

Advertising and Marketing Guidelines

NCQA Data Quality Solutions



Introduction

As healthcare shifts toward FHIR®-enabled digital quality measurement, organizations need a trusted framework to ensure that clinical data is complete, accurate and ready for use. NCQA's Data Quality Solutions provide the industry's first HEDIS® standards-based, authoritative solution for evaluating clinical data integrity at scale.

These guidelines describe how organizations may accurately reference their use of NCQA Data Quality Solutions in marketing and advertising materials. They are intended to ensure that claims are factual, consistent and not misleading, while protecting the integrity of NCQA programs and intellectual property.

The guidelines below are to be used in conjunction with [NCQA's Guidelines for Advertising and Marketing](#).

If you have questions, you may submit them through My NCQA at [my.NCQA.org](https://my.ncqa.org). Select the Questions panel, *Ask a Question* > *PCS*, and select **HEDIS Audit** as Product and **Data Quality Solutions** as General Content Area.

Product Overview

NCQA Data Quality Solutions is a suite of offerings designed to strengthen upstream data integrity and prepare organizations for digital quality measurement. The portfolio includes:

- HEDIS® Data Quality Specifications
- Prevalidation for HEDIS® Data Quality Specifications
- Validated Data Streams (future offering)

Marketing materials must clearly identify which offering is being referenced and must not imply participation in offerings that have not been purchased or are not yet available.

General Guidelines for All Offerings

- Organizations may:
 - State that they license or use NCQA Data Quality Solutions.
 - Describe how HEDIS® Data Quality Specifications support upstream data quality workflows.
 - Reference alignment with NCQA standards for digital quality measurement.
- Organizations may not:
 - Imply NCQA endorsement or approval.
 - Use terms such as “certified,” “validated,” or “approved” unless explicitly permitted for the solution as outlined below.
 - Suggest that NCQA has reviewed or approved an organization's data, systems or outputs.

Offering Specific Guidelines

HEDIS® Data Quality Specifications (Content Only — No Seal or Designation)

HEDIS® Data Quality Specifications provide a structured, repeatable framework to evaluate whether clinical data is complete, accurate, plausible and conformant — to help ensure it is “fit for use” in HEDIS and digital quality workflows. The specifications are designed to support upstream, automated data quality checks that help organizations identify and address issues before data is used for reporting, analytics or care delivery. The specifications include over 100 authoritative metrics spanning key dimensions of data quality and are designed for integration directly into internal systems and workflows. The Data Quality Specifications are currently under development by NCQA and are subject to change in future versions.

Organizations MAY say:

- That your organization uses NCQA’s HEDIS® Data Quality Specifications to evaluate clinical data quality.
- That your organization licenses NCQA’s HEDIS® Data Quality Specifications.
- That your organization embeds NCQA-aligned data quality rules directly into your workflows before data is used for reporting, analytics or other downstream use cases.
- That use of the HEDIS® Data Quality Specifications may help reduce manual data quality checks and improve consistency across data sources.

Organizations MAY NOT say:

- That your data is approved, validated or certified by NCQA.
- That your organization, platform, system or data source is approved, validated or certified by NCQA.
- Any language suggesting a seal or a designation has been granted. Use of the HEDIS® Data Quality Specifications does not constitute certification, validation or endorsement by NCQA.
- Any representations or warranties concerning the Data Quality Specifications, including but not limited to representations that use of the HEDIS® Data Quality Specifications will reduce or change any HEDIS Compliance Audit™ or Primary Source Verification obligations.

Prevalidation for HEDIS® Data Quality Specifications (Implementation Verification — No Seal)

Prevalidation verifies that a customer has implemented the HEDIS® Data Quality Specifications as intended and that the implementation produces accurate results when tested against NCQA provided test data. Prevalidation applies to the implementation of the specifications, not to ongoing data outputs or data sources.

Organizations MAY say (only after successful completion):

- That your implementation of HEDIS® Data Quality Specifications has been prevalidated by NCQA.
- That you completed NCQA Prevalidation for HEDIS® Data Quality Specifications.

Organizations MAY NOT say:

- That your data is approved, validated or certified by NCQA.
- That your organization, platform, system or data source have been awarded a certification, validation or seal.
- Any representations or warranties concerning the HEDIS® Data Quality Specifications, including but not limited to representations that use of the HEDIS® Data Quality Specifications will reduce or change any HEDIS Compliance Audit™ or Primary Source Verification obligations.

Validated Data Streams – Future Offering (Seal)

Validated Data Streams will represent a future NCQA designation for data sources that have been validated using HEDIS® Data Quality Specifications and associated processes.

Additional guidance will be issued when the product becomes available.

Use of HEDIS® Trademark

- “HEDIS®” is a registered trademark and must be used correctly
- “HEDIS®” must include the registration symbol at first mention
- Include the following footnote when referencing HEDIS®:
 - HEDIS® is a registered trademark of the National Committee for Quality Assurance (NCQA).

No NCQA logos, seals or badges may be used unless explicitly provided by NCQA.

Copyright Notice and Disclaimer

- Organizations MUST include the Copyright Notice and Disclaimer set out below in all commercial products that include the HEDIS® Data Quality Specifications.
 - The HEDIS® Data Quality Specifications were developed by and are owned by the National Committee for Quality Assurance (NCQA). NCQA holds a copyright in these materials and may rescind or alter these materials at any time. HEDIS® is a registered trademark of NCQA. The HEDIS Data Quality Specifications are provided “as is” without warranty of any kind. NCQA makes no representations, warranties or endorsements about the quality of any product, test or protocol identified as meeting the requirements of a HEDIS Data Quality Specification. These materials may not be modified by anyone other than NCQA. All uses of these materials, including a commercial use or any external reproduction, distribution and publication of the HEDIS Data Quality Specifications, must be approved by NCQA and are subject to a license at the discretion of NCQA. Reprinted with permission of NCQA. © 2026 NCQA, all rights reserved.

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 Data Quality Solutions may advertise use. 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 Data Quality Solutions 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 Data Quality Solutions, 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 for further questions.