



Updated March 2017

# URAC Marketing Guide

# Table of Contents

Using the URAC Marketing Guide .....	3
Website Display of Your URAC Accreditation Seal .....	3
Communications .....	4
How to Describe Your URAC Accreditation.....	4
Social Media .....	4
Twitter .....	4
Facebook/LinkedIn Post .....	5
Press Releases .....	5
Approved Quotations from URAC.....	6
Pharmacy Quality Management Programs.....	6
Provider Care Integration and Coordination Programs .....	6
Health and Dental Plan Programs .....	8
Health Plan Operations Programs .....	8
Healthcare Management Programs.....	9
Approved Marketing and Communications Language.....	10
Use of the URAC Accreditation Seal on Marketing Materials.....	11
Prohibited Marketing Activities and Language.....	12
Noncompliance Penalties .....	13
Sample Press Release Template .....	14

## USING THE URAC MARKETING GUIDE

As a URAC-accredited organization, you join a select group of organizations nationwide that have worked to meet rigorous standards for quality and accountability. We congratulate you on your efforts and would like to help you maximize your profile with consumers, employers, providers, legislators, regulators and others. The tools in this Marketing Guide will assist you in highlighting your URAC accreditation.

Although URAC does not require the review of all advertising and marketing materials related to or containing information about URAC accreditation, failure to comply with this guide can adversely affect an organization's accreditation status. All promotion of your URAC accreditation status must be accurate. Materials subject to this guide may come in many forms.



**ACCREDITED**  
Specialty Pharmacy  
Expires 10/01/2016

## WEBSITE DISPLAY OF YOUR URAC ACCREDITATION SEAL

Accredited organizations are required to display their valid and dated URAC seal, as applicable, on their **primary website** and digitally link the seal to their listing on the [URAC Directory of Accredited Organizations](#) web page. This "click-to-verify" accreditation seal is designed to ensure that consumers, business partners, regulators, and employer groups can verify the accredited status of your organization. URAC may electronically verify that the appropriate accreditation seal is in place and correctly linked. You may display the URAC accreditation seal on any web page on which most of the text communication is about your URAC accreditation. While you are not required to list your URAC-accredited locations next to the URAC seal, you must be

clear on your website which locations are URAC accredited. For example, if you place the URAC accreditation seal on the home page, you are not required to list locations that are URAC accredited next to the seal. But on your web page that lists your locations, you should indicate which ones are URAC accredited, so that visitors are not misled.

Display of the URAC seal, with expiration date, is a requirement to maintain compliance with your accreditation agreement. Deadline for compliance:

- Digital/website use – November 16, 2015
- Print use – November 30, 2016

Access to your seal file with your specific accreditation expiration date is available through your [AccreditNet\\_sign-in](#). Select your “Active Accreditations” tab and the specific application record to obtain your new seal. You will have access to two files:

Digital/website use – 72 DPI JPEG RGB. Changing the pixel size is not permitted.

Print use – 300 DPI JPEG CMYK. You may reduce the size of the image for print use to a minimum size of 1” width.

**The URAC Seal may not be printed/published in other color variations than provided, printed on a color/patterned background, or as a lockup with other graphic elements.**

If you have multiple URAC accreditations, you are required to display each of your URAC seals with its accreditation name and expiration date. URAC’s seal design is trademarked. You may not create your own URAC accreditation seal or list multiple URAC accreditations on the same seal; this is a change from previous guides. You must display a separate and unique seal for each of your accreditations.

Organizations with URAC Provisional or Conditional accreditation must continue to use existing seals on both your website and print materials until a decision for full accreditation is rendered.

## COMMUNICATIONS

### How to Describe Your URAC Accreditation

URAC’s accreditation programs focus on a wide range of healthcare services, and each product has its own unique set of requirements and standards. [URAC’s website](#) provides language on each accreditation product that may be used in your communications. Also, our Press Release templates provide approved language that you can use to describe your accreditation. When describing your organization as being URAC accredited, you may say, for example:

[Your Company] is URAC-accredited for Pharmacy Benefit Management.

[Your Company] is accredited by URAC for Pharmacy Benefit Management

### Social Media

URAC encourages you to utilize social media channels to promote and publicize your accreditation to build consumer awareness and distinguish your organization from competitors. Guidelines that govern use of the URAC name and URAC-associated products (page 5) equally apply to social media channels, including, but not limited to, Twitter, Facebook, LinkedIn, Instagram, and others.

To assist in these efforts, URAC has created draft tweets and LinkedIn posts for your use:

### Twitter

Example: [Your Company] is proud to have earned @urac #accreditation for #PharmacyBenefitManagement #URAC.

### Facebook/LinkedIn Post

Example: [Your Company] is proud to have earned URAC #accreditation for #PharmacyBenefitManagement #URAC. The designation demonstrates [company name] is dedicated to quality and safety, and that we strive for a continual improvement of the services we offer.

### Press Releases

URAC requires the review and approval of press releases or other communications containing information and language about URAC accreditation that deviates from what is provided in this marketing guide. This is required in order to protect the integrity and value of the URAC brand, prevent misrepresentation of accreditation, and ensure the accuracy of information about URAC.

URAC also provides a press release template (page 11) as a tool for clients to use after they have earned accreditation and/or certification.

## Approved Quotations from URAC

URAC provides the following quotations from URAC President and CEO Kylanne Green for use in communicating accreditation. Only accredited organizations may communicate the status of their accreditation.

### Pharmacy Quality Management Programs

#### General:

“The development of new, complex, and costly drugs makes good patient management an imperative. This makes accrediting pharmacies that manage patients more important than ever. We applaud [company name] on achieving an accreditation of the quality of their pharmacy services through URAC,” said URAC President and CEO Kylanne Green.

“Pharmacy services have never played such an important role in the delivery of care as they do today. [company name] distinguishes itself for having voluntarily undergone a rigorous review of quality standards that earned it URAC accreditation,” said URAC President and CEO Kylanne Green. “Independent URAC accreditation shows [company name] is dedicated to quality and safety, and that it strives for a continual improvement of its services.”

### **Specialty Pharmacy Accreditation:**

“It’s necessary for specialty pharmacies to provide a higher level of treatment for patients so desired outcomes are achieved. [company name] shows a dedication to patient education and safety through the recognition of quality it received with URAC’s independent accreditation,” said URAC President and CEO Kylanne Green. “With URAC accreditation, people know that [company name] strives to adhere to industry best practices.”

### **Drug Therapy Management Accreditation:**

“With a necessary educational component that is often now part of the dispensing of complex and expensive prescription medications, drug therapy management organizations benefit from proving their performance. By meeting rigorous quality standards and measures, URAC has accredited [company name] as a recognition of its ability to adhere to the best practices related to factors such as coordinated care, counseling and education, and consumer protection,” said URAC President and CEO Kylanne Green.

### **Pharmacy Benefit Management/Workers’ Compensation Pharmacy Benefit Management**

“URAC accreditation shows that [company name] is a pharmacy benefit management organization able to adhere to standards that cover important aspects of care such as claims processing, developing proper drug formulary, and consumer access,” said URAC President and CEO Kylanne Green. “Quality policies and procedures are paramount as the price and complexity of medications rise. [company name] chose to demonstrate their performance through URAC’s independent accreditation of their services.”

### **Mail Service Pharmacy Accreditation:**

“As mail service pharmacy options grow, it is important to have a means of verifying that an organization can address the dynamic of cost and quality. [company name] chose to demonstrate its commitment to industry best practices and regulatory compliance by undergoing a rigorous URAC review and receiving an accreditation of its services,” said URAC President and CEO Kylanne Green. “[company name] showcases an ability to offer cost-effective care without compromising quality.”

### **Community Pharmacy Accreditation:**

“[company name] has chosen to highlight the quality of its service by applying for and receiving Community Pharmacy Accreditation from URAC,” said URAC President and CEO Kylanne Green. “In a crowded marketplace, [company name] can prove its quality in areas such as medication management, customer service, and safety adhere to best practices established for quality and value.”

## Provider Care Integration and Coordination Programs

### General:

“Change is inevitable and unavoidable in the delivery of healthcare in America, and [company name] now possesses an advantage by having accredited its operations through URAC,” said URAC President and CEO Kylanne Green. “[company name] is embracing population health and value-based goals of new payment models. Its accreditation from URAC will help them improve their processes while aligning them with industry best practices and regulations.”

### Clinical Integration Accreditation:

“New Medicare regulations are driving physicians toward networks and accountable care organizations. URAC Clinical Integration Accreditation helps demonstrate the quality of these emerging organizations. [company name] has put forth a significant effort to validate its quality through our accreditation review,” said URAC President and CEO Kylanne Green.

“In taking on the responsibilities of becoming a clinically integrated organization, [company name] shows it is willing to accept additional risk in pursuit of more coordinated services and care,” said URAC President and CEO Kylanne Green. “URAC is proud to help [company name] and others by providing them with an accreditation program that validates the quality of their services as well as helps them avoid regulatory pitfalls.”


“Increasing coordination of healthcare services is necessary to meet demands for more value and quality, but the process risks violating anti-trust guidelines,” said URAC President and CEO Kylanne Green, “[company name] is protecting itself while increasing options for care through a URAC Clinical Integration Accreditation program that aligns with government rules and promotes a continuous improvement of services.”

### Accountable Care Accreditation:

“As American healthcare focuses on the delivery of increased value and quality, [company name] is ahead of the curve by choosing to accept additional risk. URAC is proud to have helped [company name] along the continuum toward more accountable care through our accreditation program,” said URAC President and CEO Kylanne Green. “[company name] is now helping showcase the future that’s expected of American healthcare providers.”

### Telehealth Accreditation:

“By earning Telehealth Accreditation from URAC, [company name] is operating on the cutting edge of healthcare delivery,” said URAC President and CEO Kylanne Green. “Independent accreditation demonstrates [company name] can provide value-based care to more people while meeting performance standards conceived by a broad



array of telehealth stakeholders. As technology becomes more critical in achieving population health goals, [company name] blazes a trail that others will follow.”

#### **PCMH Certification:**

“By earning Patient Centered Medical Home Certification from URAC, [company name] begins an important transformation toward meeting the goal of providing increased population health and value-based delivery of care,” said URAC President and CEO Kylanne Green. “Change is inevitable, and [company name] is embracing an innovative approach to moving its practice along the continuum toward more accountable care.”

### **Health and Dental Plan Programs**

#### **Health Plan Accreditation:**

“In earning Health Plan Accreditation from URAC, [company name] proves that it aligns with the key components of the Affordable Care Act as well as healthcare industry trends,” said URAC President and CEO Kylanne Green. “It also shows [company name] possesses a willingness to track performance and strive for a continual improvement of services. [company name] has made a commitment to quality and will stand out in the marketplace.”

#### **Health Plan with Health Insurance Marketplace Accreditation:**

“[company name] earned a recognition of its health plan with URAC accreditation that is recognized in all 50 states and the District of Columbia. It proved compliance with rigorous standards, proving an ability to adhere to the mandates of the Affordable Care Act and compete in insurance marketplaces nationwide,” said URAC President and CEO Kylanne Green. “[company name] demonstrates its quality and compliance with standards that align with state and federal expectations for a more value-based delivery of care.”

#### **Dental Plan Accreditation:**

“Just like health plans, American dental plans are now receiving increased expectations for their quality and that they can demonstrate they deliver better care at a lower cost. With URAC Dental Plan Accreditation, [company name] distinguishes itself by verifying its safety and security against a set of rigorous quality standards. We salute [company name] for its commitment to meeting population health goals,” said URAC President and CEO Kylanne Green.

“Dental plans also need to demonstrate quality these days, and that is what [company name] did by earning URAC accreditation of its services,” said URAC President and CEO Kylanne Green. “With URAC Dental Plan Accreditation, [company name] shows it adheres to best practices in credentialing, management, and member relations. It has gone the extra mile to prove its quality.”



## Health Plan Operations Programs

### Credentials Verification Organization Accreditation:

“Increased scrutiny of healthcare quality makes credentials verification a vital component in delivering safe and successful care,” said URAC President and CEO Kylanne Green. “[company name] is showcasing a commitment to quality by achieving Credentials Verification Organization Accreditation from URAC that’s designed to increase patient confidence, maintain provider excellence, and reduce legal exposure.”

### Health Website/Health Content Provider Accreditation:

“It is common sense that you cannot believe everything you read on the Internet, but [company name] has gone to great lengths to be an exception by achieving independent [Health Website Accreditation/Health Content Provider] Accreditation from URAC,” said URAC President and CEO Kylanne Green. “With URAC’s rigorous and independent accreditation standards for healthcare-related websites that demand disclosure, quality oversight, and accountability, [company name] demonstrates that it can be a trusted source of health information in the Internet.”

### Health Network/Dental Network Accreditation:

“To meet the growing demand to provide quality healthcare services at a reasonable cost, [company name] distinguishes itself in the marketplace by having earned [Health Network Accreditation/Dental Network Accreditation] from URAC,” said URAC President and CEO Kylanne Green. “With rigorous standards created by a broad array of stakeholders, [company name]’s independent accreditation from URAC demonstrates its commitment to bringing together qualified, credentialed, and well-managed providers for their patients.”

## Healthcare Management Programs

### Case Management Accreditation:

“Demands for more value-based care through coordinated services and effective care makes the role of case managers more important than ever. [company name] now stands out because it earned Case Management Accreditation from URAC. This demonstrates its commitment to quality standards, performance measurement, and continuous improvement in the delivery of services,” said URAC President and CEO Kylanne Green.

### Health Utilization Management/Workers’ Compensation Utilization Management:

“Appropriateness and efficiency are words to live by in meeting new value-based goals for population health. [company name]’s URAC accreditation shows an ability to abide by the gold standard when it comes to performing [Health Utilization Management/Worker’s Compensation Utilization Management] functions,” said URAC President and CEO Kylanne Green. “URAC’s utilization management accreditation standards promote an evidence-based and reasonable review of services that respect both patients and providers.”

### **Independent Review Organization Accreditation:**

“Increased accountability regarding the proper delivery of care makes the role of independent review organizations more important than ever. By achieving independent URAC accreditation for their IRO services, [company name] is proving a proficiency in providing knowledgeable and credentialed reviewers free of conflicts of interest,” said URAC President and CEO Kylanne Green. “URAC’s thorough IRO standards provide for effective [internal/external/comprehensive internal and external reviews], and [company name]’s accreditation will make them stand out in the marketplace.”

### **Disease Management Accreditation:**

“With Disease Management Accreditation from URAC, [company name] is recognized to have the expertise to work effectively with providers in improving population health and managing chronic disease care,” said URAC President and CEO Kylanne Green. “[company name] has made a commitment to URAC’s broad and rigorous standards and measures that prove its commitment to quality care.”

### **Health Call Center Accreditation:**

“Health call centers are a vital part of providing more accountable and value-based care. URAC’s independent Health Call Center Accreditation makes [company name] a better provider of services through quality standards that stress having professional staff who can handle patients with efficiency and effectiveness,” said URAC President and CEO Kylanne Green.

## **Core Accreditation**

### **General:**

“By applying for and achieving Core accreditation, [Company name] has demonstrated a commitment to quality healthcare,” said URAC President and CEO Kylanne Green. “Quality healthcare is crucial to our nation’s welfare and it is important to have organizations that are willing to measure themselves against national standards.”

# APPROVED MARKETING AND COMMUNICATIONS LANGUAGE

All language on the URAC ([www.uran.org](http://www.uran.org)) website is approved to be reprinted with attribution. The following text is approved for public use.

### **Language Mission Statement**

URAC’s mission is to promote continuous improvement in the quality and efficiency of healthcare management through processes of accreditation, certification, education, and measurement.

### **Language “About URAC”**

The following paragraph is approved language for “About URAC”:

Founded in 1990, URAC is the independent leader in promoting healthcare quality through accreditation, certification, education, and measurement. URAC is a nonprofit organization developing evidence-based measures and standards through inclusive engagement with a range of stakeholders committed to improving the quality of healthcare. Our portfolio of accreditation and certification programs span the healthcare industry, addressing healthcare management, healthcare operations, health plans, pharmacies, telehealth providers, physician practices, and more. URAC accreditation is a symbol of excellence for organizations to show-case their validated commitment to quality and accountability.

### **Language Describing the URAC Accreditation Process**

The URAC accreditation process demonstrates a commitment to quality services and serves as a framework to improve business processes through benchmarking organizations against nationally recognized standards.

URAC accreditation requires applicants to submit policies, procedures, and other organizational information that is followed by a review. Once an application is received by URAC, a primary reviewer is assigned and coordinates all aspects of the review until a decision on accreditation has been determined.

URAC’s education resources enable learning and compliance with nationally recognized healthcare standards and supports improvements and innovation in healthcare management and delivery. URAC offers educational content that includes workshops, newsletters, issue briefs, videos, white papers, and webinars.

### **Language Describing URAC Accreditation Standards**

Starting with standards development, representatives from URAC’s volunteer committee convene to establish and revise benchmarks. These volunteers represent the interests of a wide variety of stakeholders that include consumers, purchasers, regulators, providers, and healthcare organizations. Once drafted, URAC standards are circulated for public comment and beta-tested before an accreditation product is launched or updated. This broad, inclusive process assures that URAC’s standards address a diverse set of needs.

### **Language Describing Leading Indicators**

URAC’s leading indicators are non-weighted, optional elements highlighting effective practices not yet widely adopted in healthcare. They allow a URAC-accredited organization to distinguish itself from other accredited organizations. Leading indicators may provide a forecast of where the healthcare industry may be heading.

## Use of the URAC Accreditation Seal on Marketing Materials

Organizations are encouraged to display their URAC accreditation seal on the following items:

• Business cards	• Websites
• Marketing/sales brochures	• Email
• Advertising	• Letterhead
• Press releases	• Posters
• Proposals	• Newsletters
• Billboards/signage	• Branded items
• Annual reports	• Internal communications

## PROHIBITED MARKETING ACTIVITIES AND LANGUAGE

### Use of the URAC Logo

**URAC is the only organization authorized to use the URAC logo.** The URAC logo is protected by trademark and cannot be reproduced without the written permission of URAC's Vice President of Sales and Marketing, Director of Marketing, or CEO.



### Prohibited Marketing Language

- All references in press releases, web announcements, social media posts, and marketing materials must only use "URAC" when describing URAC. While URAC as an organization has been known by other names in the past, the only currently correct name is URAC. Companies should never use, reference, or otherwise include "AAHC," "AAHCC," or "American Accreditation Healthcare Commission" in any marketing or other public materials.
- URAC has no global "accreditation" for all aspects of an organization. Rather, URAC accreditations are specific sets of standards that are applicable to a specific function or set of functions within an organization. Accredited companies must always refer to the specific URAC standards and locations under which they were accredited and functions which are accredited. Example: "Smith Company's Georgia PPO received Health Plan Accreditation from URAC."
- Organizations with URAC accreditation or certification may not claim that they "exceed" national standards or that they "exceed" URAC standards. Nor can they claim they have met the "highest" standards in the industry when referring to URAC accreditation.

- When referring to URAC accreditation, the references must be accurate. Only URAC programs that have been accredited may be mentioned. For example, if your PPO is accredited, but your HMO is not, only the PPO may be mentioned. Example: “Our PPO has earned URAC accreditation for Health Network.”
- In the event that less than 100 percent of your organization’s eligible operational sites (physical locations) have received URAC accreditation, your organization must clearly communicate which operational sites are accredited and which operational sites are not accredited.
- If your company’s accreditation has lapsed or been suspended, you may not mention URAC or URAC accreditation in any communications until your accreditation is active.
- URAC seals must be immediately removed from all materials once an organization’s affiliation with URAC has ended.
- URAC does not have a “preferred vendor” designation. URAC does not refer to any business as a “vendor.”

## NONCOMPLIANCE PENALTIES


Failure to comply with marketing guidelines as outlined in this document and your accreditation agreement with URAC may result in, at URAC’s discretion, a revocation of an organization’s accreditation status. URAC reserves the right to determine if marketing and communication material is misleading, false, or misrepresentative of accreditation status.

URAC reserves the right to require an organization to withdraw advertising, URAC seals, or other marketing and communication materials from distribution immediately or to publish (at the URAC-accredited organization’s cost) a retraction or clarification in connection with any false or misleading statements or any violation of these guidelines. Each organization agrees in advance to remedy such violations with the action deemed appropriate by URAC. In addition, URAC reserves the right to conduct an audit of an organization’s URAC-related advertising, marketing and communications materials at any time.

### CONTACT INFORMATION

For questions about your account with URAC, please [sign-in to your AccreditedNet account](#) or contact your designated URAC account manager. If you do not know who your account manager is, please email [info@urac.org](mailto:info@urac.org)

- Questions about measurement: [measurement@urac.org](mailto:measurement@urac.org)
- Questions on URAC accreditation standards: [productdevelopment@urac.org](mailto:productdevelopment@urac.org)
- Questions about your accreditation seal: [marketing@urac.org](mailto:marketing@urac.org)
- Questions about the URAC marketing guide: [communications@urac.org](mailto:communications@urac.org)
- Requests for language approval: [communications@urac.org](mailto:communications@urac.org)
- Help with a URAC related article, arrange an interview with a URAC spokesperson, or any other media-related inquiries: [media@urac.org](mailto:media@urac.org)

- 
- Purchasing accreditation, including pricing: [sales@urac.org](mailto:sales@urac.org)
  - All other questions: [info@urac.org](mailto:info@urac.org) or (202) 216-9010

## Sample Press Release Template

**YOUR LOGO**

FOR IMMEDIATE RELEASE  
DATE

CONTACT NAME  
NUMBER, EMAIL

### **[YOUR COMPANY] EARNS URAC ACCREDITATION IN (INSERT NAME OF ACCREDITATION)**

*The designation demonstrates the highest level of commitment to quality healthcare*

[YOUR CITY, STATE] – **[Company Name]** is proud to announce that it has earned URAC accreditation in **(INSERT NAME OF ACCREDITATION)**. URAC is the independent leader in promoting healthcare quality through accreditation, certification and measurement. By achieving this status, **[Company Name]** has demonstrated a comprehensive commitment to quality care, improved processes and better patient outcomes.

**INSERT COMPANY** info.

**INSERT QUOTE** from **COMPANY LEADERSHIP**.

**INSERT APPROVED URAC QUOTE - SEE LIST OF APPROVED URAC QUOTES**

#### **About Company**

##### **About URAC**

*Founded in 1990, URAC is the independent leader in promoting healthcare quality through accreditation, certification and measurement. URAC is a nonprofit organization developing evidence-based measures and standards through inclusive engagement with a range of stakeholders committed to improving the quality of healthcare. Our portfolio of accreditation and certification programs span the healthcare industry, addressing healthcare management, healthcare operations, health plans, pharmacies, telehealth providers, physician practices, and more. URAC accreditation is a symbol of excellence for organizations to showcase their validated commitment to quality and accountability.*