



# CLIENT MARKETING GUIDE

February 2023

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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 or certification seal validates your status as an outcomes-driven health care organization committed to achieving high standards of care. Highlighting URAC accreditation or certification in your marketing and communication material enhances your credibility and brand equity among consumers, payers, providers, legislators, regulators and others.

The URAC Client 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, your organization will benefit from using our expertise if you have questions regarding these marketing guidelines.

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).

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# 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 display the seal prominently on your website, as well as in print and digital communications, to demonstrate your commitment to delivering the highest 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.

Your URAC seal must always have **all three** of the following elements:

- 1) the seal itself,
- 2) your accreditation or certification type, and
- 3) the expiration date

It is not a valid seal without all three components.

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**ACCREDITED**  
Specialty Pharmacy  
Expires 09/01/2025

Your organization’s seal is located on your Certification Record in AccrediNet 3.0 which 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 that will send people to your organization’s directory information on URAC’s website. 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 website’s style.

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

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# THE URAC ACCREDITATION OR CERTIFICATION SEAL

## 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.

We encourage URAC-accredited and certified organizations 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 display your 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.org](mailto:marketing@urac.org).

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# MARKETING AND COMMUNICATIONS LANGUAGE

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 in the URAC Directory of Accredited Organizations 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

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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.

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

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# DIGITAL AND PRINT COMMUNICATIONS

## Social Media

URAC encourages you to use social media channels to promote and publicize your accreditation/certification; this 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 also 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 post a congratulations message on social media for every new and reaccredited client within six weeks of when the accreditation or certification goes into effect. We will tag your organization 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

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# DIGITAL AND PRINT COMMUNICATIONS

## **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 at [marketing@urac.org](mailto:marketing@urac.org).



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# MARKETING AND COMMUNICATIONS LANGUAGE

## How to Describe Your URAC Accreditation or Certification

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

When describing your URAC accreditation or certification, you should specify you should specify what type of URAC accreditation or certification your organization has earned in your description. For example:

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

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. [www.urac.org](http://www.urac.org)

### 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. 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.



Don't forget – when using the accreditation or certification seal on digital communications, link it to your company profile on the URAC Directory.

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# MARKETING AND COMMUNICATIONS LANGUAGE

## **Language Describing URAC Accreditation Standards**

URAC relies on a multidisciplinary advisory group to guide standards development, establish benchmarks and inform revisions. This group includes national leaders across the health care spectrum as well as our Board of Directors, 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.

## **Marketing Practices**

All references to URAC must only use the name "URAC" to describe our organization. There is no 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."
- When describing URAC accreditation or certification, organizations may not disclose their final review score.
- 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.

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## MARKETING AND COMMUNICATIONS LANGUAGE

- 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 accreditation has expired.

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# LOGO AND OTHER CONSIDERATIONS

## **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 Marketing leadership.

## **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.

## **Final Important Information**

- Do not share URAC's proprietary and confidential accreditation/certification standards without URAC's permission. Other organizations can purchase copies of our standards at [www.urac.org/store](http://www.urac.org/store).
- URAC does not have a "preferred vendor" designation. URAC does not refer to any business as a "vendor."

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# 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 a meaningful commitment to quality health care.

**[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] has demonstrated its 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.

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# APPROVED URAC QUOTATIONS



URAC provides the following quotations from URAC President and CEO Shawn Griffin, MD 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 or Remote Patient Monitoring**

“Organizations that earn a [Telehealth/Remote Patient Monitoring] Accreditation demonstrate that they are operating at the highest standards possible in this continuously growing area of care delivery,” said URAC President and CEO, Shawn Griffin, MD. “URAC’s [Telehealth/Remote Patient Monitoring] Accreditation shows [organization’s name] excellence at the important intersection of clinical best practices and technological safety and security.”

## **Health Plan**

“URAC is proud to congratulate [company name] for achieving Health Plan Accreditation. This achievement demonstrates to members, providers and care partners that [company name] meets high standards in network management, member services and communication and utilization management. Organizations that earn this accreditation demonstrate a commitment to continuous quality improvement and an impressively high level of service for their members,” said URAC President and CEO, Shawn Griffin, MD.

## **Mental Health Parity**

“The federal government has made it clear that they are keeping a close eye on payers to ensure that mental health and substance use disorder treatment coverage is equivalent to that of medical and surgical care,” said URAC President and CEO, Shawn Griffin, MD. “We are proud to recognize [company name] for demonstrating their sustained commitment to parity for all types of care provided.”

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# APPROVED URAC QUOTATIONS

## **Specialty Pharmacy**

“Now more than ever, specialty pharmacies are an essential part of the patient care team and patient experience. URAC congratulates [company name] on their achievement of Specialty Pharmacy Accreditation. This achievement demonstrates excellence in pharmacy operations, product handling, patient education and patient management. When an organization achieves URAC accreditation, they demonstrate their commitment to improving their quality of care, which is important to patients, providers and payers,” said URAC’s President and CEO Shawn Griffin, MD.

## **Mail Service Pharmacy**

“Mail service pharmacies provide a critical connection for patients receiving specialized pharmaceutical care,” said URAC’s President and CEO Shawn Griffin, MD. “URAC’s Mail Service Pharmacy Accreditation recognizes excellence in the areas of pharmacy operations, medication distribution and patient service and communication, all of which are valuable components of the patient care experience. We are proud to recognize [company name] for achieving URAC’s Mail Service Pharmacy accreditation.”

## **Health Utilization Management**

Health care professionals know that utilization management is an important component to ensure that patients receive the most appropriate care for their particular needs. URAC’s Health Utilization Management Accreditation is a demonstration of excellence in reviewer qualifications, efficient timelines, appeals and drug utilization management. We are proud to recognize [company name] for achieving URAC’s Health Utilization Management Accreditation,” said URAC’s President and CEO Shawn Griffin, MD.

## **Clinically Integrated Networks**

Clinically Integrated Networks are the future of health care as they promote the best in provider-to-provider communication to improve patient care. URAC is proud to recognize [organization name] for its achievement of Clinically Integrated Network accreditation,” said URAC President and CEO, Shawn Griffin, MD. “This accreditation reflects excellence in the areas of health information technology, care coordination and population health.

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# APPROVED URAC QUOTATIONS

## **Independent Review Organization/Independent Medical Examination**

“URAC’s [Independent Review Organization (IRO)/Independent Medical Examination (IME)] Accreditation validates that third-party organizations providing medical determinations are committed to a fair and impartial peer review process for both patients and physicians,” said URAC’s President and CEO Shawn Griffin, MD. “We are proud to recognize [organization name] for maintaining high industry standards in the areas of credentialing reviewers, review timelines and information used and decision notification.”

## **Health Care Operations**

If your program is not recognized in one of the above quotations, please feel free to use the language from one of these general areas of health care. “We offer our congratulations to [company name] for achieving [accreditation name]. Earning this [accreditation/certification/designates] shows excellence in the ever-shifting landscape of health care operations, including in consumer protection, risk management and performance measurement. URAC accreditation reflects an organization’s commitment to operating at the high standards in the industry,” said URAC President and CEO, Shawn Griffin, MD.

## **Patient Care Management**

“Patient care is at the heart of what URAC-accredited organizations do and we are proud to recognize [company name] for achieving [accreditation/certification],” said URAC President and CEO, Shawn Griffin, MD. “This [accreditation/certification] reflects their excellence in keeping patients safety, communication and collaboration among care teams, patient education, operations management and quality improvement.

## **General**

“The URAC [accreditation/certification] seal shows an organization’s commitment to the high quality in health care in the areas of risk management, consumer protection and empowerment, operations and infrastructure, as well as performance management and improvement. We are proud to recognize [company name] for their achievement in these areas,” said URAC President and CEO, Shawn Griffin, MD.



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# CONTACT INFORMATION

For questions about your account with URAC, please sign in to your AccreditedNet account or contact your 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, arranging 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