



Digital HEDIS®

Advertising and Marketing Guidelines





Introduction

The future of health care quality depends on real-time insight—not retrospective reporting. NCQA’s Digital HEDIS® help organizations move beyond traditional measurement by delivering actionable, computable quality signals embedded directly within care and operational workflows.

By adopting NCQA’s Digital HEDIS measures, organizations demonstrate leadership in advancing digital quality measurement, interoperability and data-driven improvement.

These guidelines establish requirements for marketing and advertising materials that reference:

- Leveraging Digital HEDIS measures.
- Participation in NCQA digital quality offerings related to Digital HEDIS.
- Earning the NCQA-Certified Digital HEDIS designation.

These guidelines are intended to ensure that all communications are accurate, consistent and not misleading. These program-specific guidelines supplement, and do not replace, NCQA’s General Advertising and Marketing Guidelines. All organizations referencing NCQA or its products must comply with both sets of requirements.

Questions regarding these guidelines or proposed marketing materials may be submitted via:

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



Approved Program Messaging

When describing Digital HEDIS measures and related digital quality offerings, organizations should use the following approved language and concepts.

Core Program Description

- Digital HEDIS measures are based on nationally recognized HEDIS specifications and are delivered as standardized, FHIR®- and CQL-based digital measure logic.
- Organizations can configure and execute Digital HEDIS measures within their own data and analytics environments, generating patient-level results that integrate with analytics, reporting, care-gap, care management, clinical operations and business intelligence workflows.
- Use of Digital HEDIS measures can help reduce the operational burden associated with building, maintaining and updating quality measures independently, while promoting consistency and transparency across systems and use cases.
- Digital HEDIS measures may be used to support a range of internal use cases, including quality improvement, performance monitoring and analytics, in accordance with licensing terms and successful implementation requirements.
- Digital HEDIS supports organizations at different stages of digital readiness, allowing adoption to scale alongside internal capabilities and priorities.

Messaging by Milestone

NCQA provides approved messaging based on where an organization is in its Digital HEDIS journey. Organizations should use the language associated with the milestone they have achieved to ensure accurate representation and avoid market confusion.

Upon Licensing Digital HEDIS Measures

Once Digital HEDIS measures are licensed, an organization may:

- Identify itself as an NCQA customer and user of Digital HEDIS.
- State that it has licensed NCQA's Digital HEDIS measures.
- Describe how it is using or implementing Digital HEDIS measures.
- Indicate that it is integrating standardized, FHIR- and CQL-based HEDIS logic into its workflows.

Important note: Organizations may not imply or claim certification by NCQA at this stage.



After Successful Implementation

An organization may refer promote its use of NCQA-Certified Digital HEDIS measures only after completing Successful Implementation for at least one measure for any supported measure year, in accordance with the [Digital Content Services Customer Handbook](#). Only after Successful Implementation is achieved may an organization:

- Describe itself as NCQA-Certified Digital HEDIS.
- Promote its use of NCQA-Certified Digital HEDIS measures.
- Display the NCQA-Certified Digital HEDIS seal in marketing materials.

Certification confirms correct implementation of Digital HEDIS measures in accordance with NCQA standards and requirements.

Prohibited Claims

- Organizations may not promote participation in, or use of, the dQM Evaluation Package as a certification, validation or approved status.
- Participation in Digital HEDIS programs does not imply NCQA endorsement of an organization, product, solution or service.

HEDIS Trademark Requirements

If HEDIS is referenced in any marketing or advertising materials:

- The registration mark (®) must appear at first mention
- The following footnote must be included:

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

Use of Certification Seals

The [NCQA-Certified Digital HEDIS seal](#) is the only approved graphic symbol representing Digital HEDIS certification.

- The seal may be used only by organizations that have achieved Successful Implementation.
- The seal may not be altered, modified or combined with other graphics.
- Use of any NCQA seal without achievement of the corresponding status is strictly prohibited.



Digital HEDIS Directory

NCQA invites Digital HEDIS customers to participate in the [NCQA Digital HEDIS Directory](#), which highlights organizations within the Digital HEDIS ecosystem.

Directory listings may include:

- Organization name.
- Logo.
- Offering name.
- Preferred URL.

Participation is optional. Organizations interested in inclusion should contact marketing@ncqa.org or their NCQA Account Executive.

Compliance, Audits and Enforcement

All marketing and advertising materials referencing NCQA, Digital HEDIS or any NCQA status must be accurate, current and not misleading.

Only the organization that licenses Digital HEDIS may advertise participation. Affiliates—including delegated entities, contractor and partners—may not advertise co-participation.

NCQA may audit marketing and advertising materials at its discretion. Failure to cooperate with an audit, refusal to correct inaccuracies or delayed compliance may result in corrective action, at NCQA's discretion.

Organizations must retain copies of all NCQA-related marketing and advertising materials released in the prior **six months**.

NCQA reserves the right to require immediate withdrawal, correction or retraction of non-compliant materials, at the organization's expense.

Special Situations and Questions

These guidelines may not address every marketing scenario. Organizations are encouraged to contact marketing@ncqa.org prior to launching new marketing activities or materials to ensure alignment with the spirit and intent of these guidelines.

NCQA investigates complaints related to inaccurate or misleading advertising and may initiate audits outside the regular review cycle.

Thank you for helping ensure accurate and consistent representation of NCQA programs and Digital HEDIS.