



1100 13th Street NW, Third Floor
Washington, DC 20005

phone 202.955.3500
fax 202.955.3599
www.ncqa.org

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To All Health Plans and Affiliated Member Associations in Healthcare Data Quality, Data Management, Interoperability and Validation Spaces

The National Committee for Quality Assurance (NCQA) invites you to apply to participate in a Health Plan Data Quality Virtual Convening focused on data quality for digital measurement, interoperability and trusted data exchange.

Participants will help NCQA identify, refine, and align emerging approaches to data quality, including challenges related to data sourcing, validation, completeness, and consistency across systems. Participant insights will inform NCQA's data quality strategy and contribute to the development of future frameworks, guidance, and offerings.

All interested organizations should submit an application to participate as described in the attached Request for Participation (RFP): *Health Plan Data Quality Convening*.

If you are interested, submit your Health Plan Data Quality Convening application by 12:00 p.m. (ET), July 29, 2026. Please direct questions to mmanuse@ncqa.org.

NCQA will notify successful organizations of acceptance by August 3, 2026. Applications received after the required time and date might not be evaluated.

REQUEST FOR PARTICIPATION

Health Plan Data Quality Convening

1. OVERVIEW

NCQA is issuing this Request for Participation (RFP) to engage health plan leaders in a structured convening focused on data quality for digital measurement, interoperability and trusted data exchange.

Participants will help NCQA identify, refine and align on emerging approaches to data quality, including challenges related to data sourcing, validation, completeness and consistency across systems. Participant insights will inform NCQA's data quality strategy and help shape an industry roadmap for more consistent, scalable and trusted approaches to data quality and validation in digital measurement.

Through facilitated, discussion-based sessions, organizations will share real-world experiences and collaborate to identify practical approaches that support more reliable, scalable and trusted data for quality measurement. The convening is intended to ensure that health plans have a meaningful and early voice in the evolution of NCQA's data quality programs before approaches are finalized.

To support meaningful discussion, NCQA will limit participation to a small cohort of health plans. NCQA will maintain independence and responsibility for any resulting frameworks or program decisions. Participation does not confer any formal NCQA designation or status.

Key Dates

Application Due: July 29, 2026,

Notification of Selected Organizations: August 3, 2026,

First Meeting: August 25, 2026.

Convenings: Up to three times through November 2026.

2. WHY THIS MATTERS

As the health care industry transitions toward digital quality and more interoperable data ecosystems, the need for consistent, reliable and transparent approaches to data quality is increasingly critical.

Organizations today rely on data from multiple sources - including clinical systems, data aggregators and digital workflows - but often face variability in data completeness, accuracy and standardization. These challenges can limit trust in measurement, create inefficiencies in validation processes and hinder the ability to scale digital quality.

Health plans are central to this transition because they are the ultimate consumers of validated data for quality reporting, care management and performance improvement. They are directly impacted by changes to HEDIS audit, validation and data confidence expectations, and their operational perspective is essential to shaping approaches that are practical, scalable and aligned with real-world workflows.

Inconsistent approaches to data quality and validation also introduce variation in how organizations interpret requirements, prepare for audit and demonstrate confidence in reported results. NCQA is exploring how validation approaches, including Primary Source Verification (PSV), will evolve as the

industry moves toward more automated, standards-based data exchange while maintaining trust in reported results.

By convening health plan leaders with diverse perspectives and levels of digital maturity, NCQA aims to better understand how organizations are addressing these challenges and where alignment is needed to support more consistent, trusted approaches to data quality across the industry. These insights will help inform a roadmap that reflects health plan priorities, operational realities and the guardrails needed to advance digital quality with confidence.

3. BACKGROUND

NCQA's mission is to improve the quality of health care. With more than 35 years of experience, NCQA's reputation in quality assurance, and its deep expertise in developing health care quality measures and standards, represents our unique position to influence the growing digital patient engagement, wellness and condition management industry and foster trust among providers, payers, vendors, employers and policymakers.

NCQA's Healthcare Effectiveness Data and Information Set (HEDIS^{®1}) is the premier tool for monitoring the quality of health care. HEDIS was developed through a partnership between NCQA and public and private organizations representing health care consumers and purchasers, health plans and health care services researchers. As the industry evolves toward digital quality, data quality has become foundational to ensuring confidence in measurement, reporting and performance evaluation.

NCQA is uniquely positioned to convene stakeholders across health plans to gather real-world insights and incorporate them into evolving approaches to data quality. This convening supports NCQA's broader efforts to advance trusted, scalable frameworks that enable consistent and comparable measurement in a digital environment.

4. PARTICIPANT CRITERIA

NCQA seeks participation from health plans and affiliated member associations, including leaders and subject matter experts involved in:

- Quality measurement, analytics and reporting.
- Data management, interoperability and FHIR[®] implementation.
- Audit, PSV or validation.
- Clinical operations and population health
- Digital transformation.

Participation may be limited to one representative per organization, with the option to designate an alternate.

NCQA will seek a diverse group of participants representing:

- National and regional plans.
- Varying levels of digital maturity.
- A range of organizational sizes and structures.

¹HEDIS[®] is a registered trademark of the National Committee for Quality Assurance (NCQA).

Participation is intended to capture a range of operational perspectives rather than represent every organization type.

5. CONVENING STRUCTURE AND EXPECTATIONS

Expectations for Participating Organizations

The Convening is designed to explore key approaches, needs and best practices in data quality across the health plan ecosystem, with particular attention to how validation, audit readiness and PSV may evolve in a digital environment.

Participants will play an active role in helping NCQA:

- Better understand how health plans are managing data quality across disparate data sources and workflows.
- Identify common challenges in ensuring accuracy, completeness and consistency of data used for quality measurement.
- Explore approaches to validation, audit readiness, PSV modernization and data exchange.
- Inform an industry roadmap and the development of practical, scalable frameworks that support trusted, comparable measurement.

Participants will share information about their organization's approach to data quality. NCQA will treat all shared information as confidential. Proprietary information will not be disclosed to other participants.

Insights from the Convening will be synthesized by NCQA and may be used to inform an industry roadmap, updates to existing programs or development of new frameworks, guidance or offerings. Aggregated insights may be shared externally to support broader industry learning.

Participation is for collaborative and informational purposes only. It does not confer any NCQA Validation, Certification, Evaluation or other formal status, nor does it impact regulatory or reporting requirements.

NCQA anticipates selecting approximately 15 organizations to participate in the program. Participants are expected to attend a virtual convening on August 25, 2026, and to participate in up to three working sessions through the end of November 2026.

Resources Provided by NCQA

NCQA will provide leadership to the initiative, and facilitate active involvement by all participants, including:

- Hosting a virtual convening to bring all participants together.
- Development of structured agendas and discussion materials.
- Providing access to knowledge identified through the Convening.

Benefits of Participation

NCQA offers the following benefits of participation in the Convening:

- Play a direct role in shaping NCQA's data quality strategy.

- Provide input on frameworks that may influence future expectations and guidance.
- Learn from peer organizations facing similar challenges.
- Contribute to emerging best practices in data quality and digital measurement.

6. APPLICATION EVALUATION CRITERIA

Applicants must meet participant criteria, and must exemplify the experience and qualified representatives to support advancement data quality. NCQA is seeking applications from organizations and not individuals. One representative from each organization may participate. The organization's representative must be identified in the organization's application.

NCQA will evaluate applications using the organization's responses to the following:

- Completion of all required responses in the format specified below in Section 8.
 - A cover letter containing the legal name and address of the applicant, the name and contact information of the individual authorized to respond to questions from NCQA and the name and contact information of the individual authorized to enter the formal participation agreement on behalf of the applicant, if selected. The cover letter may be attached to the online application.
 - Information entered on the application:
 - A brief description of the organization's experience with healthcare data quality initiatives, measurement, analytics, data governance or related activities.
 - A description of the individual who will represent your organization at the convening, including their role, relevant expertise and reasons for participation.

Relevant Experience

NCQA considers the applicant's role and reputation in the health plan data quality.

Key Representatives

NCQA considers the applicant's relevant background and experience of key staff who will represent the applicant in the Convening. Key representatives must possess knowledge of the applicant's role in the industry, including its current priorities, initiatives and strategic direction.

Additional Documentation

NCQA may request supporting documentation from applicants. Proposals that do not comply with the requirements outlined herein will not be considered.

7. INVITATION TO PARTICIPATE

NCQA will send invitations to selected applicants to join the Convening. All participants must sign NCQA's legal agreement for participation prior to the first meeting (August 25, 2026). Selected applicants will have the opportunity to accept or decline the participation terms at the time of invitation. If a selected applicant cannot agree to the terms of NCQA's participation agreement, NCQA may rescind the invitation and invite an alternative participant to join, or may decline to select an alternative. NCQA will announce the members of the Convening and post information on the NCQA web site(s) and social media.

8. APPLICATION INSTRUCTIONS

To facilitate review and evaluation, applications must be organized as follows:

- A cover letter containing the legal name and address of the applicant, the name and contact information of the individual authorized to respond to questions from NCQA and the name and contact information of the individual authorized to enter the formal participation agreement on behalf of the applicant, if selected. The cover letter may be attached to the online application.
- Information entered on the application:
 - A brief description of the organization's experience with healthcare data quality initiatives, measurement, analytics, data governance or related activities.
 - A description of the individual who will represent your organization at the convening, including their role, relevant expertise and reasons for participation.

This RFP does not commit NCQA to pay costs of preparing and submitting proposals, or for selection of participants. In response to an application, NCQA may:

- Approve the proposal and invite the applicant to participate in the Convening.
- Ask for clarification on information in the application.
- Decline an application.

At its discretion, NCQA may choose to discontinue this RFP at any time, without obligation to prospective participants.