



Digital Quality Partner Program

Partner Handbook and Marketing Guidelines





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Introduction

Welcome to the Digital HEDIS® Handbook and Marketing Guidelines for Digital Quality Partner Program participants.

The Digital Quality Partner Program is designed to build an ecosystem of organizations that support the implementation of Digital HEDIS. It connects customers with organizations that provide advisory and technical services across key implementation needs, such as digital transition planning, FHIR mapping, tooling selection, implementation support and validation.

This guide serves two purposes:

- It helps organizations understand how to access, participate in and apply the Digital Quality Partner Program.
- It establishes clear requirements for how participation and Digital HEDIS may be described in external communications.

The **Partner Handbook** section outlines program structure, participation expectations and implementation considerations.

The **Marketing Guidelines** section defines requirements for accurate, consistent and non-misleading communications about NCQA, Digital HEDIS and program participation.

These guidelines apply to any materials or statements from participants in the Digital Quality Partner Program regarding:

- Describing Digital HEDIS and digital quality measurement.
- Participating in the Digital Quality Partner Program.
- Describing directory listings, partner participation or other NCQA-related designations.

These program-specific guidelines supplement, and do not replace, NCQA's **General Advertising and Marketing Guidelines**. All organizations referencing NCQA, HEDIS, Digital HEDIS or related NCQA programs must comply with both sets of requirements, as well as any applicable license, certification or program participation terms.

For questions about:

- Marketing materials send an **Email** to: marketing@ncqa.org.
- Navigating program participation use **My NCQA**: At my.ncqa.org, click "Ask a Question," select a category and select "Digital HEDIS" under Product/Program type.



Partner Handbook

Digital Quality Partner Program Overview

How to Access

Organizations may contract for the Digital Quality Partner Program through their NCQA Account Executive. After purchase, materials are made available through NCQA's Download Center and certification portal. NCQA may also provide additional supporting resources. If you have questions, submit them through [My NCQA](#) (PCS).

Program Goals

The goals of the Digital Quality Partner Program are to:

- Build an ecosystem of organizations that support successful Digital HEDIS implementation across use cases.
- Promote alignment with NCQA standards by encouraging ecosystem participants to demonstrate familiarity with Digital HEDIS materials, requirements and expectations.
- Establish a scalable implementation ecosystem that can grow over time to support additional NCQA digital offerings.
- Improve discoverability of organizations that provide advisory and technical services to support Digital HEDIS implementation.

Participation Overview

The Digital Quality Partner Program is a structured ecosystem of organizations that support the implementation of Digital HEDIS. Organizations may participate through advisory or technical tracks.

Depending on the track, organizations submit foundational materials such as attestations of relevant capabilities and experience. NCQA will send a notice of acceptance in the program.

Once accepted, participating organizations will receive access to the Digital HEDIS Supporting Resources and the applicable license to use that digital content in connection with providing advisory and technical services.

Organizations will also be listed in the NCQA directory based on their selected tracks and may provide services to clients using the licensed NCQA Digital HEDIS content in accordance with the applicable license terms. The appropriate language may be used in marketing and advertising materials.

Organizations will receive credit towards NCQA's educational offerings.

Organizations will be required to complete surveys about their experience in the program and, as part of ongoing program participation, provide feedback on implementation support and ser-



vices provided. These survey requirements are intended to help NCQA monitor program effectiveness, inform future program improvements and incorporate customer experience into the overall validation and participation model.

Organizations will be required to share client lists and contact information for organizations to which they provide Digital Quality Partner Program-related services.

Partner Pathways

The table below outlines the Digital Quality Partner Program participation requirements and tracks.

Participation

Following are the application requirements:

- Attestations of relevant capabilities/experience for the selected advisory and/or technical track.
- A linked case study of relevant experience.

As the program evolves, additional requirements and benefits will be added.

Advisory and Technical Tracks

The table below outlines the general differences between advisory and technical tracks within the Digital Quality Partner Program. Organizations may enroll in one or both tracks.

Track	Focus of experience	Typical experience examples
Advisory	Experience providing services to organizations for planning, scoping and guiding their digital quality transition, including strategic, operational and business-focused support	• Establishing a strategic vision for digital measure implementation • Building a business case for transition to digital measures • Developing phased implementation plans • Advising on quality operations, public reporting, interoperability strategy or build-versus-buy decisions
Technical	Experience providing services to organizations implementing, configuring, validating or operationalizing FHIR data or Digital HEDIS through hands-on technical support or tooling expertise.	• Supporting selection of FHIR or dQM tools • Configuring, scaling or deploying digital measure tools or the NCQA reference application • Mapping FHIR data • Validating digital measure results • Integrating outputs into reporting or dashboarding workflows



Partner Code of Conduct

Organizations that participate in the Digital Quality Partner Program must:

- Provide true and accurate information to NCQA about the organization and its participation in the program.
- Maintain the confidentiality of client information, including audit opinions or certification, and not discuss or disclose client information to another client.
- Cooperate with NCQA inquiries and investigations regarding Digital HEDIS as applicable.
- Maintain and respect the independence and integrity of the HEDIS Compliance Audit, as applicable, including but not limited to, not promoting the use of or forming a partnership with any HEDIS Compliance Auditor.
- Notify NCQA immediately if they become aware of data, Digital HEDIS measure errors or errors in supporting resources that may affect rates.
- Notify NCQA immediately if you become aware of any facts or circumstances that may constitute a breach of this code of conduct and fully cooperate with inquiries.



Marketing Guidelines

Digital HEDIS Marketing Guidelines

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.

NCQA Digital Quality Partner Program Marketing Guidelines

Organizations participating in the NCQA Digital Quality Partner Program may describe, market and represent their relationship with NCQA in external communications. These guidelines are intended to ensure clear, accurate and consistent use of designations, avoid customer confusion and protect NCQA brand integrity.

General Guidelines

All Digital Quality Partners must adhere to the following principles when marketing their services:

- Digital Quality Partner status reflects participation and validation within the Digital Quality Partner Program, not endorsement of specific products, services or outcomes.
- NCQA trademarks (including NCQA, HEDIS®, Digital HEDIS®) must be used accurately and in accordance with NCQA brand guidelines.
- Partners may not imply guarantees, certifications or approvals.



Digital Quality Partner Guidelines

Status

Digital Quality Partners may state that their organization participates in the NCQA Digital Quality Partner Program and is listed (or eligible to be listed) in the NCQA Digital HEDIS directory for the approved track(s).

Guidance

Acceptable examples include “Participating Organization in the NCQA Digital Quality Partner Program (Advisory Track)” and “NCQA Digital Quality Partner Program participant supporting Digital HEDIS implementations.”

Prohibited

Digital Quality Partners may not:

- Describe themselves as “NCQA approved,” “NCQA validated” or “NCQA endorsed.”
- Claim that their solution, product or services are certified unless they separately hold an applicable NCQA certification.
- Imply preferred status, priority placement or exclusive standing within the program.

As the program evolves, additional guidance will be provided.

Track Messaging

Organizations should select messaging aligned to their approved track(s) and the nature of services provided.

Advisory

Use this track when describing strategic, operational and programmatic support for Digital HEDIS adoption (e.g., readiness, governance, workflow integration, measurement strategy). Messaging should emphasize advisory expertise—not product certification or measure execution claims.

Guidance	Prohibited
• Describe advisory services such as planning, digital quality readiness, implementation approach and change management. • Reference collaboration with clients to adopt Digital HEDIS measures (without implying NCQA endorsement). • Use neutral language: “supports,” “advises” and “helps organizations implement.”	• Stating or implying your organization “certifies,” “validates” or “approves” implementations. • Claiming that NCQA has reviewed your client work unless NCQA has done so formally. • Using NCQA marks in a way that suggests co-branding or sponsorship.



Technical

Use this track when describing hands-on technical capabilities related to implementing Digital HEDIS measure logic (FHIR mapping, CQL execution, testing, configuration and integration into analytics environments).

Messaging must distinguish between **your implementation expertise** and **NCQA measure certification status** (which applies only when formally achieved).

Guidance	Prohibited
- State that you assist with FHIR data mapping, implement Digital HEDIS tools in client environments and/or support testing/validation activities. - Use precise verbs when discussing Digital HEDIS: “implement,” “configure,” “integrate,” “test,” “validate internally” and “support successful implementation.” - Clarify scope when needed: “implementation support for NCQA Digital HEDIS measure logic (FHIR/CQL).”	- Claiming that your tools or services are “NCQA-certified” unless you hold the relevant certification. - Implying that using your services guarantees Successful Implementation or certification. - Using terms like “official,” “authorized,” or “approved implementation partner.”

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).

Digital HEDIS Directory

NCQA invites Digital Quality Partner Program participants to join the [NCQA Digital HEDIS Directory](#), which highlights organizations within the Digital Quality ecosystem.

Directory listings may include:

- Organization name.
- Logo.
- Selected tracks.
- Service offering URL.
- Case study.



As part of the application, organizations will submit this information.

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 selected for participation in the Digital Quality Partner Program may advertise participation. Affiliates—including delegated entities, contractors 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 before 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 the Digital Quality Partner Program.