



# URAC Marketing Guide

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## Using the URAC Marketing Guide

Congratulations! As a URAC-accredited organization, you join a select group of industry leaders that meet rigorous standards for health care quality, safety and accountability. The URAC Accreditation Seal validates your status as an outcomes-driven health care organization committed to achieving high standards of care. Highlighting URAC accreditation or certification on your marketing and communication collateral enhances your credibility and brand equity among consumers, payers, providers, legislators, regulators and others.

The URAC Marketing Guide helps you promote your accreditation or certification status while maintaining the integrity of the URAC Seal and related URAC program information.

Although URAC does not require you to submit materials related to or containing information about URAC accreditation/certification for our review, failure to comply with these stated marketing guidelines may adversely affect your accreditation/certification status.

If you have any questions related to the guide and its usage, please contact your Client Relations Manager or the URAC Marketing Team. Email us at [marketing@urac.org](mailto:marketing@urac.org).

## The URAC Accreditation or Certification Seal

The URAC Accreditation or Certification Seal is an easily recognizable indication of your merit as an accredited or certified health care organization. The seal is reserved for the *exclusive use of URAC-accredited or certified clients*.

We encourage you to prominently display the seal on your website as well as print and digital communications to demonstrate your commitment to delivering quality health care services.



### Accreditation and Certification Seal Specifications

URAC-accredited or certified organizations should display a valid, dated URAC Accreditation or Certification Seal on your company website. The seal contains a hyperlink to your listing on the URAC Directory of Accredited Organizations or the URAC Directory of Certified Organizations. With a “click-to-verify” Accreditation or Certification Seal, you ensure that anyone visiting your website can easily recognize and verify your status.

Located on the Organizations’ Certification Record, AccreditedNet 3.0 provides a more versatile form for seal generation. The HTML code provided includes the URAC seal image, the program for which you have been accredited/certified, the expiration date of the accreditation/certification and an embedded link back to your organization’s directory information. Copy the code provided to Notepad and save. Provide the file to your website administrator for incorporation on your website. This HTML code provides your website administrator with the flexibility to conform the image and text to your websites style.

Again the “click-to-verify” seal allows your stakeholders and website visitors to verify your accreditation or certification by re-directing them directly your organization’s details in URAC’s online Directory.

### URAC Seal Usage Guidelines

- The URAC Accreditation and Certification Seals comply with our brand colors. Do not use different color variations, resize or distort the components of the seal or place it on a patterned background.
- The JPG image file does not support a transparent background; for best results, insert the seal image on a white background.
- If you have multiple URAC accreditations or certifications, display each individual URAC seal separately with its accreditation/certification name and expiration date; do not list multiple URAC accreditations/certifications on the same seal.
- Do not create your own URAC Accreditation or Certification Seal.

URAC-accredited organizations are encouraged to display their URAC Accreditation or Certification Seal on marketing and communications items, such as:

- Advertising
- Annual reports
- Billboards/signage
- Branded items
- Business cards
- Conference or event signage
- Email blasts
- Email signatures
- Internal communications
- Letterhead
- Marketing/sales brochures
- Newsletters
- Posters
- Printed materials
- Presentations
- Press releases
- Proposals
- Social media posts
- Websites

If you're not sure how to best display the Accreditation or Certification Seal or have questions or concerns about inserting the image – just ask! The URAC Marketing team is happy to assist you. Email us at [marketing@urac.com](mailto:marketing@urac.com).

## Displaying URAC Seals on Your Website

URAC-accredited organizations or those with certification should display a valid, dated URAC Accreditation or Certification Seal applicable to your program status on your company website. Consider placing the seal on your home page, an awards page or an ‘about us’ or ‘company information’ section.

As a URAC best practice, please hyperlink the seal to your listing on the URAC Directory of Accredited Organizations web page or the URAC Directory of Certified Organizations as appropriate. With a “click-to-verify” Accreditation or Certification Seal, you ensure that anyone visiting your website can easily recognize and verify your status.

Now that you’ve earned URAC accreditation, consider adding “URAC” and “accredited” to your SEO keyword list

If you have multiple URAC accreditations or certifications, display each individual URAC seal with its unique accreditation/certification name and expiration date.

While you are not required to list your URAC-accredited locations alongside the seal, please specify which locations have URAC accreditation or certification. For example, if you place the URAC accreditation seal on your website home page, you don’t need to list locations that are URAC accredited next to the seal. However, for any web pages that list your site locations, you should clearly indicate which ones are URAC accredited or certified.

As part of your client agreement, the seal and hyperlink should be posted to your website within 30 days of achieving full accreditation or certification.

### Website Accreditation or Certification Seal Checklist

1. Post the URAC Seal within 30 days of full accreditation
2. Link it to your company profile in the URAC directory
3. If you have more than one seal, display each separately
4. Specify URAC-accredited locations if needed

See the next section for information on how to best describe your URAC accreditation or certification.

## Digital and Print Communications

URAC's accreditation and certification programs focus on a wide range of health care services and supports, and each product has its own unique set of requirements and standards. Some programs also include specific performance measures. [URAC's website](#) provides language on each accreditation or certification product that you can use for your company-specific communications.

You can also use the URAC Press Release template on page 13 to announce your accreditation status.

When describing your URAC accreditation or certification, you should specify the type of accreditation that your organization has achieved. For example:

- [Your Company] is URAC accredited for Specialty Pharmacy.
- [Your Company] is accredited by URAC for Specialty Pharmacy.

Don't forget – when using the Accreditation or Certification Seal on digital communications, link it to your company profile on the URAC directory

## Social Media

URAC encourages you to use social media channels to promote and publicize your accreditation/certification which can help build brand awareness and distinguish your organization from the competition. Guidelines that govern use of the Accreditation and Certification Seal, URAC name and logo and URAC-associated products equally apply to social media channels.

URAC has a reliable, well-balanced social media presence. We suggest you follow us on all of our social media channels: [Twitter](#), [Facebook](#), [LinkedIn](#) and [YouTube](#).

We make a distinct congratulatory post on social media for every new client and renewal within the month your full accreditation or certification goes into effect and tag you in the announcement. We invite you to share this content on your social media distribution channels or use it to deploy your own campaign.

We also post trending news and valuable industry insights regularly via social media and on our [website](#) that your organization may find useful and worth resharing among your followers.

To help get you started, here are some draft social media post examples:

- Twitter Example: [Your Company] is proud to have earned @urac accreditation for [#SpecialtyPharmacy](#). [#URAC](#)
- Facebook Example: [Your Company] is proud to have earned @URAC.org accreditation for [#SpecialtyPharmacy](#). The designation demonstrates [company name] is dedicated to high quality care and patient safety. [#URAC](#)

- LinkedIn: Example [Your Company] is proud to have earned @URAC [#accreditation](#) for [#SpecialtyPharmacy](#). The designation demonstrates [company name] is dedicated to high quality care and patient safety and that we strive to continually improve our pharmacy services. [#URAC](#)

### **Press Releases**

Please use the press release template on page 13 to announce your organization has officially earned accreditation and/or certification. Using the template protects the integrity and value of the URAC brand and prevents misrepresentation. It also protects you—using approved language that best represents your achievement ensures the information is verified and accurate.

If you have questions about the press release template or usage, please contact your Client Relations Manager or the Marketing team.

## Marketing and Communications Language

### **How to Describe Your URAC Accreditation or Certification**

Product language posted on the URAC [website](#) is approved for your use to describe your particular accreditation, certification or designation. The following information about our organization and the accreditation process is also approved for public use.

### **About URAC**

Founded in 1990 as a non-profit organization, URAC is the independent leader in promoting health care quality and patient safety through renowned accreditation programs. URAC develops its evidence-based standards in collaboration with a wide array of stakeholders and industry experts. The company's portfolio of accreditation and certification programs span the health care industry, addressing health care management and operations, pharmacies, telehealth, health plans, medical practices and more. URAC accreditation is a symbol of excellence for organizations to showcase their validated commitment to quality and accountability.

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

The URAC accreditation process facilitates learning and continuous quality improvement across your organization. It is not a simple checklist; rather, it serves as a flexible framework that enables you to assess and improve clinical care and program operations.

URAC's streamlined accreditation process requires applicants to submit comprehensive policies, procedures, workflows and other organizational information. Our reviewers coordinate all aspects of the process until a decision on accreditation has been determined via an impartial, third-party evaluation. URAC's accreditation process validates compliance with nationally recognized health care standards and supports improvements and innovation in care management and service delivery for the long term.

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

URAC relies on a multidisciplinary advisory group to guide standards development, establish benchmarks and inform revisions. This group includes payers, physicians, hospitals, our Board of Directors, URAC's Standards Committees and other industry experts. The standards are then circulated for public comment and beta-tested before their release. This broad, inclusive process assures that URAC's standards promote industry best practices.

URAC's comprehensive standards and associated elements of performance are organized into four foundational focus areas across all accreditation and certification programs:

- Risk management
- Operations infrastructure
- Performance monitoring and improvement
- Consumer protection and empowerment

Streamlining more than 40 core standards into these focus areas makes the process more seamless and enables URAC to conduct accreditation evaluations more quickly and efficiently.

## Marketing Practices 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.



### Marketing Practices

- All references to URAC must only use the name “URAC” to describe our organization. There is not a longer “unabbreviated” version of the company name. Using previous naming conventions for URAC is prohibited.
- URAC does not offer global accreditation or certification for all aspects of an organization. Rather, URAC accreditations/certifications are specific sets of standards applicable to a certain function or set of functions. Accredited or certified companies must always refer to the specific URAC standards and locations for which they were accredited. Example: “XYZ Company’s Georgia PPO received Health Plan Accreditation from URAC.”
- When citing URAC accreditation/certification, the reference must be specific to the program. For example, if your PPO is accredited, but your HMO is not, only the PPO may be cited. Example: “Our PPO has earned URAC accreditation for Health Network.”
- Do not share our proprietary and confidential accreditation/certification standards without our permission.
- 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.
- If some of your organization’s eligible sites (locations) are URAC accredited or certified, and others are not, you must indicate which locations are URAC accredited/certified.
- If your company’s accreditation or certification has lapsed or been suspended, you may not mention URAC or URAC accreditation/certification in any communications until your accreditation or certification is valid and 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 client agreement with URAC may result in revocation of an organization's accreditation status. URAC reserves the right to determine if marketing and communication material is misleading, false or misrepresentative. In such cases, URAC may request an organization to withdraw advertising, URAC seals or other materials from distribution immediately or to publish a retraction or clarification at your expense.

## Sample Press Release Template

**YOUR LOGO**

FOR IMMEDIATE RELEASE

CONTACT NAME

DATE

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 for **(INSERT NAME OF ACCREDITATION)**. URAC is the independent leader in promoting health care quality by setting high standards for clinical practice, consumer protections, performance measurement, operations infrastructure and risk management. By achieving this status, **[Company Name]** demonstrates commitment to quality care, enhanced processes, patient safety and improved 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 as a non-profit organization, URAC is the independent leader in promoting health care quality and patient safety through renowned accreditation programs. URAC develops its evidence-based standards in collaboration with a wide array of stakeholders and industry experts. The company's portfolio of accreditation and certification programs span the health care industry, addressing health care management and operations, pharmacies, telehealth, health plans, medical practices and more. URAC accreditation is a symbol of excellence for organizations to showcase their validated commitment to quality and accountability.*

## Approved URAC Quotations

URAC provides the following quotations from URAC President and CEO Shawn Griffin, M.D. for use in communicating your accreditation or certification. Only URAC-accredited or certified organizations may communicate the status of their accreditation or certification. If you require additional support, please contact your Client Relations Manager or the URAC Marketing Team.

### **Digital Health - Telehealth Accreditation**

“By earning Telehealth Accreditation from URAC, [company name] operates on the forefront of health care delivery,” said URAC President and CEO Shawn Griffin, M.D. “Meeting URAC’s telehealth standards means [company name] provides more than a platform for transaction-based appointments. It demonstrates that [company name] leverages technologies to advance high quality care that promotes clinical best practices, consumer protections and care continuity among patients and providers.

“As telehealth become a more widespread option, [company name] distinguishes itself as an established, accredited organization committed to improving the health and well-being of the people it serves.”

### **Health Plan Accreditation**

“With URAC’s prestigious Health Plan Accreditation, [company name] assures members, providers and others that they meet rigorous clinical and operational standards, measured against national benchmarks. Achieving health plan accreditation is more than checking a box. It means [company name] has a proven, yet flexible framework to continually monitor and improve patient outcomes as well as operational efficiencies,” said URAC President and CEO Shawn Griffin, M.D.

### **Mental Health Parity**

“URAC is the only national accrediting organization to offer a Mental Health/Substance Use Disorder Parity Accreditation Program. By achieving this distinctive recognition, [company name] demonstrates their capacity to comply with Federal *Mental Health Parity and Addiction Equity Act* Final Rules and comprehensive data collection and reporting requirements. Moreover, mental health parity accreditation shows that [company name] is meeting its obligation to ensure patient access to quality behavioral health care,” said URAC President and CEO Shawn Griffin, M.D.

### **Operations Management**

“With our rapidly changing health care delivery system, [company name] has a distinct advantage by having accredited its operations through URAC,” said URAC President and CEO

Shawn Griffin, M.D. “URAC accreditation will help [company name] improve their processes while aligning them with industry best practices and regulations.”

### **Patient Management**

“URAC accreditation show that [company name] adheres to best-in-class industry standards for clinical excellence, collaborative care, patient empowerment, risk management and organizational leadership and accountability. With this distinction, [company name] demonstrates excellence in quality health care delivery and their commitment to ensuring patient safety,” said URAC President and CEO Shawn Griffin, M.D.

### **Pharmacy Programs**

“Pharmacies and related pharmaceutical services play a critical role in the health care delivery system now more than ever. Given the complicated nature of chronic disease, pharmacies like [company name] do much more than simply fill a prescription. As trusted experts at the frontline of care delivery, they often provide targeted patient support and education to ensure proper medication management,” said URAC President and CEO Shawn Griffin, M.D.

“By achieving URAC accreditation, [company name] demonstrates excellence in quality care delivery and their long-term commitment to ensuring patient safety and improving outcomes.”

### **General**

We applaud [company name] on achieving URAC accreditation. With this distinction, [company name] demonstrates excellence in quality health care delivery and their commitment to ensuring patient safety,” said URAC President and CEO Shawn Griffin, M.D.

## Contact Information

For questions about your account with URAC, please [sign-in to your AccreditedNet account](#) or contact your designated URAC Client Relations Manager.

### Additional Inquiries

- 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: [businessdevelopment@urac.org](mailto:businessdevelopment@urac.org)
- All other questions: [info@urac.org](mailto:info@urac.org) or (202) 216-9010