertising materials referencing NCQA status and/or product(s) released or used in the past 6 months.

NCQA reserves the right to require you to withdraw advertising materials from distribution immediately, or to publish, at your organization's cost, a retraction and/or clarification in connection with any false or misleading statement, 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.

NCQA realizes that these guidelines may not address all potential marketing and

advertising materials. Contact the NCQA Marketing department to discuss proposed marketing/advertising activities and associated materials not covered here, to achieve outcomes consistent with the spirit of these guidelines.

NCQA responds to complaints about inaccurate and/or misleading advertising materials by our customers and their affiliates. Complaints may initiate an audit of an organization's materials outside the regular audit process.

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