

Advertising and Marketing Guidelines

NCQA Certified Community Behavioral Health Clinics Accreditation



Introduction

Congratulations on earning NCQA Accreditation status! We encourage you to publicize your achievement, these Marketing and Advertising Guidelines are a tool to help you get the most out of your NCQA status.

These guidelines will help you create advertising and marketing materials that reference your NCQA status clearly, factually and accurately, protect the integrity of NCQA's programs and allow you to benefit from your achievement. Use them in conjunction with NCQA's [Guidelines for Advertising and Marketing](#).

Describing Certified Community Behavioral Health Clinics Accreditation

Refer to the Accreditation as “NCQA Certified Community Behavioral Health Clinics Accreditation” at the first mention. “NCQA CCBHC Accreditation” may be used in subsequent mentions.

Organizations may use the following statements in marketing and advertising materials:

- NCQA awards CCBHC Accreditation to organizations that meet or exceed its rigorous requirements for providing quality care.
- CCBHC Accreditation is a nationally recognized Accreditation that purchasers, regulators and consumers can use to distinguish organizations that meet rigorous standards in serving their populations.
- NCQA's CCBHC Accreditation program is designed to help organizations meet SAMHSA's CCBHC certification criteria through a standardized, streamlined survey process that applies NCQA's decades of experience in clinical quality.
- NCQA's CCBHC Accreditation was developed to help CCBHCs meet or exceed SAMHSA criteria and demonstrate their commitment to a well-defined model of care that is critical to supporting access to high-quality behavioral health services.

General Guidelines for Advertising and Marketing

Organizations that advertise their NCQA CCBHC Accreditation status must advertise only their current status and clearly indicate the name of the organization and level of accreditation. NCQA awards the following CCBHC Accreditation statuses to organizations:

- **Accredited Status**
- **Provisional Status**

Organizations may not represent that they have earned NCQA CCBHC Accreditation based on reports or numeric results without a final NCQA decision.

Organizations may report the measures collected by NCQA in accordance with the guidelines of SAMHSA and states.

Organizations may release supplemental worksheets to their states or SAMHSA for certification purposes. If an organization would like to release supplemental worksheets for any other reason, they must first receive approval from NCQA.

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

Advertising and Marketing Guidelines: NCQA Digital Content Services Early Adopter Program

Organizations may use preapproved quotes from NCQA staff in advertising materials.

Organizations 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 to ensure that they are accurate and do not misrepresent the award of an NCQA status and seal to these other entities. Contact marketing@ncqa.org.

Organizations are not required to advertise their Accreditation effective or expiration dates but must update their promotions upon expiration of status as described below.

Statistics

Organizations may use statistics from the NCQA Health Plan Report Card in promotional materials. Statistics must be 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 when they were drawn.

Organizations must maintain accurate marketing materials. If an organization's Accreditation status changes, the organization must update all promotional items within 30 days of the status change (e.g., some durable goods might need to be corrected), and must cease distributing materials with incorrect status information.

Find the Health Plan Report Card on the NCQA website at <https://www.ncqa.org/> or by calling NCQA Customer Support at (888) 275-7585.

Use of Seals

Organizations may display earned statuses and seals. NCQA encourages organizations to display Accreditation Seals. Seals are [provided in EPS and JPEG format](#).

Approved Quotes Regarding Accreditation

Organizations that have earned Accreditation may use the following quotes in their marketing and advertising materials.

"Clinics that achieve Certified Community Behavioral Health Clinics Accreditation show they are organized and systematic in helping America's most vulnerable patients get care they need," said NCQA President Margaret E. O'Kane. "All of us at NCQA applaud any organization that is so rigorous and committed to such a vital mission."

"Earning NCQA Certified Community Behavioral Health Clinics Accreditation means an organization meets high standards for mental health care and substance use," said NCQA President Margaret E. O'Kane. "NCQA is proud to partner with organizations like this and we commend them on their achievement."

If these do not meet your needs, please contact us at communications@ncqa.org.

Describing NCQA Accreditation Status

All preceding guidelines apply also to press releases.

Organizations may create press releases mentioning their NCQA status. Press releases must include a description of the Accreditation and the NCQA boilerplate language below. Submit questions related to press releases through [My NCQA](#).

Advertising and Marketing Guidelines: NCQA Digital Content Services Early Adopter Program

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 X/Twitter [@ncqa](https://twitter.com/ncqa), on Facebook at facebook.com/NCQA.org/ and on LinkedIn at linkedin.com/company/ncqa.

Compliance

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

References to NCQA status or products must be accurate and not 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 refuse 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 status(es), at NCQA's discretion.

Organizations must maintain all copies of their 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 an organization to withdraw advertising materials from distribution immediately or to publish, at the organization's 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. The organization agrees 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 if you have any questions.

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